



LEADING WITH PURPOSE

ADVOCACY IN ACTION

Amplify Your Voice:
Speaking Up for Sector-Wide Change

From Frontline to Founder.



WHY YOUR VOICE MATTERS MORE THAN EVER

If you've ever felt unheard, overlooked, or frustrated by how care is treated in local and national conversations — you're not alone.

And if you've ever thought, “But I'm just one care provider — what difference can I make?” — this guide is for you.

The care sector is built on courage, compassion, and commitment. But we need more than that now. We need voices. We need yours.

You don't need to lead a national campaign. You just need to start speaking up — *clearly, consistently, and with heart.*





How Care Leaders Influence Policy, Funding & Reform

Advocacy doesn't mean shouting the loudest. It means using your unique position — as someone on the frontline — to bring real insight into the rooms where decisions are made.

Here's how you can start:

1. Be Visible

Start showing up where conversations about care are happening:

- ♥ Local forums, councils, and NHS boards
- ♥ Provider networks and trade associations
- ♥ Online groups where policymakers or commissioners are active



Tip: Don't underestimate the power of local engagement. Big reform often starts with consistent local pressure.

2. Tell Human Stories

Data is important — *but stories move people.*

“One of our clients told us she hadn't had a hot meal in 3 days before we visited.”

“Our carers are leaving the sector because they can't afford to stay.”

“We've seen firsthand what happens when continuity of care breaks down.”

When policymakers understand the human impact, they pay more attention to funding, standards, and workforce reform.

3. Write With Purpose

Emails, letters, and public statements are powerful tools when done well. We've included a template later in this guide that you can personalise and send to your local MP, commissioner, or council leader.





Building Local Alliances with Other Providers

You are stronger together.

Too often, care providers are pitted against each other in competition for contracts and staff. But when you flip that dynamic and collaborate, magic happens.

Here's how to start:

- ♥ Invite 3–5 other local providers for a roundtable coffee
- ♥ Share challenges you all face — staffing, contracts, visibility
- ♥ Identify one shared issue you all want to raise locally
- ♥ Submit a joint letter or plan a joint event

Remember: United voices are harder to ignore. That's the United in Care way.

Template: How to Write to Your MP or Local Commissioner

Subject line: Urgent Support Needed for Local Care Services

Dear [Name],

My name is [Your Name], and I am the Registered Manager of [Your Organisation] in [Your Area].

We are a local care provider supporting [client group] across [number] households — and I'm writing to raise serious concerns about the sustainability of frontline care services in our community.

Every day, our carers are doing extraordinary work in difficult conditions:

- Supporting vulnerable individuals with increasing complexity
- Navigating staff shortages and retention issues
- Operating with funding and fee rates that are no longer viable

We urgently need [insert specific ask here — e.g. review of hourly rates, support with training, digital transformation funding].

I would welcome a conversation with you or your team to discuss what's happening on the ground — and how we can work together to protect the future of care in [Area].

Thank you for your time and your ongoing service to our community.

Warm regards,

[Your Name]

[Your Role]

[Your Organisation]

[Your Contact Info]

Don't forget to attach a short fact sheet or infographic about your service. Keep it visual and local.



Bonus: Social Media Captions That Speak Up — Without Burning Bridges

It's easy to feel reactive online — especially when funding cuts, inspection stories, or political decisions hit close to home. But there's a way to speak up that invites dialogue, not division.

Here are 3 ready-to-use captions that encourage action without attacking:

Caption 1:

“We're proud to provide care in [Your Area]. But we can't ignore the strain on our workforce. Carers deserve recognition, respect, and a system that supports them to thrive. #CareMatters #UnitedInCare”

Caption 2:

“What happens when you lose your local care team? Continuity suffers, outcomes dip, and people go without. We're asking [@LocalCouncil/@MPName] to invest in what works — stable, community-led care. #VoiceForCare #SocialCareCrisis”

Caption 3:

“We're not just providers. We're advocates. We're families. We're a lifeline. It's time care stopped being an afterthought. Our sector needs reform, not reaction. #CareWithDignity #ReformNow”

Want to see how care leaders are *speaking up and making a difference*?

[Watch our United In Care playlist here](#)

Final Words **from Jill**



You may not feel like a “*campaigner*.”

You may not think of yourself as an “*influencer*.”

But if you're reading this — if you're leading a care service with heart — then you're already an advocate.

Start where you are. Use your voice. Tell the truth.

One email. One conversation. One story. That's how change starts.

Let's be the generation that refuses to sit quietly — and builds a better future for care, together.

With belief in your brilliance,

Jill Hudson
📧 Your Big Sister 📧

Watch the United In Care Playlist

Explore stories, strategies, and actions from providers and leaders using their voice for change.

Watch the playlist here



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