

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](#)
- **CQC Twitter feed:** [@CareQualityComm](#)

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 #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 #DeclareYourCare
- Have you recently used a health or social care service? If so If so [@CareQualityComm](https://twitter.com/CareQualityComm) 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

Press release

Embargoed: 00:01 Tuesday 19 February 2019

New research for CQC shows people regret not raising concerns about their care – but those who do raise concerns see improvements

The Care Quality Commission (CQC) is calling for people to speak up about their experiences of care, as new research* shows that almost 7 million people in England 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.

The most common reasons for not raising a concern were not knowing how (20%) or who (33%) to raise it with, not wanting to be seen as a ‘troublemaker’ (33%) and worries about not being taken seriously (28%). Over a third of people (37%) felt that nothing would change as a result.

However, when people *did* raise a concern or complaint, the majority (66%) found their issue was resolved quickly, it helped the service to improve and they were happy with the outcome.

The research is being published today by CQC to mark the launch of their ‘Declare Your Care’ campaign. The campaign is encouraging people to share their experiences of care with CQC to support its work to improve standards of care in England.

The majority of people who did raise a concern or complaint were motivated by a desire to make sure that care improved for others. This included wanting to improve the care they, or a loved one, had received (61%) and improve care for everyone using the service (55%) with a smaller number also hoping for an apology or explanation (26%).

The main reasons given for raising, or wanting to raise a concern, were delays to a service or appointment, lack of information and poor patient care. Additionally, over a fifth indicated that they have raised or wanted to raise concerns about the lack of communication between health and care services.

Ian Trenholm, Chief Executive at the Care Quality Commission (CQC) said;

“Our annual State of Care report shows that most people are getting good care, a real testament to the hard work of the many people working across Health and Social Care in this country.

“We know that when people raise a concern they have a genuine desire to improve the service for themselves and others. We also know that the majority of services really appreciate this feedback and make positive changes, as this new research shows.

“Hearing from people about their experiences of care is an important part of our inspection work and contributes to driving improvements in standards of care. Everyone can play a part in improving care by directly giving feedback to services, or by sharing information and experiences with us so that we can take action when we find poor care. Sharing your experience also enables us to highlight the many great examples of care we see.”

Minister of State for Care, Caroline Dinenage said;

“We want the NHS and social care system to provide the safest, most compassionate care in the world. This means encouraging patients to speak up with concerns, ensuring we act on them and learning from what happened so we can do better in future.



“That’s why I encourage anyone who has concerns over their care, or the care of loved ones, to share their experiences with the Care Quality Commission - so they can continue their vital work of protecting patients and improving the excellent care we see across the health service.”

You can share your experience of care, on behalf of yourself or a family member, at www.cqc.org.uk/sye

ENDS

For media enquiries about the Care Quality Commission, please call the press office on 020 7448 9401 during office hours.

Also, follow the team on Twitter for the latest national announcements: [@CQCPressOffice](https://twitter.com/CQCPressOffice).

Journalists wishing to speak to the press office outside of office hours can find out how to contact the team here: www.cqc.org.uk/media . (Please note: the duty press officer is unable to advise members of the public on health or social care matters).

For general enquiries, please call 03000 61 61 61.

Notes to editors

*The consumer research was conducted between 29 November 2018 and 14 December 2018 with 2,002 people in England who have had a health service (NHS and private) or social care experience in the last 5 years (either as a patient or carer). You can access further information on the data www.cqc.org.uk/declareyourcaredata

** Based on 15.5% of people surveyed in England aged 16+ who are a carer or a patient who have not complained but have had concerns

CQC do not have responsibility for resolving individual complaints, however CQC encourages people who experience or know about poor care to inform the regulator to inform their inspection programme.