

Email MPs To Demand Social Care Reform

We recently launched our #KeepYourPromiseBoris campaign online, calling on the Prime Minister to make good on the promise he made on the doorstep of No. 10 Downing Street to fix social care, once and for all.

Over 700 days have passed since the Prime Minister made his historic pledge, yet we are still waiting to see his plans. Millions of older people who don't receive the care they need, carers who need better support, and care workers who deserve better pay are relying on him to follow through. The pandemic has only made this need even greater. We need the Prime Minister to keep his promise.

The next stage of this campaign, along with 49 other charities in the Care and Support Alliance (CSA), is to get as many people as possible to email their MPs.

A recent parliamentary survey revealed many MPs said that social care is not going to be high on their political agenda this year. The Prime Minister will struggle to push through the bold reforms social care needs unless he has the support of as many MPs as possible.

We have asked supporters to help us secure these reforms by emailing their MP and demanding they make social care a priority in Parliament, at the following link:

<https://campaigns.ageuk.org.uk/page/85904/action/1?ea.tracking.id=ASL>

Please encourage as many people as possible to email their MP. You can spread the word about this latest action by sharing the following [videos](#) and [graphics](#) on your social media accounts.

Below are some suggested Tweets and a Facebook post you can share:

Twitter:

1. Asset: [<hero video>](#)
Copy:

Most of us will rely on care at some point. But right now, David, Edith and Rasila are amongst those being let down by the care system.

Ask your MP to take action and make sure the PM keeps his promise 'to fix social care' bit.ly/CareEmailMP1

[#KeepYourPromiseBoris](#)

2. Asset: <Rasila [image](#) or [video](#)>
Copy:

4.1m older carers like Rasila need [@BorisJohnson](#) to keep his promise to fix social care.

But after two years of promises, why are we still waiting for action?

Email your MP today and make sure care reform is a priority bit.ly/CareEmailMP1
[#KeepYourPromiseBoris](#)

3. Asset: <David [image](#) or [video](#)>

Copy:

Millions of people like David are being let down by the care system. It doesn't have to be this way. Write to your MP and ask them to make sure care is fixed, once and for all bit.ly/CareEmailMP1
[#KeepYourPromiseBoris](#)

Facebook

4. Asset [<hero video>](#)

Copy:

Our broken care system is failing millions of people like David, Rasila and Edith. But unless MPs start raising social care as an urgent issue for their constituents, plans for reform will keep getting put on the backburner. We need to act quickly to make sure MPs know how urgent and important this is to all of us. Will your MP back social care in Parliament? Ask them now bit.ly/CareEmailMP1