



Department  
of Health &  
Social Care



Adult Social Care Group  
39 Victoria Street  
London SW1H 0EU

To: Directors of Adult Social Care  
Social Care Providers

24 June 2021

Dear colleague,

**Infection prevention and control communications - 'Every Action Counts: Because I Care'**

Today we have launched a new communications toolkit - 'Every Action Counts: Because I Care', to support your continued efforts to maintain excellent infection control procedures and standards in your care settings.

The communications materials, including posters, digital assets and social posts, have been adapted from an NHS staff campaign, informed by the Behaviour Change Unit in NHS England. The Department of Health and Social Care has worked with adult social care nurses and managers to re-create the communications assets for the social care sector.

Please promote the suite of materials to your provider networks and adapt with local authority and/or care provider logos and photographs. These are tools for you to use as you see best, to reinforce messages for both your workforce and visitors.

You can download the materials at [www.skillsforcare.org.uk/infectioncontrol](http://www.skillsforcare.org.uk/infectioncontrol).

I hope you agree this is an important time to further embed excellent infection control behaviour with practical messages and recommended actions.

If you have any questions about the materials, please contact my team at CN-ASC@dhsc.gov.uk

Yours faithfully

Professor Deborah Sturdy OBE  
Chief Nurse for Adult Social Care