



Living Well North Tyneside

Supporting Health and Wellbeing



July is Good Care Month, a national campaign held throughout the month to honour the invaluable contributions of social care professionals and carers across the UK. In 2025, from 1 July to 31 July, the spotlight was on recognising the compassion, expertise, and vital role of paid and unpaid carers in supporting vulnerable individuals to lead dignified, independent lives.

What Is Good Care Month?

Originally launched by the Hertfordshire Care Providers Association, Good Care Month has grown into a UK-wide movement involving care providers, local authorities, and sector organisations. It aims to:

- Champion the work of social care staff – from home care assistants and care-home managers to cooks, drivers, and office teams
- Raise awareness of care as a meaningful and skilled profession
- Challenge misconceptions and elevate the reputation of those working in care
- Spotlight recruiting and retaining carers amid rising demand

As the population ages — with one in four UK residents expected to be 65 or older by 2036 — recognising and valuing the social care workforce is more important than ever.

Why It Matters

The UK continues to face over 150,000 vacancies in social care, placing pressure on existing services and staff. Care roles require specialist skills, including emotional intelligence, medication management, and person-centred planning. Yet these roles are often misunderstood or undervalued.

Good Care Month 2025 promoted care as a respected, skilled profession and advocated for more support, training, and recognition for those working in the sector.

How People Took Part

Throughout July, individuals, organisations and communities got involved by:

- **Thanking carers** – Many people took time to show appreciation for care workers in their lives or communities, whether through thank-you cards, social media messages or small acts of kindness.
- **Sharing stories** – Carers and families highlighted real-life stories of care to raise awareness and break down stereotypes.
- **Hosting events and open days** – Care providers opened their doors to the public, ran recruitment fairs, and held appreciation events for staff.
- **Encouraging training and development** – Some organisations provided additional training, mentoring, or award schemes to recognise their teams.
- **Engaging schools and colleges** – Activities were held to inspire the next generation to consider careers in care

Good Care Month in North Tyneside

Locally, organisations in North Tyneside took the opportunity to raise the profile of care and carers. This included recognising the work of care staff across the borough, promoting job opportunities in the care sector, and sharing

resources to help residents understand and support the care community.

Living Well North Tyneside also encouraged local groups and care providers to share their stories and help celebrate the incredible people behind our care system.

Final Thoughts

Good Care Month 2025 was more than just a celebration — it was a reminder of the essential role care workers play in society. By valuing and supporting them, we build a more compassionate, sustainable care system for the future.

Let's continue to champion care and ensure every carer, whether paid or unpaid, feels appreciated, recognised, and empowered.

Related Links

- [Good Care Month overview and history](#)
- [Good Care Month 2025](#)
- [Good Care Month 2025: Empowering Carers, Delivering Exceptional Care](#)
- [The Guardian – Social care news and reform updates](#)



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