**Because we all care**

*Partner and supporter communications*

**Introduction**

You can support our campaign ‘Because We All Care’ by using the messages below to encourage the public and partner organisations to get involved. The campaign launches from 8 July onwards, and aims to encourage people using NHS and social care services to give feedback on their experiences, to improve care for all.

**Email marketing: The public**

Adapt the following email to encourage local people to take part in ‘Because We All Care’:

**Email 1**

**You care about the NHS and social care services, and so do we**

COVID-19 has resulted in a number of changes to our NHS and social care services – but what has this meant for you? We’re here to listen and act on your feedback to improve care for you and others. That’s why [today] we’re launching our campaign – #BecauseWeAllCare, encouraging you to share your experiences.

By telling us about your experiences [of insert issue if relevant], we can help services in [insert location] improve the care they provide now, and in the future.

Share your views today in our short, confidential survey.

**[Share your experience]   
(link to the survey:** [**https://www.healthwatch.co.uk/because-we-all-care**](https://www.healthwatch.co.uk/because-we-all-care)**)**

[Note: You can also include examples of how your local Healthwatch has supported communities during the pandemic, to highlight the impact you have made].

**Email 2**

**Helping patients, key workers and our communities**

Giving feedback – both good and the bad – helps improve NHS and social care services. Thanks to people’s feedback [insert local success example or use ‘Healthwatch were able to make over 7,200 recommendations to services about the improvements people want to see in 2018/19].

Visiting health and social care services and the way you receive care has significantly changed because of COVID-19, with some non-urgent treatment postponed, face-to-face appointments reduced and homes and services limiting public access.

During this time, public feedback has already played an important part in helping the NHS and social care services spot issues caused by the pandemic. It is vital your views and experiences continue to help professionals understand key local issues and how well services are working you, your family and our community.

Take five minutes to complete our short confidential survey and share your experiences.

**[Tell us your views]  
(link to the survey:** [**https://www.healthwatch.co.uk/because-we-all-care**](https://www.healthwatch.co.uk/because-we-all-care)**)**

**Email marketing: Stakeholders**

Adapt the following email to encourage your local stakeholders to take part in ‘Because We All Care’. If you send this email before the campaign launches on the 8 July, include the date in the email so stakeholders know when they can take part from.

**We all care about our health and social care services**

That’s why we’re asking you to support the new campaign we are launching with CQC – #BecauseWeAllCare, encouraging the public to share their experiences, both good and bad, to help improve services. As well as promoting the benefits of giving feedback and why it’s so important, it will also be an opportunity for you to collect people’s views on key local issues.

**Why should you get involved?**

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

Together we can help services across [insert location] improve the care they provide now, and in the future. We’re here to listen and act on public feedback to improve care for you and others – helping patients, key workers, and our communities.

**How can you encourage people to share their experiences?**

**Support the campaign**

Following an experience with a health or social care service, patients and carers can share their feedback – both positive and negative - with their local Healthwatch or the CQC by completing an online form.

By encouraging your followers on social media to complete the survey [insert survey link], sharing the campaign with local stakeholders and the public, or even putting up a poster where you work, you can help people share their experiences of care during COVID-19 – because we all care.

**Run your own campaign to get feedback**

As well helping you support the campaign, our #BecauseWeAllCare campaign toolkit also enables you to run your own campaign to encourage public feedback to your service.

**[Get involved with #BecauseWeAllCare]**   
(insert link to stakeholder toolkit)