Because we all care

Campaign messaging

This document contains over-arching draft key messages that would be used consistently across all materials used to promote the *Because We All Care* campaign from CQC and Healthwatch, encouraging as many people as possible to feedback their experiences of health and social care in England.

The campaign is being launched firmly in the context of the COVID-19 pandemic and its impact on nearly all health and social care services, resulting in many patients finding it more difficult to access non-COVID related care during this time. This is reflected in the draft messaging below.

Campaign messages

These campaign messages can be tailored by partners and services to encourage people to feedback to them directly about their experiences of care. We have marked where organisations can adapt and personalise the messages by inserting square brackets around the editable copy.

Partner messaging

Key messages

- CQC, Healthwatch and partners have joined forces to launch 'Because We All Care'. This new campaign aims to help services identify and address quality issues, as well as support patients in response to COVID-19, by encouraging people to share feedback about their experiences of health and social care services in England.

- Led by CQC and Healthwatch, Because We All Care is a campaign that any health or social care organisation can support to help increase feedback across the sector or adopt and tailor to encourage feedback for their services.

- We all care about the NHS and social care. By encouraging service users to share their experiences of care, you can ensure you are providing the best possible support to people you care for, and help other services to learn from your best-practice.

- Routine inspections of health and social care services by CQC decreased during the COVID-19 emergency. Healthwatch have also reduced visits to services to find out how they are working for those who use them. Now, more than ever, we need feedback and insights on care to help you to adapt during this difficult time and respond to the changing needs of the people you support.

- As health and social care services work to provide the best possible care during COVID-19, public feedback can play a crucial role in helping you identify and address issues that affect the quality of people's care.

Public messaging

These messages can be used by all partners to encourage their audiences to feedback on their care.

Key messages

- We all care about the NHS and social care services. To help improve support for everyone, tell us what you think of your care

- You care about the NHS and social care services, and so do we. We are here to listen to and act on your feedback to help services improve care for you and others

- After you have used a health or social care service, we want to hear your feedback – whether it's good or bad. Complete our online form to help improve care for yourself and others.

- As health and social care services work to provide the best possible care during COVID-19, public feedback can play a crucial role in helping us to help services identify and act on issues that affect the quality of people's care

COVID-19 and your care

- As we respond to COVID-19, you can play your part to help health and care services provide the best support possible to people in your community – share your experiences of care with CQC or Healthwatch

- Your ongoing feedback is crucial to helping health and social care services ensure you get the support you need and has proven to improve patient care throughout the COVID-19 response.
    - Healthwatch Leeds used collective feedback from providers and patients to identify that people in care homes and sheltered accommodation were not always able to see a GP when they needed to. This issue was then raised with local decisionmakers.

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Why provide feedback on your care

- We all care about the NHS and social care. Share your experiences so we can work with care services to ensure you receive good care and help improve the standard of treatment you or your loved ones receive.

- If you're worried about sharing experiences, don't be. We treat all information in strict confidence, but we can only support services to improve care for yourself and others if you share your experiences of care – both good and bad.

- CQC and Healthwatch have the power to support the NHS and social care services to improve support for patients and take action against those delivering inadequate care.
    - 71% of health and social care providers improved services in 2018/19 due to CQC.

- Take a few moments to tell us about your experiences and help improve care for yourself, your loved ones and your community.

About the campaign and campaign partners

- CQC, Healthwatch and partners have joined forces to launch 'Because We All Care'. This new campaign aims to help services identify and address quality issues, as well as support patients in response to COVID-19, by encouraging people to share feedback about their experiences of health and social care services in England

- CQC is responsible for monitoring, inspecting and regulating all health and social care services in the country. Tell us about your experiences on our website and help us directly improve health and social care services in England.

- Healthwatch England is the independent national champion for people who use health and social care services. Tell us about your experiences on our website and we can share your views with those with the power to make change happen.

- There is a local Healthwatch in every area of England. We listen to what people like about services, and what could be improved. We share these views with those with the power to make change happen. We can also help you with advice and information to access the support you need.