

The glue that binds: Moving public mindsets about the future of adult social care

Online Zoom: Monday 8th December, 10am to 11am

The way that adult social care is commonly talked about, thought about and valued is a major obstacle to securing the investment, reform and change we all seek nationally and locally. The good news is that by taking on board a few basic rules and evidence of what works when talking about adult social care we can all do our bit to help to change the story, and in turn build stronger support and space for change.

Over the past year, with expert support from Frameworks UK and in partnership with Think Local Act Personal, the Local Government Association and Association of Directors of Adult Social Services, #SocialCareFuture has conducted further research and co-production to develop and strengthen our earlier, influential work to shift the narrative on adult social care.

At this webinar we'll share these new findings and recommendations and offer tips and examples on how to put them into practice right across your communications. By registering you will also get a quick start guide to help you get going.

[Register here:](#) or use the QR code

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