

When Personalised Care met CO-VID 19

Some musings from my
experiences....

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The story we want to tell	Dominant framing today
Caring about each other	Looking after 'our most vulnerable'
Focused on people & communities benefiting from & contributing to great social care	Focused on the challenges faced by the 'sector' in delivering care as a service to people
Social care is a vehicle for a good life	Social care is destination or place
People with gifts and potential	People with needs
We have great ideas for how to better support people to lead good lives, that require a reformed approach and financial investment	Social care is in crisis and is broken and funding to plug the gap/shore up the system is the answer
The growing value to society of great support	The growing social and financial cost to society of meeting demand for basic social care
By prioritising social care and reforming our approach we can all reap the dividend of living longer lives	Demand from older and disabled people for social care is a growing and irresolvable pressure on society's resources
Everyone stands to benefit	Social care is for older, disabled people and 'vulnerable people'
Citizens	The vulnerable, patients, carers
Social care can support good, ordinary, reciprocal family relationships	People divided into carers or cared for





We all want to live in the place we call home with the people and things that we love, in communities where we look out for one another, doing things that matter to us.

That's the social care future we seek. #socialcarefuture

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