**CQC Declare Your Care campaign: Stakeholder Toolkit**

# About our campaign: #DeclareYourCare

We’re launching our #DeclareYourCare campaign to encourage people to share their experiences of care with us.

We’ll focus on why people have been prevented from voicing their concerns about care they have received and the motivation behind speaking up. We’ll highlighting the importance of sharing experiences of care – and what happened when they did.

A consumer survey we recently commissioned has highlighted that almost 7 million people who have accessed health or social care services, in the last five years have had concerns about their care, but never raised them. Of these, over half (58%) expressed regret about not doing so.

# Year-long activity

Declare Your Care will be a year-long, cross sector campaign, encouraging people to share their experiences of care with us.

The year-long approach will launch nationally and then throughout the year focus on four key population groups which we know have lower awareness of CQC.

* Long Term Conditions - 26 February
* Black, Asian, and Minority Ethnic - June
* Children and Young People - September
* Learning Disability - November

We’ll be in regular contact throughout the year, and touch in the lead up to each spike, to let you know how you can support our activity!

# Key findings

New research shows that almost 7 million people who have accessed health or social care services, in the last five years have had concerns about their care, but never raised them. Of these, over half expressed regret about not doing so.

The most common reasons for not raising a concern were not knowing how or who to raise it with, not wanting to be seen as a ‘troublemaker’ and worries about not being taken seriously. Over a third of people felt that nothing would change as a result.

However, when people *did* raise a concern or complaint, the majority found their issue was resolved quickly, it helped the service to improve and they were happy with the outcome.

As a key stakeholder of CQC we wanted to inform you of the campaign ahead of its launch and explain how you could help support it.

# Key messages

The key messages we want to communicate through this campaign are:

* Your experience of care should be as positive as possible
* Share your experience of care with CQC – good or bad
* Most people are getting good care and if they do need to speak up, for the majority the service improves
* If you’re looking for care, CQC inspection reports can help you make an informed decision

**Timings:**

We are launching on 19 February with a four-week campaign period. Throughout the year we’ll launch 4 week periods of activity focusing on different population groups.

# How we will promote the campaign

We will be promoting the campaign through a combination of traditional and social media activity throughout the time the campaign is live. We will launch by releasing the results of new research we have commissioned and continue to promote the campaign through our social media channels using the assets we have created, as well as working with specific bloggers and social influencers.

* **CQC Facebook page**: [*@CareQualityCommission*](https://en-gb.facebook.com/CareQualityCommission/)
* **CQC Twitter feed***:* [*@CareQualityComm*](https://twitter.com/CareQualityComm?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor)

# Our campaign assets

In addition to the results of new research we have commissioned, we have created a number of creative campaign assets to encourage as many people as possible to share information about the campaign. These include:

* An infographic – please find attached.
* Written quotes from people who have raised a concern with their care and action as a result
* Our campaign web page detailing the campaign, how to get involved and where people can share their experiences: www.cqc.org.uk/DeclareYourCare
* Suggested social media posts (see below)

# How you can help

We would be delighted if you could help us promote the campaign and its key messages with your followers and audience. There are several ways you could do this:

* Share information about the campaign and campaign assets *www.cqc.org.uk/DeclareYourCare* on your website. This could also include a blog or news piece on your website, using the press release as guidance
* Share information about our campaign in your newsletters to organisation members and members of the public
* Share campaign information on your social media channels, either by sharing tweets/ posts from CQC channels or posting your own messages, using the campaign hashtag #DeclareYourCare

 Campaign hashtag: #DeclareYourCare

CQC Twitter account: @CareQualityComm

Facebook: facebook.com/CareQualityCommission

Here are some example social media posts:

* Half of people regret not voicing concerns about their care – #DeclareYourCare
* Help improve care for others by sharing your experiences of health care - #DeclareYourCare with CQC
* Two thirds of people that raised concerns found their care improved afterwards – Make a difference [www.cqc.org.uk/DeclareYourCare](http://www.cqc.org.uk/DeclareYourCare) #DelcareYourCare
* Received great care, or care that wasn't good enough? To help improve your local service you can share your experiences with us @CareQualityComm #DeclareYourCare
* We can all play a part in improving care, sharing your experience with CQC can help us make a difference [www.cqc.org.uk/DeclareYourCare](http://www.cqc.org.uk/DeclareYourCare) #DeclareYourCare
* Have you recently used a health or social care service? If so If so [@CareQualityComm](https://twitter.com/CareQualityComm?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor)  wants to hear from you #DelareYourcare
* 67% of people who did raise a concern or complaint found the service improved afterwards #DeclareYourCare
* The number 1 reason for people who raised a concern or complaint were motivated by a desire to make sure that care improved for others #DeclareYourCare
* What does good care look like? 33% of people said were more likely to raise a concern if they had more information about the standards of care they should expect learn more