

Age Cymru Dementia Advocacy Project Marketing Brief February 2021

1. Who are we?

Age Cymru is the national Charity for older people in Wales, we work with our 5 local Age Cymru partners to improve the lives of older people in Wales.

We have a shared vision of an Age Friendly Wales and together we work to make life better for older people in Wales through our influencing and campaigning, through free, high quality information and advice and through a range of services available in our local communities.

2. What are we marketing?

We are seeking to market our Dementia Advocacy project, funded by Welsh Government through the Gwent Regional Partnership Board to support older people with dementia and those who are going through the process of getting a diagnosis.

This project is about enabling people with dementia access to services and support that they need and to have a voice in decisions that are being made. It is also to support them through situations where they may be abused and need to find safeguarding solutions.

During this COVID19 pandemic people with dementia are particularly impacted with restrictions they don't understand and can't comply with, the need to access services which might be difficult to do, carer breakdown with the lack of any community or respite services. Advocacy is a vital service for these people.

For most people, making their own decisions and choices is a matter of considerable importance. Being part of decision-making processes is not only where self-identity is expressed but is also an important aspect of personal freedom. This principle is at the heart of advocacy services for people living with dementia.

Our advocacy service aims to shift the balance of power to maximise the level of influence people with dementia have over their own lives. We aim to ensure their voice is heard, the views and wishes are considered and that their rights are upheld.

The need for advocacy for people with dementia, who face complex issues around social exclusion and deteriorating cognitive function is much broader than access to statutory services and treatment. This Independent advocacy service provides support for people to:

- make changes and take control of their life
- feel more valued and included in their community
- be listened to and understood.

Due to the ongoing Covid-19 pandemic our advocates have not been able to deliver face to face advocacy which for some people with dementia can be challenging. We have been seeking innovative ways to deliver our advocacy service until it is safe to return to face to face working.

3. What are we looking for?

We are seeking support to develop a suite of marketing assets that raises awareness of the Dementia Advocacy Project across Wales among people who have dementia or who are going through the process of getting a diagnosis and their family and friends.

We're looking for a suite of content assets including:

A project logo
Service leaflet
Social media (for use across Facebook, Twitter and Instagram)
Video
Digital stories

All outputs need to be bilingual or available in English and Welsh.

4. Why?

The reasons for the campaign are

- To increase awareness of the service
- To raise awareness dementia advocacy and its positive outcomes
- Demonstrate our effectiveness and support for older people

5. Who are we targeting?

We want to target people who have dementia, their family, carers, and friends.

We are keen to develop new stakeholder links to increase awareness and referrals.

Stakeholders include, other third sector organisations, Social Services including Safeguarding teams, health boards, GP practices, Community Pharmacies, Mental Health services, hospital discharge teams, and specialist dementia services.

6. When?

We are keen to appoint a marketing contract by 15 March 2021.

We expect the work to be completed by 31 July 2021

7. How?

Effectiveness of the campaign will be measured by

- Social media views
- Referrals into the project
- Visits to the Dementia Advocacy Project on the website

8. Requirements

Age Cymru operates to clear brand guidelines that must be adhered to. These will be provided.

- The proposal will explain what action will be taken to achieve the brief.
- The proposal should contain case studies and/or customer testimonials for past work.
- The proposal must not be longer than 4 sides of A4.
- The proposal will be outcome focused rather than output focused i.e. not based on number of days work.
- The proposal must provide a breakdown of how the money will be spent.

Due to the requirement for bilingual assets we will be seeking to work with a company based in Wales.

9. Budget

£10,000 (including VAT)

10. Closing date for proposals

5pm, 10 March 2021

11. Main contact point at Age Cymru and where the proposal must be sent to

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