



Office of the
Public Guardian


Becoming an LPA partner

LASTING POWER OF ATTORNEY

My daughter has
always been my **world**
Now she can
be my **voice**

If you lose the power to make certain decisions,
a lasting power of attorney keeps those
decisions with the people you trust.

Find out more at gov.uk/power-of-attorney
or call **0300 456 0300**

 Office of the
Public Guardian

Contents

What is the role of an OPG Lasting power of attorney partner?	2
What can you do to support OPG?	2
What are your options to take part?	3
Why you should become an LPA partner	3
How does it benefit you?	3
Your questions answered	4
Guidelines	5

What is the role of an OPG Lasting power of attorney partner?

Studies show there is fluctuating knowledge of lasting powers of attorney (LPAs) especially among BAME communities in low socio-economic areas. These communities are also amongst the hardest hit by coronavirus (COVID-19).

At the Office of the Public Guardian (OPG) we recognise that we don't have a direct relationship with the people who need LPAs the most. We know people listen to those they know and trust.

The 'Your Voice. Your Decision' campaign aims to reach adults that fall in to one or more of the following groups: minority ethnic, low income/high deprivation and regions heavily affected by COVID-19.

With your help we can get this important message to as many people as possible.

What can you do to support the Office of the Public Guardian?

We are inviting you to join our network of LPA Partners and to:

1. Take a look at our 'Your Voice. Your Decision' campaign website
2. Talk to your networks about the benefits and importance of making an LPA
3. Give people in your network more information to talk to their friends and family about, and make an informed decision about, making an LPA.

As an OPG LPA Partner you can share the lasting power of attorney message with people in our target audience and with those people who have direct association with people in our target audiences.

We want people to make an informed decision about whether an LPA is right for them before they lose mental capacity.

What are your options to take part?

There are three ways to get involved in our LPA Partner network:

Option 1 – Directly share the message with people in the target audience, using the materials on the campaign site (leaflet and poster) and or following, liking and sharing posts from our channels via your channels.

Option 2 – Adopt the Your Voice campaign and tailor it for your audiences (with our support), and teaching others to do the same.

Option 3 – Working in partnership with OPG on a specific campaign to benefit our mutual audiences.

Why you should become an LPA partner

We want to reach more people than we have ever reached before and teach them the benefits and the importance of LPAs.

We want to work with you because you know that together we can achieve more for our mutual audiences.

How does it benefit you?

We hope to share with you some skills which will allow you to support the Your Voice Your Decision campaign but also skills which will benefit you in your everyday role. By being part of a larger campaign and linking in with others you can widen your current network professionally and personally.

We can share on our social media channels any posts you tag us in, related to the campaign, allowing your message to be seen by thousands of our followers. Number TBC.

You will have access to design files to create your own artwork and promote lasting powers of attorney and learn how to use the Your Voice Your Decision branding.

You will receive support from a government organisation to help you identify the best way to engage your audience, plan conversation starters and the best use of case studies.

We can provide some physical assets for you to use.

All of this will be delivered by an award winning comms team.

Your questions answered

How do I become an LPA partner?

To become an LPA partner you can get in touch with us at communications@publicguardian.gov.uk and we will do the rest!

This includes inviting you to a virtual conference to find out more

Who can become an LPA partner?

We need people with a passion for helping others and making sure no one is left behind.

Where do I learn more about becoming an LPA partner?

This information sheet will give you the background about what an LPA Partner is and what you will be expected to do.

We recommend those interested in participating join us for a quick video conference (LPA Partner induction) to learn about the different ways to get involved.

When can I attend the LPA partner induction?

You can attend one of the five LPA partner Inductions via MS Teams video conference on the following dates:

- Wednesday 1 July 3pm – 4pm
- Thursday 2 July 10am – 11am
- Thursday 2 July 2pm – 3pm
- Monday 6 July 2:30pm – 3:30pm
- Tuesday 7 July 2pm – 3pm

Booking on to an induction

You can find your preferred date and time via this [Eventbrite link](#).

How much does it cost?

It is free to join our network of LPA partners, free to attend our partner Induction sessions and free to use our marketing materials. As a government-led campaign we will never ask you for money or to pay for our marketing materials.

What is the agenda for the LPA partner induction session?

The LPA partner induction session will cover key aspects of the 'Your Voice. Your Decision' campaign and how you can get involved.

Option 1 Agenda	Option 2 Agenda	Option 3 Agenda
<ol style="list-style-type: none"> 1. The aims and objectives of the campaign 2. The target audience 3. The campaign strategy 4. The campaign tactics and activities 5. Campaign measures for success 6. Relaying feedback 7. Duplication 8. Finding volunteers for new case studies 	<ol style="list-style-type: none"> 1 – 8 same as Option 1, plus: 9. The marketing tools and resources 10. The Terms and Conditions of usage 11. The branding guidelines 	<ol style="list-style-type: none"> 1 – 11 same as Options 1 and 2, plus: 12. Collaborate with OPG Communications Team on a bespoke campaign to benefit our target audiences.

Our guidelines for those interested in becoming an LPA partner

Do

- Tell your networks about the importance and benefits of making an LPA.
- Share existing OPG 'Your Voice. Your Decision' campaign branded materials
- Tell us about your results and stories

Don't

- Force anyone to make an LPA.
- Use our OPG logo or create co-branded materials without consent
- Imply association with OPG in any way that brings the government into disrepute



© Crown copyright 2020

This publication is licensed under the terms of the Open Government Licence v3.0 except where otherwise stated. To view this licence, visit nationalarchives.gov.uk/doc/open-government-licence/version/3

Where we have identified any third party copyright information you will need to obtain permission from the copyright holders concerned.

Alternative format versions of this report are available on request from [sponsoring division telephone number and/or email address].