



Starter Pack

Supported by



Care Home Open Week host, Championing Social Care, are a volunteer-led group of leaders from across the social care sector.

Our vision is to ensure a wider and deeper public understanding, appreciation and respect for social care. We do not seek to represent the care sector or care workers. Rather, we are focused on delivering positive stories and initiatives about the sector about which we all care so passionately. We are excited to host Care Home Open Week again this year, supporting care homes to connect with their communities.



Care Home Open Week goes World Cup Crazy!

This year, Care Home Open Week coincides with the FIFA World Cup. Since the nation will be gripped by football fever we want to get into the spirit of things by giving many of our CHOW events a football theme.

Remember the aim of CHOW is to connect with your community. As you plan events, think about how you can use them to showcase the brilliant care you provide and how residents thrive in care.



Here's some important things for you to do:

- Plan your events with community in mind. Think about how you can use CHOW to connect with local schools, community groups, decision makers like MPs and councillors and other professionals such as those working in the health or advice services
- Tell groups in your community about the events you are running – reach out to schools, decision makers and professionals to invite them along. Remember some will never have been to a care home so be sure to explain what to expect when they arrive
- Contact your local media to tell them what you are up to
- Use social media to promote your activities
- Tell us what you are up to! Send us an email and post the details of your activity on our [Facebook page](#)



What we will do for you:

- We will be working hard to promote Care Home Open Week nationally through the media
- We will be telling the care sector about the amazing things homes like yours are doing
- We will be contacting MPs and other key decision makers, encouraging them to reach out and get involved with CHOW
- We will share your stories through our social media



It's about stories!

We're also trying to find and share some wonderful reminiscences from residents about past World Cup tournaments. Please speak to residents and find out if any have any good anecdotes. These could be about where they watched the 1966 final, attending past World Cups, winning big at the bookies, owning some football memorabilia etc...please share with us if they are willing to have their story told more widely



And if you don't like football...

That's no problem at all!

There will be plenty of other material available on the CHOW web pages that you can download and use to get the most out of the week.

You could even bill an activity as an antidote to the World Cup and do something completely different - we'd love to hear your stories about that too!



Check out our guides for all the information you need to get started!



How to organise eye-catching events



Finding Great Resident Stories for Care Home Open Week



Care Home Open Week

15th – 21st June 2026

www.championingsocialcare.org.uk



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