



## TEMPLATE

To send to your local press and media

# PRESS RELEASE

FOR IMMEDIATE RELEASE

IT'S TIME TO ACT ON SOCIAL CARE

SAVE THE DATE: TUESDAY 19<sup>th</sup> JULY 2022

We (OR INSERT NAME OF ORGANISATION HERE) will be joining the first Social Care Lobby Day and showing our support along with hundreds of other social care workers, and those who draw on care. We (OR INSERT NAME OF ORGANISATION HERE) will be in Parliament to lobby MPs and Peers to ask for their support for emergency action on social care.

Despite the Government's promises, the **Adult Social Care White Paper** and **Build Back Better Plan** reforms, **social care is definitely not 'FIXED' or 'DONE'**.

Even before the pandemic there was a recruitment and retention crisis – with 110,000 vacancies. Now the situation is critical. Current estimates indicate upwards of 150,000 vacancies in social care. The cost of living crisis is impacting - disproportionately - on those who work in social care and the sector is struggling to retain and recruit.

We (OR NAME OF ORGANISATION) are supporting the FSCC Social Care Lobby Day and are calling on Government to act on social care **#PayFairforCare #SocialCareisNotDone**.

The Future Social Care Coalition is sponsored by:





The Social Care Lobby Day will make the economic and moral case to Government that social care must be recognised and properly rewarded.

**Ends**

**NOTES TO EDITORS:**

**The Future Social Care Coalition (FSCC)** is a cross-party, cross-sector coalition of former Ministers, private and third sector providers, trade unions, charities and those who draw on care and support. The FSCC was created to build consensus and campaign for:

- Parity of esteem for the social care sector with the NHS: if social care is to improve and increase health and wellbeing outcomes, the social care service must no longer be treated as the ‘forgotten frontline’
- A comprehensive social care workforce strategy designed to improve skills, training and professionalism, and improve pay and conditions for social care workers
- A substantial and immediate funding boost for social care and, in the longer term, a social care funding solution that is both equitable and sustainable

**FSCC Co Chairs:**

**Rt Hon Alistair Burt, Phil Hope, Christine McAnea, Rt Hon Stephen Dorrell**

**FSCC Advisory Board: Caroline Abrahams, Care and Support Alliance, Nadra Ahmed OBE, National Care Association, Andy Burman, the Allied Health Professions Federation, Rt Hon Andy**

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Burnham, Rt Hon Paul Burstow, Social Care Institute for Excellence, Alastair Henderson, Academy of Medical Royal Colleges, Rt Hon Lord Bob Kerslake, Rt Hon Sir Norman Lamb, Vic Rayner, National Care Forum, Helen Walker, Carers UK, Clenton Farquharson MBE, Think Local Act Personal (TLAP), Jackie O’Sullivan, Care and Support Alliance

## GET IN TOUCH

Please join the **FSCC SOCIAL CARE LOBBY DAY** and help us make the economic and moral case to Government that social care must be recognised and properly rewarded. REGISTER your interest in attending [here](#) and [click here to share the news on Twitter](#) so we can spread the message that it is **#TimeForAction** on social care.

### About the FSCC

For further information and to get in touch with the FSCC: please contact:

E-mail: [FSCC@devoconnect.co.uk](mailto:FSCC@devoconnect.co.uk)

Jade Kelly, Outreach, Media, and Business Development Manager at DevoConnect - [jade@devoconnect.co.uk](mailto:jade@devoconnect.co.uk) or 07395531422

Visit the FSCC website: <https://futuresocialcarecoalition.org> and [click here to share the news on Twitter](#) so we can spread the message that it is **#TimeForAction** on social care.

[Register here](#)

**INSERT YOUR CONTACT DETAILS/WHO IS ATTENDING**

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