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# Campaign pack

Everything you need to get  
involved with #SpeakUp2020

# About this pack

To help you get more people in your community sharing their views with you, we are kicking off 2020 with a short campaign called #SpeakUp2020. The campaign aims to help you raise awareness of the key issues you’ll be working on in 2020 and to encourage your community to start sharing their views with you.

This campaign pack has all the resources you need to take part in #SpeakUp2020. The main campaign will run from 13 – 19 January 2020 but you can run your local campaigns for longer in January if you want. These resources are designed so you can adapt them to the issues you’re working on locally.

This pack includes copy you can tailor as well as links to campaign templates and graphics.

### What is included?

* Key messages
* A campaign explainer you can use to describe #SpeakUp2020
* Template emails for the public and stakeholders
* Template news story
* Template press release
* Social media messages

# Key messages

##### We have included key messages you can use depending on whether you are looking for feedback on a health or social care service.

|  |  |
| --- | --- |
| NHS specific messages | Social care specific messages |
| We all love the NHS, but it can’t improve without your help. | Social care services provide a vital safety net. Have your say about how they need to improve. |
| Take five minutes to share your views about [insert issue] and make care better for you and the people you love. | Take five minutes to share your views about [insert issue] and make care better for you and the people you love. |
| In one [click/call] you can help improve care for your community. It’s that easy. | In one [click/call] you can help improve care for your community. It’s that easy. |
| When you need support for your health the NHS is there for you. You can be there for the NHS by sharing your views on how it can improve, making care better for everyone. | When people in your community need support, social care services should be there for them. You can help by sharing your views on how support can improve, making care better for everyone. |

# How to explain #SpeakUp2020

##### You can use this copy in person, in emails and on your website to help explain the campaign.

We’re Healthwatch. We’re here to help make health and care better. We do this by listening to your experiences of services and working with [the NHS/social care services] to make the changes you want to see.

We all [love the NHS/value social care support], but it can’t improve without your help. That’s why we’re running a campaign from the 13 – 19 January called #SpeakUp2020, encouraging you to share how [health and social care services/or insert issue] could support you better.

It only takes five minutes to speak up about your experiences, but can help make care better for you, the people you love and your community. It’s that simple.

# Template email for the public

##### You can use this template to email people on your mailing list. If you use Mailchimp you can use our ready-made template. You can access it via this link: https://us3.admin.mailchimp.com/templates/share?id=24087635\_d399e0afc26fb97a565c\_us3

##### If you use another email marketing platform, use the copy below.

Subject line:

Do you [love the NHS?/value social care support?] Speak up and help improve it.

Email body text:

We all [love the NHS/value social care support] but it can’t improve without your help. That’s why our campaign is asking you to share your views about [insert issue e.g. mental health] in [insert local area] to help make support better for you and your loved ones.

It only takes five minutes to speak up about your experiences, but by sharing the changes you want to see to local services, you are helping to improve [the NHS/social care] for everyone. It’s that simple.

[insert action button that links through to the survey - <https://www.healthwatch.co.uk/speak-2020>]

**Why do we want to hear your ideas and experiences?**

[Insert number] local people have raised concerns about [insert issue]. That’s why we have decided to look closer at the issue. If you have an experience of [insert issue], we want to know what was good about the support you received and what could have been better.

Local services can learn from your experiences and ideas, so please share them by giving your feedback online or by getting in touch with us at [insert contact details].

[insert action button that links through to the survey - <https://www.healthwatch.co.uk/speak-2020>]

# Template email for stakeholders

##### Use our template email to encourage local stakeholders and partners to support our campaign. You can tweak the copy depending on the relationship you have with the partner you’re contacting and how well they understand who Healthwatch is.

Subject line:

Help more people speak up for better care in 2020

Email body text:

We’re Healthwatch. We’re here to help make health and care better in [insert local area]. We do this by listening to the public’s experiences of services and working with NHS and social care providers to help make the changes people want to see.

To find out more about what people think, we’re running a campaign from the 13 – 19 January called #SpeakUp2020, encouraging people to share their views about how [insert local issue, e.g. mental health] can be improved in [insert local area].

We know people want to provide feedback about health and care, if they know their views will be used to change services. By getting involved in #SpeakUp2020, you can help support patient involvement in [insert local area] and get valuable insight into what people want from local services.

How can you get involved?

We’re asking people to complete a short survey about the top health and care issues in [insert local area]. You can help by sharing it on your website, in your newsletters and on your social media channels. You can find the survey here: <https://www.healthwatch.co.uk/speak-2020>

We’ve put together some key messages you can use on social media:

* We all [love the NHS/value social care support] but it can’t improve without our help. It might be a new year but your experiences from 2019 still matter. Share them with **@HealthwatchE** in this survey to help make support better: <https://www.healthwatch.co.uk/speak-2020> #SpeakUp2020
* People told #Healthwatch that their top concerns are mental health, hospital and social care. Tell **@HealthwatchE** about your experiences, or in any other area of health and social care, to help improve the services of the future. <https://www.healthwatch.co.uk/speak-2020> #SpeakUp2020
* Got an idea that could help improve health and care for your community? Don’t wait, speak up and tell **@HealthwatchE** about your experiences, and how you’d improve your local services <https://www.healthwatch.co.uk/speak-2020> #SpeakUp2020
* Encourage more people to speak up about their experiences of health and social care this year. Print off a poster so that people know where to go! <https://healthwatch.brandstencil.com/resources/live-create> #SpeakUp2020

You can also re-share the content on our social media channels. You can find us on [Facebook insert link], [Twitter insert link] and [Instagram insert link].

# Template news story

## Speak up and help improve [insert local issue] in [local area]

Lead paragraph: [We all love the NHS/value social care support], but let’s make it even better this year. Tell us about your experiences of health and social care, and the changes that you would like to see made locally, in our online survey. #SpeakUp2020

People have told us that [insert local issue, e.g. mental health] is their top health and care priority for 2020.

People would like to see changes such as:

* Problem 1
* Problem 2
* Problem 3

People have also told us that [priority 2, priority 3, priority 4 and priority 5] are

## So what are we doing about it?

We're calling on more people to [share their views and experiences with us](https://www.healthwatch.co.uk/speak-2020). We all [love the NHS/value the support that social care services provide], but they need to hear from the people who use them about how they can improve.

We want to know about your experiences at all stages of care, including:

* How easy was it to access the help and support you needed?
* What was your experience of care like?
* How did you feel about the further treatment, care or support you were offered?

By taking just five minutes to speak up about what's worked and what can be improved, you can help future services improve care for you, your loved ones, and your community. It’s that simple.

## How to get involved

You can share your views with us by:

* Completing an [online survey](https://www.healthwatch.co.uk/speak-2020)
* Giving us a call on [insert number]
* Sending us an email [insert email address]

Of course, if you would like to join in the conversation online to help us spread the message you can find us on Twitter [link] and Facebook [link] or join in with #SpeakUp2020.

**Our [insert name of your spokesperson], [insert role] said:**

“[Insert quote of your Chief Executive, Chair or a relevant volunteer/case study covering why people need to come forward and have their say]”

# Template press release

##### Media coverage is a great way to encourage people to get involved with a campaign. If you have a great case study you can use, this will make your press release stronger. Make sure to include your case study early in the press release, but otherwise follow the basic format of this template.

**PRESS RELEASE**

Embargoed: 00:01 Monday 13 January 2020

**Speak up and help improve [insert local issue] in [local area]**

People in [insert local area] have said [insert local issue, e.g. mental health] is their top health and care priority for 2020.

Insert local statistic about the issue you are working on.

Healthwatch [insert local area] is calling on more people to share their views about [insert local issue] as part of their campaign #SpeakUp2020.

Last year more than [insert number] people spoke to Healthwatch [insert local area] about their experiences of health and care services. This feedback has been used to identify the most important issues in [insert local area]. These are:

* [insert local top local health and care priorities]

To find out more, Healthwatch [insert local area] has today launched #SpeakUp2020, a campaign calling on people to share the changes they want to see to their local health and care services.

By taking five minutes to speak up about [insert issue], people in [insert local area] can improve care for themselves, their loved ones, and their community. It’s that simple.

Leanne Brown [insert name of your spokesperson], Chief Executive of Healthwatch X, said:

“[Insert quote of your Chief Executive, Chair or a relevant volunteer/case study]”

Healthwatch England, the national champion for health and social care, has today also revealed the top issues people across the country are talking to Healthwatch about.

As well as a greater focus on peer support, people want the NHS and social care to better understand what children and young people want and need from health services.

Mental health and social care have also been identified as top priorities for the fourth year in a row.

Sir Robert Francis CQ, Chair of Healthwatch England said:

“Good leadership involves listening and then acting on what is heard. Listening to people’s experiences and understanding what they want to see done differently often provides practical solutions that help hospitals, GP surgeries and care services better manage the increasing demands being placed on them.

“At Healthwatch this is what we do. We take the time to listen, and encourage others, especially leaders, across health and care to do the same. This builds vital insight and understanding that helps services make the right changes.

“Over the next year we are set to see a wealth of insight gathered by our network on a whole host of issues. In mental health in particular it will be good to see how the big commitments made by the NHS are translating in to action on the ground. And in social care, we will look to put the views of people at the very centre of the debate on how we fix the challenges facing the sector.

“It’s been great to see so many people coming forward and sharing their ideas with us over the last 12 months. In 2020 I want to see this grow even further, with as many people as possible speaking up.”

People can share the changes they want to see by getting in touch with Healthwatch [insert local area] by phoning [insert number], emailing [insert email address] or by completing our short [online survey](https://www.healthwatch.co.uk/speak-2020).

**Ends**

**Notes to editors**

Healthwatch [insert local area] is the [county’s/borough’s/city’s etc.] independent health and social care champion. It exists to ensure that people are at the heart of care. Teams of staff and volunteers listen to what people like about local health and social care services, and what could be improved. These views are then shared with the decision-making organisations, so together a real difference can be made. More information: [[insert](http://www.healthwatchgloucestershire.co.uk/) website address].

Healthwatch England is the independent champion for people who use health social care services. We exist to ensure that people are at the heart of care. <https://www.healthwatch.co.uk>

# Social media messages

We’ve put together some general tweets, as well as tweets that focus on the top three priority areas for Healthwatch across the country, to help you with your social media content. Remember to plan social media across all of your channels, using variations of what we’ve provided below.

## General tweets:

* We all [love the NHS/value social care support], but has your experience been perfect? If it matters to you, it matters to someone else. Share your experience with us in our survey to help improve the NHS now and in the future. https://bit.ly/2Z6Pb3z #SpeakUp2020
* We all [love the NHS/value social care support] but it can’t improve without our help. It might be a new year but your experiences from 2019 still matter. #SpeakUp2020 to help make support better for you and your loved ones. Go to survey: <https://bit.ly/2Z6Pb3z>
* People’s top concerns across the country are mental health, hospital care, and social care. Tell us about your experiences on these issues, and any other area of health and social care, to help improve the services of the future. Go to survey: <https://bit.ly/2Z6Pb3z> #SpeakUp2020
* Got an idea that could help improve health and care for your community? Don’t wait, speak up and tell us about your experiences, and how you’d improve your local services <https://www.healthwatch.co.uk/speak-2020> #SpeakUp2020
* Do you work in the [#NHS](https://twitter.com/hashtag/NHS?src=hash) and want to know more about people's experiences of using your service? Print off a poster to encourage more people to speak up this year <https://healthwatch.brandstencil.com/resources/live-create> #SpeakUp2020
* When you need support for your health the NHS is there for you. You can help the NHS by sharing your experiences and views on how it can improve. Complete the survey and tell us what you think: <https://www.healthwatch.co.uk/speak-2020> #SpeakUp2020

## Additional general tweets so that you can localise your content for your own priorities:

* Get involved with our new project to understand people’s experiences of #[insert issue]. It only takes a click of a button, share your experiences at <https://www.healthwatch.co.uk/speak-2020> #SpeakUp2020
* What could improve #[insert issue] services for you or your community? Share your ideas and with us about how you would change [NHS/social care services] near you. Go to survey: <https://www.healthwatch.co.uk/speak-2020> #SpeakUp2020
* Improving access to and quality of #[insert issue/service] is top of our priority list for the third year running. Let’s make real change happen this year. Share your experiences to improve care for you and your loved ones. Complete our survey: <https://bit.ly/2Z6Pb3z> #SpeakUp2020
* You don’t just have to fill out a survey to share your experiences of health and social care, you can talk to us in person too! Call us on [insert number] or email us at [insert email] and we’ll get back to you! #SpeakUp2020

## Mental health

* #MentalHealth is the public's top concern for 2020 and has been for some time. Let’s make real change happen this year. Tell us about your experience in this survey <https://www.healthwatch.co.uk/speak-2020> to help improve local services #SpeakUp2020
* What do you think about #MentalHealth services? Do you have an idea that could help improve our NHS? Tell us about your experience at <https://www.healthwatch.co.uk/speak-2020> #SpeakUp2020
* How can #MentalHealth services be improved so that people can have easier access, a better experience and feel listened to? In one click you can tell us what you think and help shape future care for you and your loved ones 🡪 <https://www.healthwatch.co.uk/speak-2020> #SpeakUp2020
* People often tell us how difficult it is to access support for their #MentalHealth. If you’ve an experience that you would like to share, to help improve services for you and others, #SpeakUp in 2020 and complete this survey: <https://www.healthwatch.co.uk/speak-2020>

#### Think about how you can encourage both men and women to respond to the survey via your channels, for example this tweet has a clear focus toward a male audience:

* Around 1 in 8 men have a common mental health problem in England according to @mentalhealth. How can services improve to address this? Tell us about your experience at <https://www.healthwatch.co.uk/speak-2020> #SpeakUp2020

## Hospital care

* In 2019, the number of people needing #NHS hospital care continued to rise. Did you visit a hospital last year? What was your experience? In one click you can help improve care for your community. Share now <https://www.healthwatch.co.uk/speak-2020> #SpeakUp2020
* In 2018-19 nearly 68,000 visited an A&E department in England every day. Do you have an experience to share about the care you received? Help improve local services in just one click: <https://www.healthwatch.co.uk/speak-2020> #SpeakUp2020
* A third of the Healthwatch network says #hospitalcare is a priority in their communities. Have your say at <https://www.healthwatch.co.uk/speak-2020> #SpeakUp2020

#### Are there any common issues in your local area that people talk to you about regarding hospitals? Think about including these in a tweet e.g.

* Help your NHS improve by telling us about the changes that you’d like to see made locally. People have told us [insert issue]. Have you had a similar experience? Tell us more in this survey to help improve services for you and your loved ones: <https://www.healthwatch.co.uk/speak-2020> #SpeakUp2020

## Social care

* Nearly 1/2 of the Healthwatch network says #SocialCare services are a priority in their communities. Have your say: <https://www.healthwatch.co.uk/speak-2020> #SpeakUp2020
* We know that carers struggle to find the information they need to look after their loved one. Do you have an experience you can share with us to help improve services in the future? Tell us at <https://www.healthwatch.co.uk/speak-2020> #SpeakUp2020
* Our latest briefing on dementia found that people weren’t getting the support they needed. What’s your experience? Speaking up is the first step to change. Complete our survey: <https://www.healthwatch.co.uk/speak-2020> #SpeakUp2020
* Do you receive home care? What’s your experience of these services like? Share your views with us in just one click: <https://www.healthwatch.co.uk/speak-2020> #SpeakUp2020
* How can social care services better work together with the NHS? Tell us what works well and what needs to be improved to help make change happen. Complete our survey: <https://www.healthwatch.co.uk/speak-2020> #SpeakUp2020

#### Are there any common issues in your local area that people talk to you about regarding social care services? Is there a particular area that you want to focus on based on your evidence e.g. home care. Think about how to shape your tweets based on specific areas of social care rather than generalised so that people are able to identify with it. For example:

* Help [insert issue/service type] improve by telling us about your experiences. Were you able to access support easily? Was the care you received of a good quality? Tell us more in the click of a button: <https://www.healthwatch.co.uk/speak-2020> #SpeakUp2020

# #SpeakUp2020 resources

You can find the #SpeakUp2020 branded templates on the Communications Centre. This includes an email header, editable poster, social media cards and the #SpeakUp2020 logo.

Go to the Communications Centre - <https://healthwatch.brandstencil.com/>

If you cannot access your Communications Centre account, please email [hub@healthwatch.co.uk](mailto:hub@healthwatch.co.uk)