

# How to build public support to transform social care

**Easy read** Summary of our public audience research

**#socialcarefuture**





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audience research

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What this is about



Social Care Future is a group of people and organisations.

It is a movement for change.



Anyone who wants social care and support to be different in the future can join in.

It is about coming together to make a difference not start a new organisation.



Social Care future has a vision for the future.

This vision is based on what a lot of people said is important to them.

See the picture ↓



Metaphors for 'Social Care' #SocialCareFuture Manchester, February 2020. Graphics by www.penmendonca.com @MendoncaPen



How we talk about social care future and the vision



To help the work on that vision Social care future is looking at how everyone talks about support or the people who get support.



They have done some research on this before and written reports on it.

[You can see that here](#)

Stop Hello Eat  
**Words**  
Person Day Open

They think that the words we use makes a difference to what people think about people who get support.

It can separate people out from the community we are all part of by making them seem different.



It also changes how people think about social care in general.

If they think it is broken or a crisis, they can feel like there is no point working together for the vision of a good life.



Social care future wants to help everyone talk about the future in a positive way.

They want us to all think about how we use words and share ideas in a way that will help get change.

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## The research

Social care future has done some research to help people and organisations work in good ways for the change we want.



Social Care future worked with a company called Equally Ours who work on policy and research.

They also worked with a company called Survation who do research on public opinion.

This is a short summary of what they did and found out



They found out that most people think social care is about:

- Caring for people – not with them but doing things for people.
- Keeping people alive not helping them live a good life with relationships, a job or being part of the community.



They did research on what might make people think different ideas, like the vision.

They did that by:

- Holding meetings
- Doing online surveys



They found that more people supported the social care vision if the information they were given was different.



People were more positive if:

- We talk about social care being important to all of us
- We talk about what is possible (not what only what is wrong)
- We explain how social care helps people have a good life. This means giving examples like how it helps people live in the home they choose.
- We share examples of when social care is working well



**Here's how #socialcarefuture suggest we talk about social care**

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



If we or someone we care about had a disability or health condition during their life, we might need some support to do these things.

That's the role of social care.



Social care done right helps us to find relationships and good support in our local community.

We can use these connections to help live our lives in the way that we want to, and which makes us feel safe and happy



We believe that this can and should be happening everywhere and for everyone.

For that to happen, the government must begin investing more money in social care.

Local councils need to start making better use of the money they have. One way to do this is by working with and supporting local people and organisations of people that draw on social care.



### **What next?**

Social Care future is asking everyone to think about how they can share these ideas for the future.



In memory of our friend, colleague  
and storyteller, John Popham

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