Engagement campaign - Hard to engage care providers
Invitation to Tender: BSBC-22-SP8

1. Background

Better Security, Better Care (BSBC) is a national programme to improve data and cyber security in the Adult Social Care provider sector. It is led by a programme board whose members include NHS Transformation Directorate, NHS Digital, NHS England and Improvement, the Local Government Association, the Association of Directors of Adult Social Services (ADASS) and, on behalf of the care provider sector, Digital Social Care. You can find out more about the programme here.

The BSBC programme supports the adult social care sector with resources and assistance to help care providers complete the Data Security & Protection Toolkit (DSPT). The DSPT is a free, online self-assessment for health and care providers to evaluate and improve their data and cyber security. It is an ambitious programme with the aim that all CQC registered Adult Social Care services will have completed the DSPT to 'standards met.' There are 26,000 care providers registered with the CQC and over 1.5 million staff working in care. The programme is delivered by a diverse group of 28 care sector organisations, including many local care associations, with colleagues from the NHS, ADASS and local councils also involved.

Over 50% of CQC-registered care services in England have already published their DSPT. Our target is to ensure 60% have published by 31 March 2023.

2. Programme vision

To help adult social care services manage data and cyber security risks better, enabling the benefits of digital technology to be enjoyed without putting people's confidential information or the operation of services at risk.

To provide the assurance needed to allow health and social care providers to share information securely and effectively, leading to joined up care and consequently to better quality of care for the people our services support.

To develop and promote the Data security and Protection Toolkit (DSPT) as the best way for social care providers to achieve these aims.

3. Purpose of this project

Our assessment is that we have successfully recruited the most engaged care providers. Our focus now is on engaging the hard to reach.

Research is currently underway with our local support organisations to identify the common factors amongst harder to reach providers. Our initial assessment is that these are most likely to be:

- small care providers without the knowledge or capacity to engage
- providers that are primarily paper based (as there is a misconception that the DSPT is about digital data – it is not. It covers paper and digital information)
- non-residential services – in particular Shared Lives and supported living, but also in some instances home care services.

We also know that care providers are under exceptional pressure, with market failure a real possibility for many care services. Therefore the relevance of managing information safely is not top of mind for many services.

The purpose of this project is to raise awareness of the importance of keeping information safe, the benefits of the DSPT and the freely-available Better Security, Better Care support programme with these hard to engage providers.

4. Project objectives

The successful agency will work closely with the Programme's Communications Lead, Engagement Lead, Director, and Communications and Engagement Working Group to develop and deliver a communications campaign to engage hard to reach care providers. The aims of this project are to:

i. based on existing information within the programme, build a profile of hard to engage care providers including common features, motivations, barriers and facilitators

ii. develop a model communications and engagement strategy aimed at hard to engage care providers, and those who influence them. This should include national, regional and local approaches

iii. develop narratives and key messages for segments of the audience. These are likely to include 'paper is data' and benefits of going more digital

iv. develop a toolkit of templates and resources for use by the programme's central team, and the 28 local support organisations. This may include template emails, postal campaign letters, press articles, web copy, social media graphics, videos, case studies. Details to be discussed with the successful agency

v. develop and deliver targeted press campaign if required. For example, if the discovery phase indicates particularly low engagement in specific areas of the country, consider local print and broadcast approaches in partnership with the local support organization

vi. develop a series of case studies and/or blogs and vlogs featuring care providers, commissioners, and potential people who draw on services and

carers. The case studies should demonstrate the value of keeping information safe, lessons learned on data protection and cyber security, and how the DSPT supports good information governance and better care. Bitesize videos/ visual media can also be a part of the proposal.

vii. recommend KPIs for the campaign which can be used by the central team, regional coordinators and local support organisations.

5. Timescales

The timescale for delivery is exceptionally tight. We therefore envisage the toolkit building up through the course of the commission to enable the Programme Team and local support organisations to use and test messages and tools as soon as possible.

EOI deadline	**Friday 6 Jan 2023**
Submission review and clarifications	**Monday 9 Jan 2023**
Grant award by	**Weds 11 Jan 2023**
Project go live from	**Mon 16 Jan 2023**
Project complete by	**31 March 2023**

6. Budget
The maximum available budget for this work is £75,000 (inclusive of VAT).

7. Expression of Interest
Expressions of interest to be submitted in writing to bettersecurity.bettercare@digitalsocialcare.co.uk by the closing date (please use attached application form and note word limits for each section).

Expressions of interest must include the following information:
- Company details
- A brief summary of relevant experience
- A summary of how you would approach this work and the process you would propose to follow
- Outline project plan with timescales
- Breakdown of proposed project budget including resource costings

Expressions of interest will be reviewed by a group which may include representatives from any of the programme partners listed in the background above. The submissions scoring will be weighted towards those who can demonstrate relevant experience in the social care sector.

Experience	50%
Project Delivery	30%
Budget	20%

For an informal discussion about the project, contact the Communications Lead – iris.steen@digitalsocialcare.co.uk