

5 Tips to help you successfully talk about adult social care

Here are **five evidence-based tips for talking about adult social care**, drawn from research by [FrameWorks UK](#) with a nationally representative sample of England.

It builds on previous research and testing by Social Care Future, and framing that has worked successfully to shift the public conversation about and engagement with other social policy areas including health and housing.

1 Start with what we all value — a good life for everyone

Lead with shared human values like **connection, fairness across income and place, and interdependence.**

Rather than opening with “problems in the system,” begin with what everyone wants:

“We all want to live in the place we call home, with the people and things we love, doing what matters to us.”

This creates emotional connection and helps people see that social care is **relevant to all of us**, not just to “others.”



2 Explain clearly what social care is — and why it matters

Many people don't really understand social care.

Use **simple, step-by-step explanations and real stories** that show what it does when it works well — and what happens when it doesn't.

“Good social care helps people stay connected and independent. When it's underfunded, people often only get help in a crisis, which harms wellbeing.”

Avoid jargon like “personalisation” or “packages of care” — instead, describe what they mean in everyday life.

3 Use a relatable metaphor to bring it to life

Metaphors make complex systems easier to understand.

Describe social care as **“the glue that binds our lives together”** — connecting the relationships and support we all need.

“Social care is the glue that holds our lives together, helping us stay connected to the people and things that make life meaningful.”

Avoid negative imagery like “a broken system” or “a ticking time bomb.”



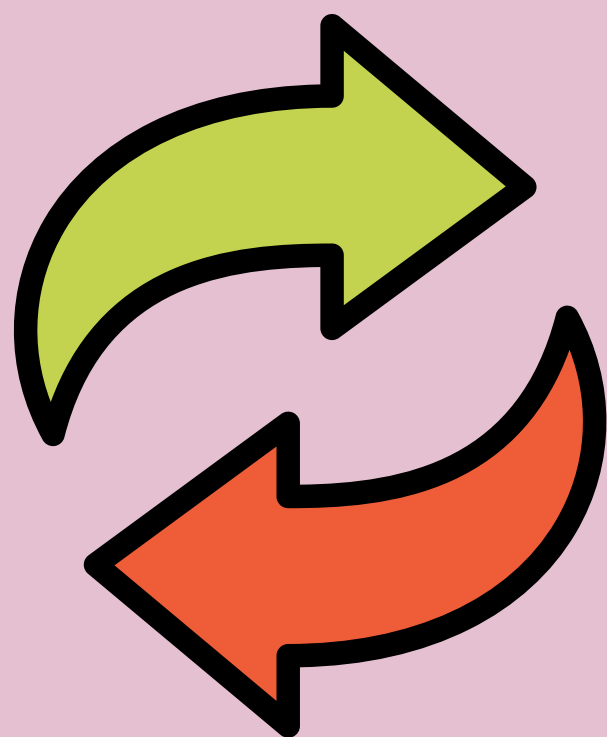
4 Show that change is possible

Don't just describe what's wrong — explain how things **can be better**.

Use concrete examples of local solutions that are already working.

"In some areas, local coordinators bring families, friends, and neighbours together to help people do what matters to them. It's a simple change that strengthens everyone involved."

This helps people see that reform is achievable, not hopeless.



5 Keep the focus on people's lives — not just the NHS

It's tempting to argue that improving social care will "take pressure off the NHS," but that framing can backfire.

Start with why **social care matters for people's wellbeing and inclusion** — then, if needed, explain how it also supports the health system.

"Social care helps us so stay well — connected, independent, and part of our communities."

Want to know more?



These five principles are a useful guide for all of us as we continue to shape how we talk about adult social care.

If you'd like to find out more or talk about how to apply these approaches in your own communications, please get in touch with us.

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