

# *How can we best provide sustainable care and support to help older people live happier and more fulfilling lives?*

## PROMOTION GUIDE

### Key information

**Survey dates:** Open from Monday 8 June until Monday 6 July 2020

**Website link:** <https://www.healthandcareresearch.gov.wales/news/setting-priorities-for-social-care-research-in-wales/>

**Contact:** Health and Care Research Wales via [healthandcareresearch@wales.nhs.uk](mailto:healthandcareresearch@wales.nhs.uk)

### How to complete the survey

- Online at: <https://www.healthandcareresearch.gov.wales/news/setting-priorities-for-social-care-research-in-wales/>
- Easy-read version and Word versions:
  - Download a Word version of the surveys from the website above
  - Return by email to: [healthandcareresearch@wales.nhs.uk](mailto:healthandcareresearch@wales.nhs.uk)

### Who can take part

- Anyone in Wales aged 65 or over who has received care or support, whether at home, in a community setting or in a care home, plus their family, friends and unpaid carers.
- Social care practitioners delivering social care and support services to people in Wales aged 65 or over

If you can, please support others who fall into these groups to take part. We are happy to receive submissions based on group discussions about the survey questions, especially for those who are unable to complete an online survey. We want to ensure a wide range of voices have a chance to be heard. If you are able to collaborate with us and help to champion the survey in any way, please contact [healthandcareresearch@wales.nhs.uk](mailto:healthandcareresearch@wales.nhs.uk).

### Social media

Here is some guidance to help you promote the survey across all your social media platforms.

- Include the links to the survey
  - <https://www.healthandcareresearch.gov.wales/news/setting-priorities-for-social-care-research-in-wales/>
  - <https://www.ymchwiliiechydagofal.llyw.cymru/newyddion////gosod-y-blaenoriaethau-ar-gyfer-ymchwil-gofal-cymdeithasol-yng-nghymru/?force=2>
- Include the hashtag #ResearchWales where possible
- Encourage followers to share with 'please RT'
- Tag @ResearchWales @SocialCareWales

### Health and Care Research Wales and Social Care Wales social media handles:

Twitter: [@ResearchWales](https://twitter.com/ResearchWales) / [@YmchwilCymru](https://twitter.com/YmchwilCymru) / [@SocialCareWales](https://twitter.com/SocialCareWales) / [@GofalCymdeithasol](https://twitter.com/GofalCymdeithasol)

Facebook: [@ResearchWales](https://www.facebook.com/ResearchWales) / [@GofalCymdeithasolCymruSocialCareWales](https://www.facebook.com/GofalCymdeithasolCymruSocialCareWales)

Instagram: [@ResearchWales](https://www.instagram.com/ResearchWales)

LinkedIn: [Health and Care Research Wales](https://www.linkedin.com/company/Health-and-Care-Research-Wales/) / [Social Care Wales](https://www.linkedin.com/company/Social-Care-Wales/)

## Social media images

### Setting priorities for social care research in Wales

**What you think matters**

How can we best provide sustainable care and support to help older people live happier and more fulfilling lives?

Complete the survey by 6 July

  
@ResearchWales &  
@SocialCareWales

 Gofal Cymdeithasol Cymru  
Social Care Wales

In association with:  
 James Lind Alliance  
Priority Setting Partnerships

 Ymchwil Iechyd a Gofal Cymru  
Health and Care Research Wales

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Health and Care Research Wales

### Gosod y blaenoriaethau ar gyfer ymchwil gofal cymdeithasol yng Nghymru

**Mae eich barn chi yn bwysig**

Beth yw'r ffordd orau i ni ddarparu gofal a chymorth cynaliadwy i helpu pobl hyn i fyw bywydau hapusach a mwy boddhaus?

Cwblhewch yr arolwg erbyn 6 Gorffennaf

  
@YmchwilCymru a  
@GofCymdeithasol

 Gofal Cymdeithasol Cymru  
Social Care Wales

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 James Lind Alliance  
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 Gofal Cymdeithasol Cymru  
Social Care Wales

Mewn cysylltiad â:  
 James Lind Alliance  
Priority Setting Partnerships

 Ymchwil Iechyd a Gofal Cymru  
Health and Care Research Wales

## Suggested tweets

Help influence the future of research in social care and support for older people. What you think matters. Complete @ResearchWales survey with @SocialCareWales  
<https://www.healthandcareresearch.gov.wales/news/setting-priorities-for-social-care-research-in-wales/>

Help research into care and support for older people to focus on what matters to you as a social care professional in Wales. Complete @ResearchWales survey with @SocialCareWales  
<https://www.healthandcareresearch.gov.wales/news/setting-priorities-for-social-care-research-in-wales/>

What are the most pressing concerns around care and support for older people in Wales that social care research should focus on? What you think matters! Complete @ResearchWales survey with @SocialCareWales <https://www.healthandcareresearch.gov.wales/news/setting-priorities-for-social-care-research-in-wales/>

Help social care research to focus on what matters to you as an older person or unpaid carer in Wales. Complete @ResearchWales survey with @SocialCareWales  
<https://www.healthandcareresearch.gov.wales/news/setting-priorities-for-social-care-research-in-wales/>

How can we best provide sustainable care and support to help older people in Wales live happier and more fulfilling lives? Tell us what you think research needs to focus on  
<https://www.healthandcareresearch.gov.wales/news/setting-priorities-for-social-care-research-in-wales/>

RT/share @ResearchWales survey with your colleagues, service users and carers so their questions about social care for older people are heard and represented in future. Survey open until 6 July - <https://www.healthandcareresearch.gov.wales/news/setting-priorities-for-social-care-research-in-wales/>

## Welsh versions

Helpwch i ddylanwadu ar ddyfodol ymchwil mewn gofal cymdeithasol a chymorth i bobl hŷn. Cwblhewch arolwg @YmchwilCymru gyda @GofalCymdeithasolCymru  
<https://www.ymchwiliachydagofal.llyw.cymru/newyddion////gosod-y-blaenoriaethau-ar-gyfer-ymchwil-gofal-cymdeithasol-yng-nghymru/?force=2>

Helpwch yr ymchwil i ofal a chymorth i bobl hŷn i ganolbwyntio ar yr hyn sy'n bwysig i chi fel gweithiwr proffesiynol gofal cymdeithasol yng Nghymru. Cwblhewch arolwg @YmchwilCymru gyda @GofalCymdeithasolCymru <https://www.ymchwiliachydagofal.llyw.cymru/newyddion////gosod-y-blaenoriaethau-ar-gyfer-ymchwil-gofal-cymdeithasol-yng-nghymru/?force=2>

Beth yw'r pryderon pwysicaf o ran gofal a chymorth i bobl hŷn yng Nghymru y dylai ymchwil gofal cymdeithasol ganolbwyntio arnynt? Mae eich barn yn bwysig! Cwblhewch arolwg @YmchwilCymru gyda @GofalCymdeithasolCymru <https://www.ymchwiliachydagofal.llyw.cymru/newyddion////gosod-y-blaenoriaethau-ar-gyfer-ymchwil-gofal-cymdeithasol-yng-nghymru/?force=2>

Helpwch ymchwil gofal cymdeithasol i ganolbwyntio ar yr hyn sy'n bwysig i chi fel person hŷn neu ofalwr di-dâl yng Nghymru. Cwblhewch arolwg @YmchwilCymru gyda @GofalCymdeithasolCymru  
<https://www.ymchwiliachydagofal.llyw.cymru/newyddion////gosod-y-blaenoriaethau-ar-gyfer-ymchwil-gofal-cymdeithasol-yng-nghymru/?force=2>

Sut allwn ni roi gofal a chymorth cynaliadwy i helpu pobl hŷn yng Nghymru i fyw bywydau hapusach, mwy boddhaus? Dywedwch wrthym beth y mae angen i'r ymchwil ganolbwyntio arno  
<https://www.ymchwiliachydagofal.llyw.cymru/newyddion////gosod-y-blaenoriaethau-ar-gyfer-ymchwil-gofal-cymdeithasol-yng-nghymru/?force=2>

Aildrydarwch/Rhannwch arolwg @YmchwilCymru gyda'ch cydweithwyr fel bod eu cwestiynau am ofal cymdeithasol i bobl hŷn yn cael eu clywed a'u hystyried yn y dyfodol. Mae'r arolwg ar gael tan 6 Gorffennaf. <https://www.ymchwiliachydagofal.llyw.cymru/newyddion////gosod-y-blaenoriaethau-ar-gyfer-ymchwil-gofal-cymdeithasol-yng-nghymru/?force=2>

## Emails, E-newsletters and website

Please promote the survey either by featuring the social media image or by adapting the text suggested below in your e-newsletters and on your website.

If possible include a link to the survey and a clear call-to-action, asking people to take part, and circulate through your networks.

### Short text

**How can we best provide sustainable care and support to help older people live happier and more fulfilling lives?**

Setting priorities for social care research in Wales

Health and Care Research Wales and Social Care Wales want to identify research priorities for the social care and support of people aged 65 and over. They have launched a survey aimed at people in Wales aged 65 and over who have received care or support, and professionals, volunteers and family members who provide that care.

Please take part in the survey. It will take about 10 minutes to complete and is open from 8 June to 6 July 2020. <https://www.healthandcareresearch.gov.wales/news/setting-priorities-for-social-care-research-in-wales/> **What you think matters!**

**Beth yw'r ffordd orau i ni ddarparu gofal a chymorth cynaliadwy i helpu pobl hŷn i fyw bywydau hapusach a mwy boddhaus?**

Gosod y blaenoriaethau ar gyfer ymchwil gofal cymdeithasol yng Nghymru

Mae Ymchwil Iechyd a Gofal Cymru a Gofal Cymdeithasol Cymru eisiau canfod y blaenoriaethau ymchwil ar gyfer gofal a chymorth cymdeithasol i bobl 65 oed a hŷn. Maent wedi lansio arolwg ar gyfer pobl 65 oed a hŷn yng Nghymru sydd wedi cael gofal neu gymorth, a gweithwyr proffesiynol, gwirfoddolwyr ac aelodau teulu sy'n rhoi'r gofal hwnnw.

Cymerwch ran yn yr arolwg. Bydd yn cymryd tua 10 munud i'w gwblhau ac mae ar gael rhwng 8 Mehefin a 6 Gorffennaf 2020. <https://www.ymchwiliachydagofal.llyw.cymru/newyddion////gosod-y-blaenoriaethau-ar-gyfer-ymchwil-gofal-cymdeithasol-yng-nghymru/?force=2> **Mae eich barn yn bwysig!**

### Longer text for websites aimed at older people and unpaid carers

**How can we best provide sustainable care and support to help older people live happier and more fulfilling lives?**

Setting priorities for social care research in Wales

**What is the aim of this project?**

Health and Care Research Wales and Social Care Wales want to identify research priorities for the social care and support of people aged 65 and over. They have launched a survey aimed at people in Wales aged 65 and over who have received care or support, and professionals, volunteers and family members who provide that care.

They want to find out the most pressing concerns, from the perspectives of older people who use social care services and the people who support them.

They will then work with those groups to prioritise the ones that they think are most important for research to address. The aim is to develop a social care research agenda that will enable older people in Wales to live happier and more fulfilling lives.

They are working in association with the James Lind Alliance, using their method for prioritising research.

### **How to get involved**

Please take part in the survey. It will take about 10 minutes to complete and is open from 8 June to 6 July 2020. <https://www.healthandcareresearch.gov.wales/news/setting-priorities-for-social-care-research-in-wales/> **What you think matters!**

If you can, please support and encourage others to take part. We are happy to receive submissions based on group discussions about the survey questions, especially for those who are unable to complete an online survey. We want to ensure a wide range of voices have a chance to be heard. If you are able to collaborate us and help to champion the survey in any way, please contact [healthandcareresearch@wales.nhs.uk](mailto:healthandcareresearch@wales.nhs.uk).

### **What you think matters**

When research happens in future, we want it to be research that makes a real difference to the lives of older people in Wales and which improves the quality of the care and support they receive. Your real life experience and questions about social care are at the heart of this project.

Thank you for your help.

**For more information** visit the Health and Care Research Wales website

<https://www.healthandcareresearch.gov.wales/news/setting-priorities-for-social-care-research-in-wales/> or email [healthandcareresearch@wales.nhs.uk](mailto:healthandcareresearch@wales.nhs.uk)

## **Beth yw'r ffordd orau i ni ddarparu gofal a chymorth cynaliadwy i helpu pobl hŷn i fyw bywydau hapusach a mwy boddhaus?**

Gosod y blaenoriaethau ar gyfer ymchwil gofal cymdeithasol yng Nghymru

### **Beth yw nod y prosiect?**

Mae Ymchwil Iechyd a Gofal Cymru a Gofal Cymdeithasol Cymru eisiau canfod y blaenoriaethau ymchwil ar gyfer gofal a chymorth cymdeithasol i bobl 65 oed a hŷn. Maent wedi lansio arolwg ar gyfer pobl 65 oed a hŷn yng Nghymru sydd wedi cael gofal neu gymorth, a gweithwyr proffesiynol, gwirfoddolwyr ac aelodau teulu sy'n rhoi'r gofal hwnnw.

Maent eisiau darganfod beth yw'r pryderon mwyaf, o safbwynt pobl hŷn sy'n defnyddio gwasanaethau gofal cymdeithasol a'r bobl sy'n eu cefnogi.

Yna byddant yn gweithio gyda'r grwpiau hynny i flaenoriaethau'r rhai y maent yn credu sydd fwyaf pwysig i ymchwil fynd i'r afael â nhw. Y nod yw datblygu agenda ymchwil gofal cymdeithasol a fydd yn galluogi pobl hŷn yng Nghymru i fyw bywydau hapusach, mwy boddhaus.

Maent yn gweithio mewn cysylltiad â'r James Lind Alliance, gan ddefnyddio eu dull o flaenoriaethu ymchwil.

### **Sut i gymryd rhan**

Cymerwch ran yn yr arolwg. Bydd yn cymryd tua 10 munud i'w gwblhau ac mae ar gael rhwng 8 Mehefin a 6 Gorffennaf 2020. <https://www.ymchwiliachydagofal.llyw.cymru/newyddion////gosod-y-blaenoriaethau-ar-gyfer-ymchwil-gofal-cymdeithasol-yng-nghymru/?force=2>. **Mae eich barn yn bwysig!**

Os yw'n briodol, hoffem hefyd eich annog i'w ddangos i'r bobl hŷn yr ydych yn gweithio gyda nhw a'u helpu i gymryd rhan hefyd. Rydym yn hapus i dderbyn cyfraniadau yn seiliedig ar drafodaethau grŵp am gwestiynau'r arolwg, yn enwedig ar gyfer y bobl hynny nad ydynt yn gallu llenwi arolwg ar-lein. Rydym eisiau sicrhau bod ystod eang o leisiau'n cael eu clywed. Os ydych chi'n gallu gweithio gyda ni a chefnogi'r arolwg mewn unrhyw fodd, e-bostiwch [healthandcareresearch@wales.nhs.uk](mailto:healthandcareresearch@wales.nhs.uk).

**Mae eich barn yn bwysig.**

Wrth wneud ymchwil yn y dyfodol, rydym eisiau i'r ymchwil honno wneud gwahaniaeth gwirioneddol i fywydau pobl hŷn yng Nghymru, a gwella ansawdd y gofal a'r cymorth y maent yn ei gael. Mae eich profiadau chi a'ch cwestiynau chi am ofal cymdeithasol yn ganolog i'r prosiect hwn.

Diolch am eich cymorth.

**I gael rhagor o wybodaeth** ewch i wefan Ymchwil Iechyd a Gofal Cymru  
<https://www.ymchwiliiechydagofal.llyw.cymru/newyddion////gosod-y-blaenoriaethau-ar-gyfer-ymchwil-gofal-cymdeithasol-yng-nghymru/?force=2> neu e-bostiwch [healthandcareresearch@wales.nhs.uk](mailto:healthandcareresearch@wales.nhs.uk)

### ***Longer text for websites aimed at practitioners***

#### **How can we best provide sustainable care and support to help older people live happier and more fulfilling lives?**

Setting priorities for social care research in Wales

##### **What is the aim of this project?**

Health and Care Research Wales and Social Care Wales want to identify research priorities for the social care and support of people aged 65 and over. They have launched a survey aimed at people in Wales aged 65 and over who have received care or support, and professionals, volunteers and family members who provide that care.

They want to find out the most pressing concerns, from the perspectives of older people who use social care services and the people and professionals who support them, including

- People working in a care home or supported living, and community care providers
- Social care professionals working for Local Authorities and private companies, such as care workers, social workers, occupational therapists and advocates
- Senior managers and policy leads for social care
- People working in the third sector organisations and community groups, including volunteers, who give care and support to older people and unpaid carers
- Personal assistants

They will then work with those groups to prioritise the ones that they think are most important for research to address. The aim is to develop a social care research agenda that will enable older people in Wales to live happier and more fulfilling lives. The aim is to develop a social care research agenda that will enable older people in Wales to live happier and more fulfilling lives.

They are working in association with the [James Lind Alliance](#), using their method for prioritising research.

##### **How to get involved**

If you, your organisation or group provides care and support to people aged 65 and over in Wales, or represents the interests of social care practitioners, please take part in the survey and promote it to colleagues.

It will take about 10 minutes to complete and is open from 8 June to 6 July 2020.

<https://www.healthandcareresearch.gov.wales/news/setting-priorities-for-social-care-research-in-wales/>

If appropriate we would also like to encourage you to take it to the older people with whom you work and to support them to take part too. We are happy to receive submissions based on group discussions about the survey questions, especially for those who are unable to complete an online survey. We want to ensure a wide range of voices have a chance to be heard. If you are able to collaborate us and help to champion the survey in any way, please contact [healthandcareresearch@wales.nhs.uk](mailto:healthandcareresearch@wales.nhs.uk).

##### **What you think matters**

When research happens in future, we want it to be research that makes a real difference to the lives of older people in Wales and which improves the quality of the care and support they receive. Your real life experience and questions about social care are at the heart of this project.

Thank you for your help.

**For more information** visit the Health and Care Research Wales website <https://www.healthandcareresearch.gov.wales/news/setting-priorities-for-social-care-research-in-wales/> or email [healthandcareresearch@wales.nhs.uk](mailto:healthandcareresearch@wales.nhs.uk)

## **Beth yw'r ffordd orau i ni ddarparu gofal a chymorth cynaliadwy i helpu pobl hŷn i fyw bywydau hapusach a mwy boddhaus?**

Gosod y blaenoriaethau ar gyfer ymchwil gofal cymdeithasol yng Nghymru

### **Beth yw nod y prosiect?**

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Maent eisiau darganfod beth yw'r pryderon mwyaf, o safbwynt pobl hŷn sy'n defnyddio gwasanaethau gofal cymdeithasol a'r bobl a'r gweithwyr proffesiynol sy'n eu cefnogi, gan gynnwys

- Pobl sy'n gweithio mewn cartrefi gofal neu dai â chymorth, a darparwyr gofal cymunedol
- Gweithwyr gofal cymdeithasol sy'n gweithio i Awdurdodau Lleol a chwmnïau preifat, fel gweithwyr gofal, gweithwyr cymdeithasol, therapyddion galwedigaethol ac eiriolwyr
- Uwch reolwyr ac arweinwyr polisi gofal cymdeithasol
- Pobl sy'n gweithio mewn sefydliadau trydydd sector a grwpiau cymunedol, gan gynnwys gwirfoddolwyr sy'n rhoi gofal a chymorth i bobl hŷn a gofalwyr di-dâl
- Cynorthwyr personol

Maent eisiau darganfod beth yw'r pryderon mwyaf, o safbwynt pobl hŷn sy'n defnyddio gwasanaethau gofal cymdeithasol a'r bobl sy'n eu cefnogi.

Yna byddant yn gweithio gyda'r grwpiau hynny i flaenoriaethau'r rhai y maent yn credu sydd fwyaf pwysig i ymchwil fynd i'r afael â nhw. Y nod yw datblygu agenda ymchwil gofal cymdeithasol a fydd yn galluogi pobl hŷn yng Nghymru i fyw bywydau hapusach, mwy boddhaus.

Maent yn gweithio mewn cysylltiad â'r [James Lind Alliance](#), gan ddefnyddio eu dull o flaenoriaethu ymchwil.

### **Sut i gymryd rhan**

Os ydych chi, eich sefydliad neu'ch grŵp yn rhoi gofal a chymorth i bobl 65 oed a hŷn yng Nghymru, neu'n cynrychioli buddiannau ymarferwyr gofal cymdeithasol, cymerwch ran yn yr arolwg a'i hyrwyddo i'ch cydweithwyr.

Bydd yn cymryd tua 10 munud i'w gwblhau ac mae ar gael rhwng 8 Mehefin a 6 Gorffennaf 2020. <https://www.ymchwiliachydagofal.llyw.cymru/newyddion////gosod-y-blaenoriaethau-ar-gyfer-ymchwil-gofal-cymdeithasol-yng-nghymru/?force=2>

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### **Mae eich barn yn bwysig.**

Wrth wneud ymchwil yn y dyfodol, rydym eisiau i'r ymchwil honno wneud gwahaniaeth gwirioneddol i fywydau pobl hŷn yng Nghymru, a gwella ansawdd y gofal a'r cymorth y maent yn ei gael. Mae eich profiadau chi a'ch cwestiynau chi am ofal cymdeithasol yn ganolog i'r prosiect hwn.

Diolch am eich cymorth.

**I gael rhagor o wybodaeth** ewch i wefan Ymchwil Iechyd a Gofal Cymru  
<https://www.ymchwilielchydagofal.llyw.cymru/newyddion////gosod-y-blaenoriaethau-ar-gyfer-ymchwil-gofal-cymdeithasol-yng-nghymru/?force=2> neu e-bostiwrch [healthandcarererearch@wales.nhs.uk](mailto:healthandcarererearch@wales.nhs.uk)

**Complying with GDPR.** Before distributing the survey link via direct email to anyone in your network, please ensure that people have actively consented to receive emails inviting them to participate in consultation exercises of this nature. This is your responsibility under GDPR, more information is available on this legislation on the Information Commissioner's Office (ICO) website at: <https://ico.org.uk/for-organisations/guide-to-data-protection/guide-to-the-general-data-protection-regulation-gdpr/>

Including information about the project and the link within other means of communication i.e. in newsletters or on social media, does not require consent.

Should we have the above in Welsh as well?