**Because we all care**

*Thanking partners and the public*

## About

This document is designed to help you feedback via email and on social media to our partners and the public:

* For their support with Because We All Care, and
* To let them know the next phases of the campaign

## What this resource includes:

* An email for you to adapt and send to partners
* Social media messages you can use

## Email to partners

Dear X

We just wanted to say a big thanks for all your support with our Because We All Care campaign and to let you know how you have helped encourage more people to feedback on health or social care services.

##### Results in month one

Because of your and others support we have some seen some great outcomes. In just the first month across England:

* Over 290 charities, community groups and health and care services supported our communications;
* There were over 20 plus items of media coverage and the campaign messages got over got over 277,000 engagements on social media; and
* More than 6,500 people came forward to share their stories of what’s working and what could be better when it comes to the care they and their loved ones get.

##### Why not run your own campaign

Health and care services want more people to share their experiences so they can learn. If you want to help more people to feedback on care, our [online campaign toolkit](https://spark.adobe.com/page/rx3i61mxD9KEx/) has some great resources you can use to support the main campaign or run your own campaign to get feedback from people who use your services or those you support.

##### Key dates to get involved

Because We All Care is a year-long campaign, with spikes of activity running throughout the year until March 2021. Here are four opportunities to get involved.

|  |  |
| --- | --- |
| Month | Focus |
| Mid-September – Mid-October 2020 | Encouraging people with long term/ Invisible conditions to speak up |
| End of October – End of November | Encouraging older people to speak up |
| Early January 2021 to early February 2021 | Encouraging carers to speak up |
| March 2021 | Encouraging people with a learning disability and/or autism to speak up |

##### Get in touch

As a partner, we’d like you to help shape messaging and influence our activity:

* Could you help identify human-interest case studies to support the campaign?
* Can you help us have conversations through social and other communications channels about the positive outcomes that people have experienced when they have felt encouraged and enabled to speak out about their care?

You can contact X for more information

Thank you once again for all your support.

Best wishes,

[Insert signature]

## Social media messages

|  |  |
| --- | --- |
| Message type | Content |
| Thank a partner | A big shout out to everyone at X for supporting #BecauseWeAllCare  Thanks to your support, thousands of people have come forward to share their stories and help make care better. |
| Thank all partners | Give it up for all the charities, NHS services and other organisations who’ve supported #BecauseWeAllCare. Thanks to you, thousands of patients, social care users and carers have come forward to share their stories and help improve care. |
| Thank the public | Thank you to the 6.5k people for sharing their stories of care last month with @CareQualitycomm and @HealthwatchE to help improve future care for all.  Like below and show your appreciation for every one of them #BecauseWeAllCare |