

Care Inspectorate



The Client

The Care Inspectorate is the independent scrutiny and improvement body for care services in Scotland. In its previous guise as the Care Commission, it needed to raise greater awareness in Scotland of the detailed inspection reports it issues to every care service in the country.

Brief

Care services are regularly inspected to ensure they provide high quality care and that the rights of people using services are protected. The reports are published on the Care Inspectorate's website, where they can easily be accessed by members of the public. They are seen as a vital tool to help drive up the standards of care, as well-informed users and their families can apply greater scrutiny if they know exactly what standards they are entitled to expect.

There was concern that not enough people knew of their existence, which was threatening to undermine the role of the agency. There was also a need to raise awareness of inspection reports ahead of the launch of a new grading system for care services, providing a more detailed and accurate picture of performance.

It was important that the wider public realised the value of the inspection reports – and the role they can play in ensuring good care for everyone in Scotland.

What we did

While the brief was to raise awareness of solely of inspections reports, we saw potential to use this opportunity to turbocharge the media profile of both the Care Commission and its key staff – in particular the crucially important local media.

This involved:

- Briefing media on the value of the inspection reports and how they provide insight – and potential stories – on high quality or poor performing services in their area



- Planning a 'Regional Rollout' to target every local and regional media in the Care Commission's five areas, ensuring a detailed factfile of the Commission's work compiled for each region

- Projecting a 'local face' of the Care Commission by using regional managers as spokespeople in broadcast interviews for the first time, to raise their profile

● Drafting first-person articles on the theme of 'Who's looking after care services in your town,' with each regional manager underpinning the new message

- Creating key messages to underpin the campaign, in particular the message that inspection reports can help improve care
- Arranging platform interviews with senior Commission staff in national and specialist media to outline the agency's vision.

Results

The results of the three month campaign exceeded all the Care Commission's expectations.

- 70 items of coverage – including national, specialist, online and local media
- Local radio and TV interviews conducted with all five regional managers
- Total potential newspaper reader audience of 1.3 million
- Total potential broadcast audience of 921,000
- At least one key message appeared in 96% of the coverage
- 40% increase in inquires from the media in the three months after the campaign
- The most telling measurement: A 48% increase in web traffic to the inspection report pages; providing solid evidence of the success of the campaign.

Care Inspectorate

Care watchdog raising awareness of website

PEOPLE in the Far North are among those being encouraged to make use of the Care Commission website which will allow public access to inspection reports carried out in the Highlands.

The website will allow families to carry out their homework into care services in their area, including nurseries and care homes.

This week, the Care Commission launched a Scotland-wide drive to raise awareness of the detailed inspection reports issued to every care service in the country.

Staff from the watchdog regularly carry out planned inspections – as well as unannounced spot checks – on services to ensure they are meeting the Scottish Government's national care standards.

The detailed findings are then published on the Care Commission's website, where they can easily be accessed by members of the public.

Regional manager Chris Stadames said: "These reports are a vital tool to help us drive up the standards of care and we believe far more people would use them if they knew about this."

"Whether someone is trying to find a nursery for a child or a care home for an older relative, checking the most recent

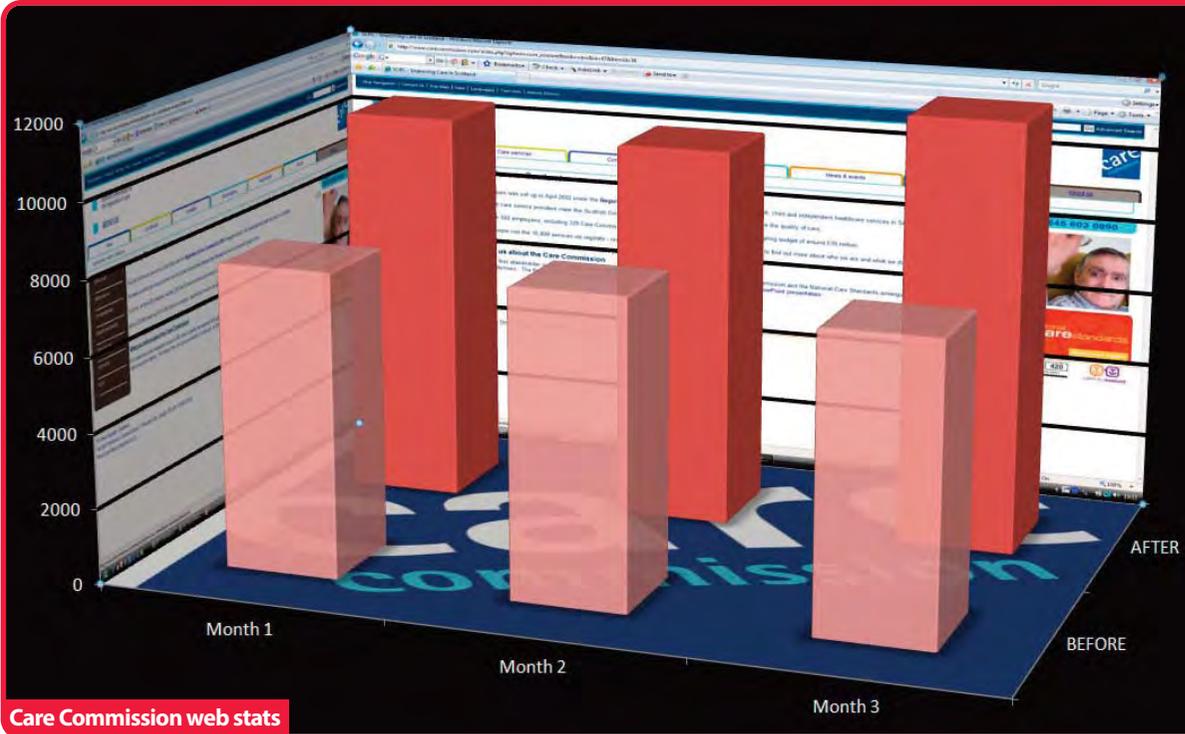
Mr Stadames, who is responsible for the North region stretching from Shetland to the southernmost reaches of Aberdeenshire, continued: "Likewise, those people who already have friends or relatives who use a care service can keep a close eye on how it is performing by accessing the reports and can then take an active role in pressing for further improvements. Better care standards across the board are inevitable if services come under greater scrutiny from well-informed users and their families who know exactly what standards they are entitled to expect."

The National Care Standards ensure services meet consistent levels of quality or excellence regardless of size or location. The Care Commission is keen to raise awareness of inspection reports ahead of the launch of a new grading system for care services, due to come into operation from April 2008.

In the North region, the Care Commission regulates some 3090 services including care homes, childminders, daycare services and other support services. These services are used by 43,556 people and affect the lives of many more.

Reports can be checked by logging on to www.care.com

John O'Groats Journal



Care Commission web stats

Check out old folk's homes and nurseries first is Care Commission advice

Families across East Lothian are being urged to do their homework on care services in their area, including nurseries and care homes, to assess how good they are.

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Lawrie Davidson, Regional Manager for the South East, said: "These reports are a vital tool to help us drive up the standards of care and we believe far more people would use them if they knew about this."

"Whether someone is trying to find a nursery for a child or a care home for an older relative, checking the most recent reports on the services in their area should be their first port of call."

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The reports highlight areas of good – as well as poor – practice as measured against the Scottish Executive's National Care Standards, which set out the minimum levels people should expect.

The National Care Standards ensure services have to meet consistent levels of quality or excellence regardless of size or location. These standards are written from the point of view of people who actually use services.

The Care Commission is keen to raise awareness of inspection reports ahead of the launch of a new grading system for care services, due to come into operation from April 2008.

Services will be clearly graded on easy-to-understand areas, such as "quality of life" or "quality of staff". This modernised system will give a more detailed and accurate picture of perform-

East Lothian News

Commission wants people to rate their care centres

FAMILIES across Shetland are being urged to do their homework on care services in their area, including nurseries and care homes, to assess how good they are.

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are meeting the Scottish Executive's National Care Standards.

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North regional manager Chris Stadames said: "These reports are a vital tool to help us drive up the standards of care and we believe far more people would use them if they knew about this."

Shetland Times

Public urged to access care reports

SCOTLAND'S CARE watchdog has urged the public in Tayside and Fife to properly research the people providing care services to their families.

The Courier

Check out reports on care services call

Report: Caitlin Smith

Border Telegraph

"Likewise, those people who already have friends or relatives who use a care service can keep a close eye on how it is performing by

Take care to do homework

FAMILIES across Fife are being urged to do their homework on care services in their nurseries and

services come under greater scrutiny from well-informed users and their families who know exactly what standards they are entitled to expect."

Fife Extra series