

Social Care Future – Easy Read Report



Social care is an important part of many people's lives.



Social care helps families to live better lives, be more independent, work and enjoy life



For many years social care hasn't had enough money and attention.



This has led to many organisations, newspaper and television programmes talking about a crisis in social care in recent years.



Social care is talked about as if it is a burden on the government and taxpayers.



The talk about crisis all the time makes people feel that they can't do anything to make it better, so people do nothing except become more scared of the future.



This report is about finding a way to talk about social care that gives solutions and not just problems.



We need people to feel HOPE about the future of social care so it gives us some energy to work together.



We need the public to know how important social care is, what social care does and how it helps people live good lives in their communities.



We need the public to understand that we ALL need social care to be funded and work well. Social care is great for people who need extra support, families, wider communities and those who work in social care and their families.



This report talks about FRAMING. This means the way we talk about things.



Research and experience says that if we frame society's big problems in the right way, that the public and government understand it better and want to do something to help.



We want to frame social care in a way that helps people to understand and care about it.



We want to give the public and government a VISION for what great social care looks like so that they will want to make sure it is funded well.



This report brings together what we know so far about how people talk about social care. We are now going to do more research to help us to talk about social care in a better way.



For more information or get involved visit:
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