Letter content: From provider to local media

Dear xxxxxx

**Speak up for care**

I’m writing to ask you to support our Speak up for Care campaign in [insert name of newspaper, publication, website etc]. No doubt you know from national and local stories about social care, or perhaps through your own experience, that the adult social care system in England is in desperate need of reform.  There is growing unmet need, with local authorities reporting 470,576 people in England waiting for a care assessment, care or direct payments to begin or a review of their care plan – and that is just known unmet need. Not-for-profit care providers are punching above their weight in supporting people in the context of significant underfunding and local government commissioning challenges but only so much can be done while there are 131,000 unfilled care vacancies in England. Ultimately, all of this results in the people who need care and support not being to access it where, when and how they need it.

We need things to change and for more people to read about, and care about, care. This is why we’re **speaking up for care** and joining our fellow members of the National Care Forum in approaching local media to request support in covering our news releases, attending events and visits by MPs and councillors, and sharing our content on social media using the hashtag #SpeakUpForCare.

There are **1.6 million people working in care**, **2 million people in receipt of adult social care and support**, **10 million unpaid carers** and **millions of others are receiving unregulated care through the voluntary and community sector**. Together with their families, there’s a huge number of people with a stake in the care system working and yet their voices are not being heard. This should be big news.

[Insert name of organisation] plays a hugely important role in the local community so will be very well known to many of your readers and we’ll be actively involved in events and campaigning that will no doubt interest them. We’ve contacted [insert names of MPs and councillors contacted] inviting them to visit our service and meet some of the people we support so we’re hoping to create lots of coverage.

Please visit our website [insert website url] to read more about Speak up for Care and feel free to contact me on [insert telephone number] or [insert email address] to find out more or to arrange an interview.

Yours sincerely,