

[Appendix 1]

Care Services Development Initiative (CSDI)

Date: Tuesday 14 February 2006

Venue: Goldings House, 2 Hay's Lane, London SE1 2HB

1. Welcome and apologies

Attendees

- Rachel Arrundale (CSD)
- Amanda Edwards (SCIE), Chair
- Victoria McNeill (SCIE)
- Lawrence Moulin (CSD)
- Oby Odunsi (CSDI)
- Pearl Sebastian (SCIE)

Apologies for absence

- Shane Hayward-Giles (CSD)
- Trish Kearney (SCIE)
- Andy Nash (CSD)

In attendance

- Pete Fleischmann

2. Minutes of previous meeting

The notes of the last meeting were agreed (Appendix 1).

3. Matters arising

a) Evaluation of CSDI

It was suggested that may be Consultants recruited from the ongoing recruitment of Registered Providers for Writers' Group and Knowledge Reviews should be used to carry out the evaluation.

b) Work on families

This item will feature within the main agenda at next meeting in May 06.

4. Budget

a) Ninth period budget report (Appendix 2)

Pearl Sebastian reported that there is under spend compared to the estimated total budget spend of £849k. Pearl Sebastian to do a forecast.

- The actual budget spend for 2004-05	=	£938,642
- Estimated budget spend for 2005-06	=	£849k
- Actual spend as at 31 Jan 2006	=	£267,109
- Forecast spend to end of year 31/03/06	=	£649,778

It is assumed that some projects were over budgeted and perhaps thoughts around taking-on more works/projects like the Children and Families and approach other people.

Other areas of work where there may be possibilities of looking into are work to do with service users, race equality – doing impact assessment on all CSDI projects – and may be expanding some of the existing projects and building-on them for coherence e.g., Partners Network and Collaborative, and perhaps using the Registered Providers for Knowledge Reviews to work on the Collaborative project.

There was a query as to whether it is anticipated that any of the projects may go beyond next year but recognised the need for it to have an end date. The aim is to conclude CSDI projects in Mar 2007.

Action:

OO to arrange meetings with RA, LM and AN to work with them to finalise budget and forecast figures.

PS to identify where there are over spend on SCIE projects and add comments.

Everyone is to look for potential new areas of work where monies can be spent quicker.

5. Project update

a) Collaborative (I & II) and Learning sets for Mental Health

This was deferred to next meeting because Patricia Kearney was not available.

b) Strategy and priorities work-stream: CSD review

An overall review of this project has identified areas of work such as in:

- White Paper, which looks at where we are now and where we are going
- Environmental Analysis of payment by results, which will involve doing demography of current social climate or status quo. David Monk is working on this
- Evidence Gathering of analysing the Legal environment involving things such as judicial reviews and human rights issues.

This project commended as essential, broad and will make sense if it explains to the ordinary people how things work and resources available within the Central Government. It was also suggested that it will be worth checking how the strategy will work regionally and comparison drawn-up in terms of how the Learning Skills Council did theirs.

It was noted that the project also has elements of Knowledge Reviews and Practice Survey, hence it was suggested that Gerald and Mike will be approached on ideas of suitable people to work on this.

Action:

- Victoria is happy to work with Rachel on this project
- Trish would be asked if she can do some work on the environment
- David Monk will be asked to discuss with Oby what he is already doing.

c) Hospital Discharge – Annex A

A progress report from Nadira Sharif enclosed below called “Progress report on Hospital Discharge Guide project”, and the final report, which is a collaborative work with Age Concern, will be ready by end of February 2006.

d) Media awards – Annex B

Pete Fleischmann at SCIE presented a progress report, enclosed below. Further comments and queries made were:

- How much it will cost to organise event? It will cost something in the region of £100k to £150k in the first year, which may take 12 to 14 months to plan
- How can the money be raised? The large chunk of it can be raised from sponsorship if CSDI could fund a small fraction. But the style of approaching potential sponsors must be strategic, persuasive and sent to a wider audience. Funds from CSDI could be used to do more feasibility study on how to take it forward
- What is the sustainable level? Possibly invite other social care agencies to buy-into

Action:

- Rachel is to contact Katherine Hudson

6. AOB

There were discussions on how the changes within the Department of Health has impacted CSD, especially the demitting of some social care leaders at Board level and possible split of the Department. There's a likelihood that CSD's work may involve being at the centre of reforming the NHS.

7. Date of next meeting

Tuesday 16 May 2006, 12.30 – 14.00, venue tbc

Future CSDI lunch dates for your diary:

- Tuesday 19 September 2006, SCIE, Room 1
- Tuesday 19 December 2006, SCIE, Room 1

Annex A

Progress report on Hospital Discharge Guide project

Introduction

This project has its origins in a qualitative synthesis of various studies of older people's views on hospital discharge which has just been published. An older people's advisory group with experience of hospital discharge played a pivotal role in that synthesis and this group are helping us to develop the current guide.

Outline of process

This is a two phase project. We are currently in phase 1 and to date the following outputs have been achieved.

First meeting of older people's advisory group

This was held in November 2005. Information generated was concerning the issues that older people face so things like anxiety, uncertainty about the future, feeling that one's body was not one's own, worrying about how to manage on return home were discussed in detail. In addition, questions around what to expect whilst in hospital and the problems of feeling confused, intimidated and too ill or tired to assert oneself in hospital emerged. Other issues around the possible effect on one's pensions and benefits and what was happening at home, especially if one was responsible for the care of another person were discussed.

Second meeting of older people's advisory group

This was held on Jan 24th and individuals developed the above issues further as well as discussed what they considered is good practice in a hospital setting.

Themes emerging

The issues from the above meetings have been organised into various themes which have been arranged from pre-admission, admission, prior to discharge right through to leaving hospital and long-term recovery. The guide will follow this chronological approach.

Meeting with designers

The designers have produced a first mock up of two possible designs. The older people's advisory group have voted for which one they prefer. The final design will be ready by the end of February 2006 after I have chased up outstanding comments from steering group members and finished writing the guide.

Piloting the guide with both older people and professionals

I have approached both Age Concern Research Services and the Alzheimer's Society to pilot the guide with up to 30 older people in each organisation. The findings from the piloting will help us revise the guide based on participants' feedback.

The piloting specification and contract letters will be issued within the next week to the two organisations.

I have been in touch with various organisations including the Patient Information Forum who is willing to distribute our near final copy to health and social care professionals within their network for comments and feedback on the guide.

Steering group

The steering group have been making useful contributions to the development of the guide. The group consists of:

- Department of Health – Andrew Palethorpe, Older People & Disability (OPD) Division Care Services
- Health and Social Care Change Agent Team – Ruth Ely, Head, Health and Social Care Change Agent Team, Department of Health
- Age Concern – Stephen Lowe, Community Care (Services) Policy Officer.
- North Tees and Hartlepool NHS Trust/Patient Information Forum member – Ann Johnson, Quality Assurance Lead and leading the work on patient information.
- Sussex Downs and Weald Hospital Discharge Team – Jackie Ryan who is a senior practitioner in a team which covers 3 acute and 5 non-acute hospitals. The age group is 18 years and above but the majority of referrals are for adults 65 years +.

However, still awaiting feedback from some members

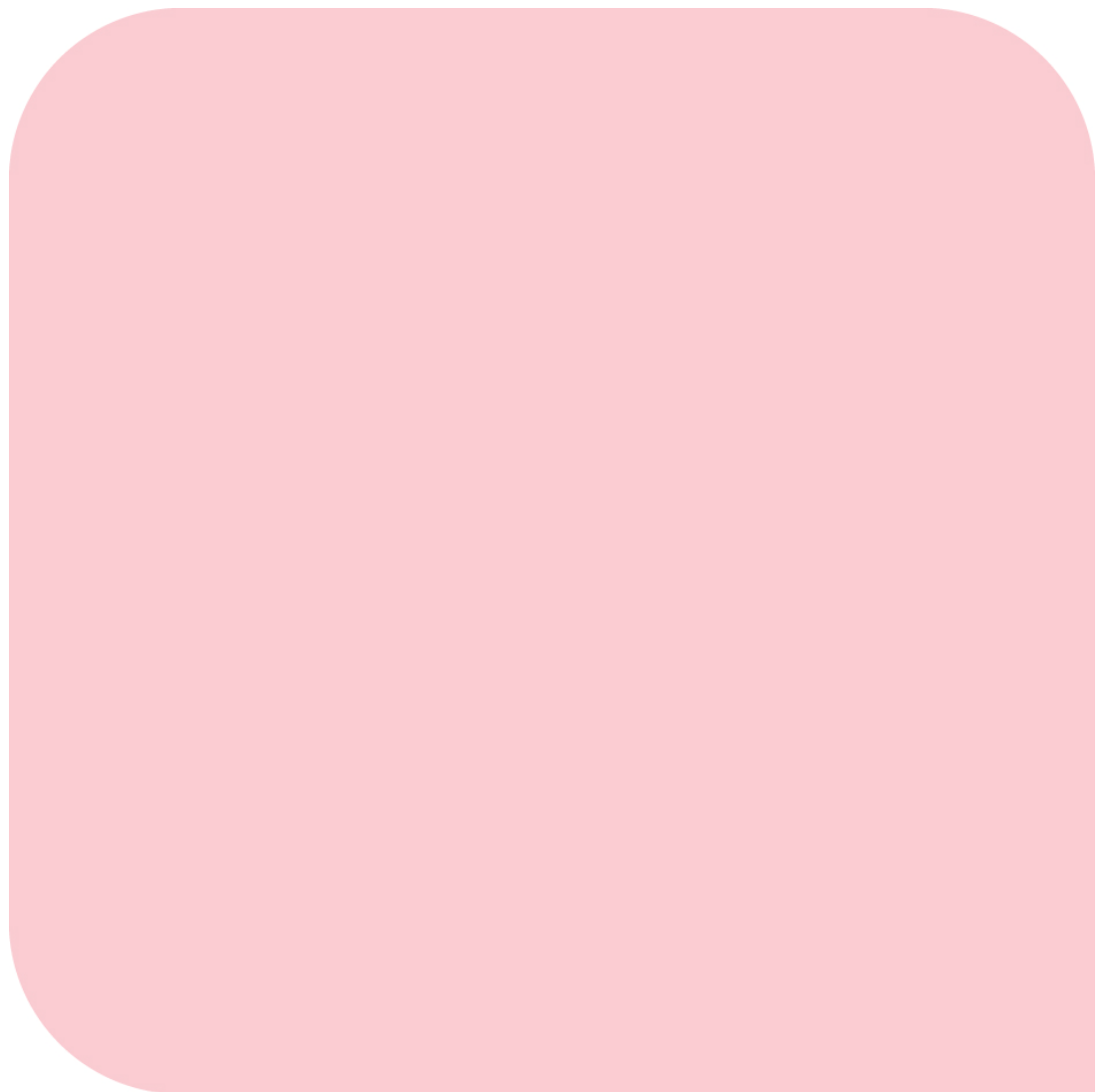
Nadira Sharif
100206

Report

February 2006

Annex B

SCIE social care media awards feasibility study



MEDIA AWARDS FOR THE WORLD OF SOCIAL CARE – AN ANALYSIS OF
OPTIONS
JANUARY 2006

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Aim and methods

This study was carried out to investigate the feasibility of SCIE setting up a 'social care in the media' awards scheme. Research methods included desk research and one to one interviews with a range of relevant stakeholders.

Background

"Do social care workers get a rough deal from the media? Definitely."

Symon Collins, senior residential care worker with children

Public perceptions of social care are almost uniformly terrible. The general public regards only journalists, traffic wardens and estate agents less favourably¹ Users of social care services are commonly seen as among the most stigmatised and excluded members of society.

The media is considered to be the single most important factor shaping public perceptions of social work and social care.² Over the last decade reporting of social care issues has been almost unrelentingly critical.³

Media awards seek to encourage good practice in the media by rewarding and acknowledging broadcasters and journalists for good representation of social issues in their broadcasts or publications. An award programme consists of a call for nominations, a judging process and an awards ceremony.

Key findings

"If you get to the stage of a mature scheme, it's got the reputation and people know of it I think it will affect [media] behaviour." David Brindle, Guardian

"Would a social care media awards scheme be good for the sector? Very much so." Sarah Brown, Leonard Cheshire

- Awards programmes and events secure almost universal approval.
- Awards programmes which are successful tend to have a vision combined with ownership of the programme at a senior level in the organisation and endorsement by key stakeholders.
- Awards programmes and awards events are expensive, both in terms of funding required but also in regard of other resources

¹ Miller A and Bartlett S, eds, (2004) *The changing face of social care: how social care has evolved through the ages and how it can re-invent itself for the recruitment challenges ahead*. London: Community Care.

² Ibid.

³ Eborall C and Garmeson K, (2001) *Desk research on recruitment and retention in social care and social work*. Available on DOH website.

- A clear and well-resourced communication strategy must be implemented to ensure awards programmes are successful.
- Awards programmes take some time to become established and the expectations of stakeholders need to be managed as part of that process.
- The evaluation of current award programmes is very limited.
- It is essential to have a professional, smoothly-run awards event.

Conclusions

“Everybody says it’s the mental health event of the year that everybody looks forward to.” Nina Saffuri, Mental Health Media

“People...felt as if they’d had a wonderful day and been recognised for their achievements.” Maxine Wrigley, A National Voice, ‘Believe In Me’ awards.

Media awards offer definite benefits but they are also associated with some risks and challenges. On balance, there is almost unanimous agreement that a social care media awards scheme would be a good idea for SCIE as:

- It is a first step by a social care organisation to try to take some control of the way the media portrays social care.
- Media awards can raise the profile of an organisation or sector
- Media awards can act as a mechanism for morale-boosting within a sector
- An award scheme could act as a tool of ‘common benefit’ for both social care media relations professionals and journalists
- Award schemes have the potential to attract funds this is a distinct advantage in comparison with other initiatives to improve media coverage.

Some challenges will present themselves if SCIE does develop a media award programme;

- Media awards are not a solution to the complex communication issues affecting the social care sector; they need to be one part of a broader media strategy.
- Award schemes can be hard to measure in terms of impact.
- There’s a surprisingly low recognition factor of awards.
- Bad as well as good publicity can arise from award programmes in particular if the programme is perceived as profligate or the event is badly managed.
- Ensuring an appropriate number of entries and attracting and managing appropriate, high-profile and credible judges can present challenges.

There is a role for a social care media awards scheme. Despite the challenges and potential pitfalls, it’s clear that media awards schemes do create a number of positive opportunities for sectors to celebrate their industry and media coverage of their work.

A media award scheme would allow the sector to highlight the fact that there is good coverage of social care issues, but also to act as a catalyst to encourage more and

better coverage of social care. This would, over time, have an impact on the reputation of the sector as a whole and help improve the perception of social care.

Chapter 1

Aims and objectives of this study

This work aims to investigate the potential effectiveness of a media awards programme in improving public perceptions of social care.

It also explores how award programmes are funded and managed; looks at the sustainability and outcomes of awards programmes; and discusses whether the Social Care Institute for Excellence's (SCIE) objectives could be effectively advanced by hosting a media awards programme.

Background

Public perceptions of social care are almost uniformly terrible. The general public regards only journalists, traffic wardens and estate agents less favourably⁴ Users of social care services are commonly seen as among the most stigmatised and excluded members of society. Work in the social care sector is perceived by the general public as extremely demanding and stressful, with poor levels of pay, status and opportunities for promotion. Working in the sector is therefore not seen as an attractive career prospect, especially by young people and men.⁵

⁴ Miller A and Bartlett S, eds, (2004) *The changing face of social care: how social care has evolved through the ages and how it can re-invent itself for the recruitment challenges ahead*. London: Community Care.

⁵ Research works (2001) *Perceptions of social work and social care. Report prepared for DOH*. Available on DOH website.

The media is considered to be the single most important factor shaping public perceptions of social work and social care.⁶ Over the last decade reporting of social care issues has been almost unrelentingly critical.⁷

Research has identified two equally unedifying media stereotypes of social workers: a) woolly-minded, indecisive, ineffectual, incompetent wimps, who are a major threat to children's safety; and b) authoritarian, bullying bureaucrats, who speak in a chilly jargon and are engaged in legalised baby snatching.⁸

The situation is compounded as journalists and social care staff/users operate in an atmosphere of mutual mistrust, misunderstanding and suspicion. Social workers perceive journalists as ill informed, biased, scaremongering and politically hostile. Journalists view social workers as secretive, speaking in unintelligible jargon and lacking an understanding of how the media works.⁹

In order to improve public perceptions of social care it is vital to engage the media innovatively and effectively. One simple method of achieving better mutual understanding between the diverse worlds of social care and the media may be by organising a media awards programme. One outcome of a better understanding

⁶ Ibid.

⁷ Eborall C and Garmeson K, (2001) *Desk research on recruitment and retention in social care and social work*. Available on DOH website.

⁸ Franklin B (1998) *Hard pressed: national newspaper reporting of social work and social services*. Report for the University of Sheffield.

⁹ Ibid.

between the worlds of social care and the media is likely to be an increase in more sympathetic media representations. Many other agencies operating in a range of related areas have developed such programmes with the objectives of building better relations with the media as well as increasing and rewarding responsible coverage.

Current media awards

Media awards seek to encourage good practice in the media by rewarding and acknowledging broadcasters and journalists for good representation of social issues in their broadcasts or publications. Examples include the Mental Health Media Awards (MHMA)¹⁰ which reward television and radio programme-makers who represent mental health issues responsibly. MHMA attracts sponsorship from across the mental health sector and is in its 11th year. The Commission for Racial Equality (CRE) established the Race in the Media Awards (RIMA)¹¹ in 1992 to encourage informed coverage of race relations across all media in the UK. RIMA is an established part of the media landscape attracting hundreds of entries from television, radio, advertising, print and online. RIMA is self-supporting with extensive sponsorship. Amnesty International's Media Awards¹² are in their 14th year. The awards recognise excellence in human rights journalism, in particular that which raises the UK public's awareness of human rights issues.

Other awards programmes

Practice awards seek to reward good practice by organisations or, in some cases, individuals. One example is the TOPPS Accolades organised jointly with *Care and Health* magazine. *"The Accolades celebrate the success of social care employers and training providers in modernising workforce development."*¹³

Others claim similar benefits:

"The Charity Awards¹⁴ recognise and celebrate excellence in the leadership and management of charities. Highlighting charities' management achievements helps to spread good practice throughout the sector, and draws attention to the talent and expertise being brought to bear on voluntary activity in the UK."

"The annual Health and Social Care Awards are the most important opportunity within the NHS and social care to identify, recognise and reward excellence in the provision of

¹⁰ <http://www.mhmawards.org>

¹¹ <http://www.cre.gov.uk/media/rima.html>

¹² <http://www.amnesty.org.uk/news/awards/>

¹³ <http://www.topssnw.org.uk/topssrtf9/tepr0903.htm>

¹⁴ <http://www.charityawards.co.uk/>

care at the front line. Now in their fifth year, the Awards offer NHS and social care staff the chance to highlight all that is best about the work they are doing each and every day."¹⁵

This work focuses primarily on media award programmes and perceptions of the advantages and disadvantages of a media-focused approach; however, some evidence and learning from good practice awards has also been taken into consideration.

¹⁵ <http://www.modern.nhs.uk/healthandsocialcareawards/>

Chapter 2

Methodology and sample

Methodology

The methodology for this work comprises three key elements:

i) Desk research into current award schemes and programmes, both in relation to positive media portrayal and more generally in relation to good practice across the health and social care, and other, fields. This involved researching and analysing the key elements of successful awards programmes via websites, programme brochures and other hard-copy literature.

This research encompasses several of the awards schemes highlighted above.

ii) Face to face or telephone interviews with a range of stakeholders already involved with awards schemes to help understand the thinking and processes behind those schemes (again including some of the schemes detailed above). Some of those interviewed would have a direct stake in any media awards programme that SCIE might develop - e.g. Mental Health Media, the organisers of the Mental Health Media Awards.

iii) Face to face or telephone interviews with stakeholders who could or would be expected to have an interest and some level of involvement if SCIE were to develop a media awards programme. These include:

- social care users and user groups;
- journalists from across the national, specialist and local print and broadcasting spectrum;
- communications specialists working in the social care arena;
- social care providers.

The vast majority of interviews were recorded and transcribed with the interviewees' permission. Transcripts have not been appended to this report for the sake of brevity, but are available on request.

Sample questionnaires used for sections ii) and iii) are available in Appendix 1.

Who was interviewed

The following 25 people were interviewed for this research:

Adam Chandler, reporter, Kent Messenger

Alison Benjamin, deputy editor, Society section, the Guardian

Ben Dudley, 'Reputation' project manager, Local Government Association

Brett Brignall, independent living advisor, East Sussex Association of Disabled People
Cynthia Matthews, events manager, RADAR
Dan Saxby, manager, East Sussex Association of Disabled People
David Brindle, public services editor, the Guardian
Debbie Herald, awards officer, Amnesty International
Desrie Thomson, events manager, Commission for Racial Equality
Drew Clode, communications coordinator, Association of Directors of Social Services
Gina Bond, head, BBC awards unit
Heather Jameson, deputy editor, Municipal Journal
Jane Minter, head of external affairs, Housing 21
Mark Oakes, director of corporate communications, General Social Care Council
Maxine Wrigley, coordinator, A National Voice
Nina Saffuri, awards manager, Mental Health Media
Penny Richards, communications co-ordinator, London Borough of Kensington and Chelsea
Peter Blackman, chief executive, the Afiya Trust
Peter White, correspondent, BBC news and current affairs
Rebecca Stanton, communications executive, Department of Health
Robin Banjeri, head of communications, Commission for Social Care Inspection
Sally Gillen, investigative reporter, Community Care magazine
Sarah Brown, PR manager, Leonard Cheshire
Sarah Campbell, reporter, the Times
Symon Collins, residential social care worker – children, West Sussex County Council
Vanessa Ruffle, awards manager, Department of Health
Yvette Jones, chair, Association of Social Care Communicators.

Chapter 3

Discussion of approaches to awards schemes.

The following section looks at some of the core elements of awards schemes: what's simple, what's difficult, what's time-consuming and what's expensive. It also looks at comments and observations on specific elements to try to draw out the learning – what is best practice when running an awards scheme?

“The awards... provide RADAR with a platform to be able to really communicate key messages of the organisation - why we are here and what do we do.” Cynthia Matthews, RADAR

Interviewees were almost unanimous in the view that there is a role for awards programmes, as part of a broader canvas of communication and marketing activity, across all sectors. Whilst objectives may differ in detail, most awards schemes aim to increase profile of an organisation, sector or issues, and act as a catalyst for a ‘feel good’ factor within that organisation or sector.

Views on the best way to manage such a programme unsurprisingly differ, given the wide range of stakeholders interviewed. Some schemes have a formal working group which drives the programme forward; others depend on one or two members of staff to ensure all key tasks get done. Some pay their judges and have them involved in reviewing all entries; others ask judges to give their time for nothing and have filtering processes. Some charge for award entries, others don't; some have huge budgets, others get by on a shoestring.

The nature of an awards programme is effectively influenced by two things:

- a) the culture of the organisation running the scheme, which affects both the objectives and outcome of an awards programme
- b) the amount of resource and budget

Categories and entry processes

Although it is not necessarily easy to compare categories from different awards programmes (e.g. there's not much in common between ‘Best radio drama on mental health’ and ‘Technology innovation of the year’) there are some common themes which can be drawn from the research.

1 Category selection

Despite the actual structure of many awards programmes, most respondents agreed that keeping the number of categories to a minimum was crucial to the success of an awards event. 12–15 was the average preferred, although some did want less than that.

“...there are usually far too many [categories]. The Sonys [the radio ‘Oscars’] goes on forever. Even when you’re winning, it’s boring.”
Peter White, BBC Radio

Category numbers will inevitably depend on the initial objectives of an awards scheme, as well as the amount of available budget. What is clear is that categories do evolve over time. For example, Amnesty International is looking at changing its documentary category and allowing ‘drama-documentaries’ to be entered, thus responding to the mainstreaming of ‘docu-drama’ as a growing element of the nation’s viewing habits. Another example is that RIMA is looking at the development of a theme which relates specifically to people from Eastern European countries and people from Romany groups, which have seen an increase in race-related discrimination.

Several of the award programme organisers researched are considering introducing or developing web-based categories, and most review all categories on a regular basis to keep their awards programmes ‘fresh’ and responsive to changing trends and technologies within their award areas.

2 Category criteria

Category criteria are not always clear, or followed by submitted entries. Even in the course of this research I found some of the explanations of different categories for different schemes quite difficult to understand, and entry processes seemed overly complicated and cumbersome. The first problem often meant entries were disqualified because instructions hadn’t been followed, wasting the time of both entrants and award organisers or judges. For example, the Department of Health’s 2005 Health and Social Care Awards attracted 2,500 entries, but only 1,400 of them actually met the criteria of the award categories. However, in terms of any new scheme trying to establish itself, there would be an argument to avoid charging for entries, perhaps for a set period of time.

3 Ensuring sufficient entries

There is often a dearth of entries for awards schemes. One of the reasons for this is that the majority of awards programmes charge an entry fee (see 4 below). Most scheme administrators build in time and resource to actively pursue entries, which seems a sensible strategy, and one that should certainly be used if an organisation is trying to establish a new scheme. It’s worth noting that one source highlighted an awards scheme held in 2005 and described the approach for increasing the number of entries in time for the deadline as a ‘desperate panic’.

4 Entry fees

The majority of awards programmes charge an entry fee, and awards programme organisers see this as a key source of income, and also as a mechanism to avoid a flood of irrelevant entries. Some interviewees, especially journalists, argued that entry fees mean they simply wouldn’t enter a scheme because they would struggle to get

their media outlet to put up the money. Gina Bond, from the BBC awards unit, said she wouldn't enter for an award that was 'too expensive'. She also counseled against setting criteria that involved a lot of work for the person or organisation submitting an entry; for example, asking for edited highlights or programmes in a range of different formats.

5 Entry processes

Entry processes seem pretty elastic, and this often includes the deadline for entries. Whilst some schemes will only allow entries from specific groups of people, most are keen to have a high number of entries and will accept them from a range of sources. For example, the Mental Health Media Awards will accept nominations from journalists, viewers and staff working in the sector, but will also pursue entries by talking directly to journalists about coverage they've seen or heard, encouraging them to enter the awards.

Categories of awards are also discussed in further detail in Chapter 5 (?) of this paper.

Judges and the judging process

Judging is one of the key areas which exercises award scheme organisers.

Selection of judges

Judges come from a broad array of backgrounds, but tend to have both a direct link to and interest in an awards scheme through personal or professional experience, and a profile within a specific sector or more broadly amongst the general public. It's clear that judges must have some kind of credibility with target audiences to add weight to any awards programme. For example, most judges for RIMA are either high-profile people within black and minority ethnic communities, or journalists; many are both.

The only exception to this criterion might be in the area of sponsorship, as some sponsors would expect to have some kind of judging role in return for their support.

Choosing judges is usually a fairly informal process, and as seen with the categories above, there tends to be a turnover of judges for every award programme – people move on, get new jobs or become over-committed. Conversely, new 'movers and shakers' appear within sectors, some people approach award organisers with a view to becoming judges, and winners of previous awards are often invited to be part of the judging process.

Because judges are usually unpaid, there is an inevitable trade-off between management time and ensuring judges are well briefed and feel looked after. By and large, however, interviewees were both enthusiastic and complimentary about their judges.

Judging process

The judging process varies across awards schemes, but again there are some common features:

- Most schemes aim to have streamlined judging processes to ensure that the goodwill of judges doesn't get exhausted. However, if there are large numbers of good-quality applications there is an inevitable tension. In 2005, for example, there was 40 hours of programming to watch just for the documentary category of the Mental Health Media Awards; about the equivalent of a working week for judges to commit to.
- Judging processes differ in part because of the culture and objectives of different organisations. Mental Health Media sees the involvement of mental health service users as a key part of its judging process, but also recognises their views may differ from those of broadcasters with experience of producing programmes about mental health issues.
- Some schemes (e.g. the Health and Social Care Awards) use paid staff, rather than volunteers or judges, to filter awards entries in some circumstances. However, all awards organisers acknowledge that the judging process takes a substantial amount of time for both officers and judges, whether they are paid or not.

Funding

Funding for awards schemes comes from a wide range of different sources, and comparing budgets for different awards schemes is an eyebrow-raising exercise. At the cheaper end of the scale, the awards programme run by Mental Health Media had a budget in 2005 of around £32,000; this is similar to the budget for Amnesty International's media awards scheme. RADAR's 'People of the Year' awards had a budget of around £100,000, whilst the RIMA budget ran to around £250,000. Figures for the Department of Health's 2005 awards, which include six regional awards schemes, prize money for category winners at both regional and national levels and an awards dinner for 1,000 people were unavailable, but is likely to be significantly more than RIMA's budget.

Pinning down details of budgets was difficult. Many organisations didn't have access to a detailed breakdown of all the relevant resources used. It's important to emphasise

that the above figures are ballpark and do not include all 'in kind' services; the figures also do not cover internal salaries and staff time, which is often a very significant resource.

Key funding elements include:

- **Core funding by the relevant organisation.** The Department of Health covers the total cost of its health and social care awards; most of the other awards organisers expected some of the awards programme budget to come from their organisations. In 2005, RIMA expected that the CRE would cover around 25% of the cost of the awards, plus relevant staff salaries.
- **Award scheme entry fees.** Entry fees differ from scheme to scheme and categories within schemes, but can make a significant contribution to the overall budget of an awards programme. For example, Mental Health Media recovered around 25% of its awards programme budget from entry fees.
- **Sponsorship.** Sponsorship makes or breaks most awards schemes simply because any awards programme requires significant resources. It is also an increasingly creative fundraising mechanism, employed across all sectors, and has growing credibility amongst organisations wishing to increase their profile.
 - For example, there is a growing move away from traditional advertising to more relationship-orientated sponsorship. In the course of this research I came across a broad range of examples, including deals involving those who have traditionally been recipients of sponsorship. Examples include charities such as The Disabilities Trust sponsoring a disability award at the Community Care Awards, and 4 Children sponsoring a children's services category in the Local Government Achievement Awards. Sponsorship can be broken down into different packages. Typical sponsorship packages could include sponsoring a specific awards category or sub-category, for between £2,500 and £10,000.
 - For media awards programmes, there are some specific issues around getting media organisations to either sponsor an event or categories, or indeed trying to develop a formal relationship with a media organisation with a view to a mutual media partnership in relation to an awards scheme.
 - It's also of interest to note that Mental Health Media is planning to use its 2006 awards as a fundraising mechanism, with a view to raising £100,000 from the awards, thus covering not only the costs of the awards scheme and event but generating additional revenue for other projects.
- **Award event entry fees.** Some awards schemes charge individuals and organisations to attend an awards event. The Chartered Institute of Public Relations has an annual awards scheme and charges around £200 per person, or £2,000 for a ten-person table, at the awards event.

- **‘In kind’ resources.** There were several examples where ‘in kind’ resourcing took place; for example, Amnesty international has a close relationship with a production/events company that provides a lot of staff time and other resources for its awards event.

Public relations and promotion of awards schemes

All interviewees were unanimous about the importance of having an appropriately resourced public relations and communications mechanism to promote awards programmes with relevant audiences. As most awards schemes include an objective to increase the profile of a sector, industry or issue, this view would certainly make sense.

This was buttressed by responses to questions about the level of knowledge of awards schemes amongst interviewees who, it could be argued, could be expected to know about certain schemes but didn’t. For example, speaking to a range of (seven) journalists from across national, specialist and local media, all of whom have an interest in social policy, only two out of the seven confirmed they had heard of RIMA, the Amnesty International awards and the Mental Health Media awards. Most of the others recognised only one or two out of the three, despite a general acknowledgement that these are the best-known media awards in the social policy arena and that they target a broad spread of media outlets.

This experience was echoed across all interviewees; staff working in the social care arena hadn’t heard of the Mental Health Media awards or the Mind press awards; disabled social care users hadn’t heard of the RADAR awards; PR professionals concerned with human rights hadn’t heard of the Amnesty International awards.

This finding makes it clear there is the need for an ongoing profile-raising operation for awards schemes in general, and constitutes a key challenge for any organisation giving thought to setting up an awards scheme.

There are usually three key communication areas that are cited to help awards programmes meet their objectives from a communications point of view:

- Raising awareness of the programme itself. This covers the production of web pages and literature to highlight the fact that the award programme is up and running and looking for entries.
- Ongoing promotional work, i.e. trying to maintain a profile for the programme, particularly in the run-up to the entry cut-off date.
- PR around the awards event itself. RIMA probably had the most high-profile media coverage of all the awards schemes reviewed. The 2005 Mental Health Media Awards had very limited coverage compared to the previous year, following the loss of the organisation’s PR department after an organisational restructure.

It is also worth noting that not all media coverage of awards programmes or events is positive. For example, events that are seen as lavish can end up in the diary pages of

national newspapers; in 2005 RIMA received some negative coverage for (perceived) poor organisation.

On a more general note, Gina Bond from the BBC awards unit helpfully advised that the most important tool for any organisation running an awards scheme was an accessible website which was easy to navigate and straightforward to use.

Awards ceremonies

“Everybody says it’s the mental health event of the year that everybody looks forward to.”

Nina Saffuri, Mental Health Media

Awards ceremonies usually play a central role in an awards programme. They provide a focus point for the huge amount of work that goes into an awards programme, create an opportunity for an organisation to pay tribute to all of those involved, create a platform to reiterate key messages, offer judges the chance to be recognised publicly and provide a forum for a sector to celebrate its work.

Awards events can also be costly, time-consuming and fiddly, with a lot of detail to be covered and inevitable last-minute changes to programmes, attendees, running orders and formats. These challenges are often exacerbated by problems on the day, such as failures around access, for example, or technical hitches such as lifts breaking down.

Awards organisers interviewed maintained that their approach to their specific awards event helped reach their objectives. The myriad of approaches makes it difficult to find common themes. Some awards ceremonies are held during the day, others during the evening; some have sit-down meals, others purposefully avoid it (usually for financial reasons); some have entertainment interludes, others rely on MCs to keep the flow of the event going; some go for quite glitzy approaches (black tie is a pre-requisite for the RADAR awards, for example), others are more informal. All the approaches are probably summed up in the following quote:

“How much does an awards ceremony cost? How long is a piece of string?” Keith Honhold, KHB event management

The main reason for specific approaches to an awards event relates to resource. Awards ceremonies can be lush, held at a prestigious venue with glitzy sets and live bands, involve a six-course meal with vast amounts of alcohol and hosted by an expensive celebrity – or two. For example, in 2005 RIMA was held across three venues, and venue hire is one of the core expenses of an awards ceremony.

In contrast, the 2004 Baywatch campaign awards, which highlighted good practice by organisations combating the abuse of parking bays allocated for disabled people, hosted an awards ceremony with food and entertainment for 100 attendees for around £5,000.

A common theme for all the awards events researched was the involvement of an event management company. Typically, awards organisers were spending between 15-30% of total awards programme budget on external event management support. Mental Health Media will be using an events management company for the first time in 2006, releasing the awards manager to concentrate on other work areas, including fundraising.

Evaluation

The awards schemes researched for this study all had very specific objectives. Usually, some or all of the objectives will have a relationship with an organisation's mission. However, whether it be increasing the profile of the organisations or the issues that concern them, or relationship-building with other organisations or sectors, award programme organisers were clear that their programmes do meet their objectives.

Interestingly (and frustratingly), none of them have in place formal mechanisms to measure exactly how well, or to what level, their awards programmes do in fact meet those objectives. Many award organisers I spoke to said they were considering putting in place some formal monitoring, and most did some kind of evaluation – especially of awards events – e.g. through feedback forms for delegates.

But none had, for example, commissioned any external research into perceptions of organisations or specific issues before, during and after an awards programme to see whether the programme itself had caused a specific change in perception or approach to certain issues.

One comment regularly made by awards organisers was to highlight a spin-off benefit of awards ceremonies: that they are a morale-booster for those working in a specific sector. It's of interest that this was not a formal objective in many cases, particularly for media awards schemes.

What could an awards scheme do for SCIE?

“Do social care workers get a rough deal from the media? Definitely.”

Symon Collins, senior residential care worker with children

All but one interviewee asked agreed with the basic premise that social care has a poor reputation, and that the social care sector is the victim of poor and inaccurate media coverage.

Most interviewees also agreed that a media awards programme would be a useful and positive mechanism to combat this, although some were inevitably warmer than others about it. Journalists were the most positive (although not unanimous), with one reporter pointing out that journalists liked to be stroked and were 'astonishingly shallow'. Another journalist agreed that awards schemes appealed to journalistic vanity, and also helped as a mechanism to compare quality between different media organisations.

It's helpful to note that some media organisations, including the BBC, ITV and Channel 4, have awards units whose sole job is to research the myriad awards schemes on offer and make recommendations to producers and directors of programmes about entering specific awards.

The vision for SCIE is to achieve a sea change in how social care is perceived by the general public, and for SCIE to find a mechanism to help facilitate that change with the media, and so create a ripple effect of knowledge and understanding amongst the general public. The question is, is that mechanism an awards scheme?

Cost/benefit analysis

There is a lack of core data on the costs and benefits of awards programmes and awards schemes. As outlined above, whilst most awards organisers claim that their awards programmes do meet their objectives, there is little research to formally support those views.

“People...felt as if they'd had a wonderful day and been recognised for their achievements.”

Maxine Wrigley, National Voice, on the 'Believe In Me' awards.

Informally, there was enthusiasm (although some of it was qualified) across the vast majority of interviewees for awards schemes.

Those with a qualified response pointed to the immense resource, both financial and in terms of staff time, that awards programmes demand; and several interviewees pointed out that awards schemes take time to become established and develop credibility, meaning that any organisation would need to be willing to sustain an awards scheme over a significant period of time, which creates issues around resources and expectation management.

As it became clear that it was going to be difficult to undertake a formal cost/benefit analysis of awards schemes, a supplementary question was developed as part of the research:

“If SCIE had a budget of £50,000, would allocating it to a media awards programme which highlighted good coverage of social care issues be a good way of spending it?”

Interestingly, again the vast majority of responses were 'Yes', although again this was qualified by some respondents.

Part of what makes evaluating the success or failure of awards schemes difficult is that they inevitably take place over a period of time and as part of a broader ongoing communications and marketing programme. They also take place within a fast-moving and media-saturated world, where reputations can be lost, recovered and lost again in a very short period of time. It's also a world where some institutions have very fixed

positions in regard to certain issues. Do we really think that the Daily Mail's views of people and organisations involved in social care, for example, are likely to change much over the next decade? And if so, will it be an awards programme that makes that happen?

It's interesting to note that programmes like RIMA have been running for more than ten years, yet it was an event completely out of the CRE's hands which caused a turning point in its relationship with the Sun national newspaper.

The events on September 11 2001 created, amongst other things, real concerns within the Muslim community about reprisal attacks on people with a Muslim background or living in Muslim areas. The day after the attacks, the Sun ran an opinion piece reminding readers that the problem was not people who were Muslim and believed in Islam. Subsequently, the CRE, which had had a mutually antagonistic long-term relationship with the newspaper, wrote to the then editor David Yelland. The CRE acknowledged that it wasn't the Sun's favourite organisation, but wanted also to acknowledge that the Sun had run a helpful and accurate piece in relation to race. The following year, David Yelland attended RIMA.

Chapter 4

Analysis

Challenging public perception and poor media coverage of social care – is there a better way?

“For the first few years [a social care media awards programme] would be very, very hard to keep going.”

Robin Banjeri, Commission for Social Care Inspection

“Social care doesn’t get a lot of press [coverage]. I think there’s a desperate need for education [of journalists, around social care issues].”

Brett Brignall, East Sussex Association of Disabled People

Representatives of the Commission for Social Care Inspection and the General Social Care Council (both interviewees had a background in communications) did offer support for the principle of a social care media awards scheme, but qualified their comments with important caveats.

Whilst these were not reflected by other communications professionals with an interest in social care, both organisations could have a leading stake in any initiative undertaken by SCIE; in addition, Robin Banjeri has extensive experience of awards programmes from his time in a communications role at the CRE.

Relevant case studies

It is also useful to look, at this stage, at some other initiatives which have improved or are aiming to improve perceptions in key areas.

Local Government Association (LGA)

In the summer of 2005 the LGA launched a project called ‘Local Government Reputation’. The project was rooted in research carried out by MORI which showed that local government had a poor reputation, despite gradually improving services.

Out of MORI’s research has come a 12-point plan that local authorities sign up to, committing to action in specific areas. Five of these relate to communication, and include better and more pro-active media relations management.

What’s interesting about the research and the subsequent recommendations is that they cover a range of initiatives including both service delivery and communications. This highlights the importance of delivering good- quality services as part of a reputation management programme, alongside media relations initiatives to improve media coverage and understanding of the services local authorities cover.

Association of Social Care Communicators

“You should be contacting us, feeding us good [social care] stories all the time.” Adam Chandler, Kent Messenger

A number of public relations professionals with an interest in social care also raised issues about the need for the social care sector to improve the way it promoted itself to the media. This was echoed by journalists, who acknowledged that ‘bad news’ invariably makes an appearance in the media but that doesn’t mean that ‘good news’ never does.

Many thought that there might be some kind of role for increased, strategic joint working by social care communication professionals in improving the reputation of social care. The Association of Social Care Communicators runs an awards scheme in association with *Community Care* magazine and was keen to be involved in any future plans SCIE might have to tackle media coverage of social care issues.

Jewish Care

It’s also worth noting that there was, for two years, a national social care media awards scheme which was established and run by Jewish Care, a health and social care charity which provides services for people from the Jewish community. Frustratingly, none of the organisation’s current staff or trustees had any involvement in the scheme, apparently; nor is there any literature or papers on file which can be used to establish why the awards were developed in the first place and why they met their demise in a relatively short space of time. Jewish Care approached the Guardian, seeking support for the awards scheme, but the Guardian declined to get involved, citing a conflict of interest.

Potential for an awards scheme

“You would certainly have to have the main sorts of service user groups - you’d have to have categories for them.”

Sally Gillen, *Community Care* magazine

Part of the work of this study was to explore the potential for developing some kind of niche awards.

1 Categories

In terms of a social care awards scheme generally, the view was that categories would either have to be divided by media type – such as local newspaper, national newspaper, national magazine, and so on; or by type of social care service, such as children’s services, adult services, physical disability services and so on; or possibly some kind of amalgamation of the two.

It is also worth repeating that the vast majority of respondents wanted to see a limited number of categories, which in principle appears to support the approach of a 'niche' scheme.

In addition, print and broadcast media coverage of mental health issues is already catered for via the Mind Press Awards and the Mental Health Media Awards respectively, which suggests that including coverage of mental health issues in a social care media awards scheme would involve duplication and potential conflict.

There are advantages and disadvantages to both approaches, and it was also interesting to note that a significant number of the interviewees became quite passionate when asked about their views.

On a practical level, the nature of categories will affect fundraising and sponsorship opportunities.

But there were concerns raised about a 'niche' approach marginalising coverage of areas which are already considered to be 'Cinderella' services. For example, in terms of what makes interesting copy or transmission items for the media, services involving children are more likely to be covered than services for older people. Many could see the logic of concentrating on an awards scheme which, because of its criteria (eg for coverage relating only to children), would be more likely to receive entries and profile. However, there was a real desire that if an awards scheme was established, part of its role and function should be to educate media outlets on the more marginalised areas of social care.

However, it could also be argued that such a model (ie an awards scheme which looked only at positive coverage of children's social care services) would reflect the current changes in social care provision with the shift of children's services into the education sector and the sector's response to that; for example, the creation of two bodies from the current Association of Directors of Social Services.

The alternative route – which would define categories by media type –raises its own issues: for example, how do you compare stories about looked-after children with stories about social care services for older people from minority communities?

A number of respondents also pointed out that locally-based media outlets are more likely to cover social care issues than national ones, and were therefore more likely to generate entries. A media awards scheme rooted in local and regional, rather than national coverage, could act as a pilot scheme with a view to extending it to national outlets at a later date if it proved successful.

Several respondents pointed to the need for any awards scheme to include a category of a journalistically investigative nature. This creates a potential problem, in as much as nominations for such a category would be likely to highlight failings in the provision of social care services; but several people agreed that to exclude such a category, when

there are ongoing failings in the system, and would impact on the credibility of an awards scheme.

The above discussion highlights the reality that a decision about categories for a social care media awards scheme would be unlikely to have 100% consensus. However, given the concerns of those in the social care field, a scheme categorised by media type is probably the most suitable option.

Media outlets are very unlikely to cover other similar outlets which win awards; The Times, for example, would not run a story saying the Telegraph had won a social care media award. However, it might run a story saying the BBC had won an award.

In addition, the kudos associated with awards varies across media types; for example, the Mind Press Awards, which only allow entries from the print media, gets very limited pick-up in the broadcast media. The Mental Health Media Awards, however, have a (mostly) good record in achieving coverage in the print media, despite the fact that entries are allowed only from broadcast outlets.

What might a social care media awards scheme look like?

In light of the discussion in chapter 4, below are some options for categories for a social care media awards scheme:

Best national news – television

Best national news – radio

Best national news – print

Best national documentary – television

Best national documentary – radio

Best national feature or series of features – print

Best local news – television

Best local news – radio

Best local news - print

Best local documentary – television

Best local documentary – radio

Best local feature or series of features – print

Best news article – magazine

Best feature article - magazine

Best web-based article

Best investigative journalism into social care issues or services

Best overall journalism which has helped promote understanding of social care – given to a journalist, producer, programme, newspaper or channel

Best contribution by a social care professional to help the media understand social care issues

Best contribution by a social care user to help the media understand social care issues – a social care ‘media’ champion.

Already this takes the number of categories over the recommended 12–15 figure suggested by several people, and it is not exhaustive.

A media awards scheme for social care – why do it?

“A [social care] awards scheme would be an immensely good use of resources.” Yvette Jones, Association of Social Care Communicators

There are a number of reasons why such a scheme could be beneficial:

- The key argument for SCIE to develop a media awards scheme is that it would be a first step by a national organisation to taking some control of the way the media covers social care issues.
- Tying in to people’s perceptions, and the realities, of how the media covers social care issues would help generate some relief in the social care sector – helping to combat feelings of powerlessness around inaccurate media coverage.
- An awards scheme would also give communications professionals in the social care arena an additional tool when it comes to building relationships with journalists, a mechanism to encourage journalists to write accurately on social care issues. Several people involved in PR raised this as a positive aspect of a potential awards scheme.
- In terms of an awards event, interviewees were almost unanimous that such an event would help boost morale of people working in, and associated with, the sector.
- Compared to other initiatives to improve media coverage of social care issues, the potential for fundraising is fairly high.

A media awards scheme for social care – best avoided?

There are also some arguments for not launching such an awards scheme:

- It's very hard to determine whether a media awards scheme would have a concrete effect on the general public's perception of social care.
- Awards programmes are expensive, both in terms of funding and also staff time and resources.
- Awards programmes can be risky, as they depend in part on things beyond the control of the organisers, such as numbers of good-quality entries or the whims of volunteer judges.

Next steps for SCIE

"I'm completely at one with SCIE on wanting to do something about the image of social care."

Mark Oakes, General Social Care Council

In the event that SCIE decides to go down the awards programme route, there is some key preparation which needs to take place.

Ownership

The central issue is one of ownership by those involved in the social care industry. Given the wide range of risks associated with a media awards programme, it would be crucial to secure ownership from across the sector. This must include (although this list is by no means exhaustive) statutory bodies such as the Commission for Social Care Inspection, the General Social Care Council, the Department of Health and the Department for Education and Skills; representatives of social care providers across the private, public and voluntary sectors; other industry leaders, such as the Association of Directors of Social Services; campaigning organisations, such as Help the Aged and RADAR; and service user organisations.

This umbrella group should be consulted on the following issues: the ways it thinks the media portrays social care; whether it believes there is a problem in the way social care issues are reported; whether it supports the principle of a media awards scheme to help tackle the poor reputation of social care; what that support might look like in practice; a potential timetable for the establishment of the awards (and it's worth noting here that one event organiser recommended not less than 12–14 months' preparation for a new awards scheme); and whether there are other mechanisms to improve the reputation of social care which should be employed in tandem with such a scheme.

Below are some suggestions of areas that need to be resolved:

- Categories and entry processes. As discussed above, the working group should look at whether an awards scheme should be restricted to regional and local media; the number of categories which is sustainable; whether the scheme should be restricted to certain types of social care services; and whether entry fees should be charged.
- Judges and the judging process. Issues to cover here include who might be good judges for a social care media awards scheme (several names were mentioned in the course of this research, including Niall Dickson from the King's Fund and Ben Summerskill from Stonewall); what is a reasonable set of criteria for awards; how the judging process might work in practice; and how to involve service users in the judging process.
- Funding and budgets. Issues here include where the funding might come from; what's a reasonable budget for the scheme as a whole; what percentage of funding might be raised from sponsorship; what kinds of organisations might be interested in sponsoring the awards.
- Public relations and promotion of the awards scheme. Discussion should cover the development of a communications and marketing strategy for the awards; and the development and production of literature for the awards, including web-based material.

Chapter 5

Key findings, conclusions and recommendations

Key findings

“Would a social care media awards scheme be good for the sector? Very much so.”
Sarah Brown, Leonard Cheshire

“If you get to that stage of a mature scheme and it’s got the reputation and people know of it then I think it will affect [media] behaviour.”
David Brindle, the Guardian

- Awards programmes and events secure almost universal approval from those interviewed. They’re seen as opportunities for industries to celebrate good practice and highlight specific individuals and/or projects, and are generally viewed as key morale-boosters for a sector.
- Awards programmes which are seen as successful tend to have a vision as to their purpose, with ownership of the programme by senior personnel and endorsement by ‘movers and shakers’ within that field. Such endorsement also helps maintain the credibility of awards.
- Awards programmes and awards events are expensive, both in terms of funding required but also in regard to the resources of staff and volunteers involved in the scheme.
- Objectives must be tailored with resource and budgets in mind.
- Application, short listing and judging processes must be carefully thought through to ensure the maximum number of relevant applications coupled with a clear and streamlined judging mechanism.
- A clear and well-resourced communication strategy must be implemented to ensure awards programmes are successful. It’s a challenge to keep an awards scheme at the forefront of a target group’s mind, particularly as schemes run over a period of time.
- Awards programmes take some time to become established and the expectations of stakeholders need to be managed as part of that process.
- The level and detail of evaluation of current awards programmes is extremely limited.
- It is essential to have a professional, smoothly-run awards event, which would be most likely achieved with the involvement of an event management company.

Conclusions

Media awards offer definite benefits but they are also associated with some risks and challenges. On balance, there is almost unanimous agreement that a social care media awards scheme would be a good idea for SCIE as:

- It is a 'first step' by a social care organisation to try to take some control of the way the media portrays social care issues;
- Media awards can and do raise the profile of an organisation or sector among key stakeholders;
- Media awards can act as a mechanism for morale-boosting within a sector, something social care sorely needs;
- An awards scheme could act as a tool of 'common benefit' for media relations professionals who have a brief to manage media relations in the social care arena, and the journalists they work with;
- An awards scheme has the potential to act as a fundraising mechanism; other initiatives to improve media coverage would have less potential for this.

Some challenges would present themselves if SCIE did decide to develop a media award programme;

- Media awards are not a solution to the complex communication issues affecting the social care sector; they need to be one part of a broader strategy to engage more effectively with the media.
- Awards schemes can be hard to measure in terms of impact.
- Awards schemes, and in particular awards events, are resource-heavy both in terms of direct financial input but also in terms of other resources such as staff time.
- There's a surprisingly low recognition factor of awards.

There are also some specific risks around awards schemes:

- Potential for bad publicity and the perception that awards schemes are profligate in terms of the effective use of resources;
- Ensuring an appropriate number of entries;
- Finding and managing appropriate, high-profile and credible judges.

There is a role for a social care media awards scheme. Despite all the challenges and potential pitfalls, it's clear that media awards schemes do create a number of positive opportunities for sectors to celebrate their industries and media coverage of their work.

Part of the frustration of working in PR in the sector indeed has to manage the number of negative stories about social care, or the empty silences where positive social care stories could or should be.

Yet social care is about people; and people are the central focus of the vast majority of stories in our print and broadcast media. Whether it's about the oldest person in the

area returning home from hospital who can do so only because there's a social care package in place; a story about a disabled child being placed with a foster family; an ex-offender who's in his first paid job because of the support of a social worker; a family managing to cope with a family member's mental distress because of social care support... all of these are stories about people. All of them are about social care. All of them have potential to be of interest to journalists from across the media spectrum. And all of them could be reported on positively.

Social care services are set to both grow and become more specialised. The increase in the older population, adults experiencing mental distress and the number of severely disabled children means that social care will become a bigger and more important part of our economic, community and social landscape.

Despite the difficulties of formally measuring the impact of media awards schemes, there would be a knock-on effect on the general public's awareness of social care, even if it were on the basis of a 'slow burn' scenario.

A media awards scheme would allow the sector to highlight the fact that there is good coverage of social care issues, but also to act as a catalyst to encourage more and better coverage of social care. This would, over time, have an impact on the reputation of the sector as a whole and help improve the perception of social care at a time when it is badly needed.

Recommendations for a SCIE media awards scheme

1. An awards scheme should have between 12–15 categories.
2. Categories should be by media type rather than by social care discipline.
3. SCIE probably needs to choose between print and broadcast or look at two events.
4. Local media outlets are more likely to cover social care, so there is an argument for a regional aspect to the awards.
5. There should be an investigative journalism category to sidestep any accusations that the industry is trying to pretend that there are no problems around the quality of social care services.
6. Service user and/or carers should be involved as judges
7. An effective and appropriately resourced PR operation must be in place to back up the awards programme.
8. A full-time post would need to be funded to manage and co-ordinate an awards scheme.

**Ben Furner
Furner Communications
January 2006**

Appendix 1

Best Practice Awards Questionnaire

Introduction:

Thank you very much for helping us with this research. We are carrying this research out on behalf of SCIE, which is considering setting up a media awards scheme. Your help will be invaluable in this process.

If there is any information you would like kept confidential or anonymous please indicate this and we will ensure the information provided is not attributed to you or your organisation.

Your Details:

Your name:

Job Title:

Your organisation:

Your contact details:

telephone..... email:.....

1. How long has this awards scheme been running?

2. Who are your best practice awards for? (tick all that apply)

Professional practitioners

Companies and businesses

Employers

Your own organisation's staff

Service providers (shops, holiday companies etc)

Product developers

5. What is the entry process? Do people/companies nominate themselves or are they nominated by the public / client group / other

6. What is/are the objectives of the awards?

7. Do you feel these objectives are met?

8. What barriers are there to achieving these objectives?

9. What is the overall budget for these awards, excluding salaries?

10. Do you receive any sponsorship for the awards? If so, approximately how much of the budget does this cover? Are there any disadvantages to having a sponsor?

11. Is there an award ceremony? If so, what type of ceremony is it? (dinner / day time presentation)

12. How much media coverage do the awards receive?

13. Are you happy with the amount of media coverage the awards achieve?

If not, what do you think would improve this?

14. How many people are involved in managing the awards? (Full time/part time) Do you bring in outside contractors for any elements of the awards?

15. What are the roles of these people? (admin / design and print of materials / marketing / pr / web presence / management / event organisation)

16. How long does it take to run and organise the awards, including the planning stage? Can you give us an idea of the no. of hours?

16a) Do you have a steering or management group for the awards/ How do you pick who goes on it?

(Appreciate questions 14, 15 and 16 may be difficult to answer)

16b) What is the judging process? How do you choose your judges?

17. What do you feel is/are the main benefit/s of the awards?

19. Do you feel your award scheme represents a worthwhile investment of time and resources? Why?

20. Have you done research into or any evidence whether your awards have influenced or changed behaviour by the target group/s that your awards are aimed at?

(To: Managers of Media Awards on their own Award schemes:)

Media Awards Questionnaire

Introduction:

Thank you very much for helping us with this research. We are carrying this research out on behalf of SCIE which is considering setting up a media awards scheme. Your help will be invaluable in this process.

If there is any information you would like kept confidential or anonymous please indicate this and we will ensure the information provided is not attributed to you or your organisation.

Your Details:

Your name:

Job Title:

Your organisation:

Your contact details:

telephone..... email:.....

3. How long has this scheme been running?

4. How long have you been involved and in what capacity?

3. Which area/s of the media are the awards for?

- Print
- Broadcast (television / radio)
- Web

- National
- Regional
- Trade/professional
- Consumer
- Other (please indicate)

If the awards are for a specific sector of the media (eg broadcast) question why this specific sector has been chosen.

4. What are the award categories?

5. What is the entry process? Do journalists nominate themselves or are they nominated by the public / client group / other

6. What is/are the objectives of the awards?

7. Do you feel these objectives are met?
8. What barriers are there to achieving these objectives?
9. What is the overall budget for these awards, excluding salaries?
10. Do you receive any sponsorship for the awards? If so, approximately how much of the budget does this cover? Are there any disadvantages to having a sponsor?
11. Is there an award ceremony? If so, what type of ceremony is it? (dinner / day time presentation)
12. How much media coverage do the awards receive?
13. Are you happy with the amount of media coverage the awards achieve?
If not, what do you think would improve this?
- 13a. Do you have a media partner? What are the advantages/disadvantages of this?
14. How many people are involved in managing the awards? (Full time/part time) Do you use outside contractors for any elements of the awards?
15. What are the roles of these people? (admin / design and print of materials / marketing / pr / web presence / management / event organisation)
16. How long does it take to run and organise the awards, including the planning stage?
- 16a) Do you have a management or steering group for the awards? Who decides who goes on it?
- 16b) Who are your judges, and how were they picked?
17. What do you feel is/are the main benefit/s of the awards for your organisation?
18. What do you feel is/are the main benefit/s of the awards for your client group?
19. What do you feel is/are the main benefit/s of the awards for journalists?
20. Do you feel your award scheme represents a worthwhile investment of time and resources? Why?
21. Have you done research into whether perceptions of your client group have changed amongst the public / the media due to your awards scheme? If so, what are the results?

(To: Social care organisations)

Media Awards Questionnaire December '05

Introduction:

Thank you very much for helping us with this research. We are carrying this research out on behalf of SCIE a not-for-profit organisation which is considering setting up a media awards scheme. Your help will be invaluable in this process.

If there is any information you would like kept confidential or anonymous please indicate this and we will ensure the information provided is not attributed to you or your organisation.

Your Details:

Your name:

Job Title:

Your organisation:

Your contact details:

telephone..... email:.....

1. What existing media award schemes are you aware of? Please list all.

(prompt: Mental Health Media Awards / Amnesty International Media Awards / RADAR Media Award / Race in the Media Awards)

Assuming person has heard of at least one, following questions need to be asked about each awards scheme they have heard of.

If person has never heard of any media award schemes, despite prompting, ask them what would be the best way of publicising an awards scheme to them!!

2. Awards Scheme One (eg MHM)

- A. Who in the media, to your knowledge, are these awards for?
- B. What sort of publicity and media coverage have you seen/heard for these awards?
- C. Do you think these media awards improve the public's perception of the client group?

3. Awards Scheme Two

- A. Who in the media, to your knowledge, are these awards for?
- B. What sort of publicity and media coverage have you seen for these awards?
- C. Do you think these media awards improve the public's perception of client group?

4. Awards Scheme Three

A. Who in the media, to your knowledge, are these awards for?

B. What sort of publicity and media coverage have you seen for these awards?

C. Do you think these media awards improve the public's perception of client group?

5. An entry or application for a media award is sometimes made by the journalist themselves and sometimes the entry is made by readers/listeners or by the client group or another organisation. Do you think it matters how the entry is made?

If yes, why?

6. What are your general thoughts about media awards schemes?

(too many / useful / waste of time / waste of money / good pr / improves media relations / improves organisations reputation / good for public perceptions of client group)

7. What is your opinion on awards schemes in general, not just media award schemes?

(too many / useful / waste of time / good pr / improves media relations / improves organisations reputation / good for public perceptions of client group)

8. Do you think a media awards scheme could help improve accurate media coverage of social care issues?

9. Do you think there are any dangers or disadvantages to running media awards schemes?

10. Awards programmes are both expensive and time intensive. Are there better ways to try and improve coverage of social care issues other than a media awards scheme?

11. If SCIE set up a 'Social care media award' to highlight good media coverage of social care issues, would your organisation have the time and inclination to get involved, for example by nominating journalists for it?

If no, why not? Is there anything we could do in the way we organized it to change your mind?

If yes, is there anything we could do in the way we organized it to make it easier and relevant for you?