



Universal Care Plan

Comms Toolkit

Contents

Introduction	3	Information for Clinicians	25
What is the Universal Care Plan (UCP)?	4	UCP Key Messages - what clinicians need to know	26
Topline Key Messages	6	Quick reference guide	29
Straplines and Calls to Action	7	Training video	30
Communications Materials & Assets – General	8	Important information about the London Care Record & the UCP	31
Patient facing including FAQs	12	UCP Brand Guidelines	35
Personalised Care	14	Logos	36
Care Homes	15	Fonts	37
Carer Contingency	18	Colour	38
Sickle Cell	19	Graphic Elements	39
Ageing Well	22		
Learning Disability & Autism	23		

Introduction

This Universal Care Plan (UCP) Communications Toolkit will help roll out use of the UCP across London.

You will find details about what the UCP is, information that can be included in your own communication channel and a series of downloadable templates including posters, screensavers and e-signatures to help promote the work.

The toolkit is primarily for communications professionals and health and care staff responsible for supporting use of the UCP.

It has been developed in close consultation with colleagues and representatives of teams in London already using the UCP.

More information can be found on the [Universal Care Plan Programme website](#).



What is the UCP?

Topline key messages, straplines
& calls to action



What is the Universal Care Plan for London?

Key information for patients

The Universal Care Plan (UCP) is a digital care plan based on what matters to you. It allows your wishes, along with your individual care and support needs, to be shared digitally with healthcare professionals involved in your care in London.

A care plan can be created following a conversation between you and your healthcare professional (such as a doctor or nurse). Your healthcare professional will listen to you, understand your needs, and document information in the UCP. It can be updated at any time if your needs and wishes change.

You can view your UCP and see when it was last updated in the NHS App.

The Benefits:

- The information in the care plan helps ensure that your wishes and preferences are always considered when healthcare professionals are caring for you.
- Care planning recognises you as an expert in the planning and management of your own health and wellbeing, making sure your care fits your whole life.
- You won't need to keep repeating your story as your care plan will be available to all your health and care teams in London.



Who you are and what matters to you



Your preferences or wishes for your care in the future



What support you need and who is best placed to provide this



Information about others who may be involved in your care, such as relatives



Your health conditions including any treatments you do or don't want



Key Messages

- **The UCP is London's digital personalised care and support plan**, enabling Londoners to share 'what matters to them' with all professionals involved in their care.
- **Created through a conversation** between a healthcare professional and the person they care for, the UCP captures what's important to that person, their care preferences and wishes, what support they need and from whom, and key contacts involved in that person's care, which may include relatives or others.
- **Accessible and portable across all services**, including GPs, hospitals, 111, Out of Hours, and the London Ambulance Service — especially vital in emergencies.
- **Dynamic and updatable** – the plan evolves as a person's needs or wishes change and can be updated at any time when a person's needs or preferences change.
- **Supports joined-up, person-centred care**, reducing duplication and ensuring professionals work from the same shared understanding.
- **Using technology that shares information in real time**, providing interoperability with existing health and IT systems across the region, reducing data duplication and enhancing access to critical patient information.
- **Supporting a wide range of clinical pathways**, including end-of-life care, dementia, frailty, learning disabilities, autism, sickle cell disease, and children with complex needs.
- **Integrates systems** and supports continuity of care at neighbourhood level.
- **Commissioned by the London Integrated Care Boards (ICBs)**, and delivered in partnership with OneLondon and Better.



Straplines & Calls to Action

Universal Care Plan (UCP) for London:

Straplines

Sharing what matters to people with everyone involved in their care – the ambulance service, GPs, in hospital or at home.

Flexible. Safe. Accessible. There when you need it.

One plan, shared decisions, better personalised care.

Calls to Action

Get the whole picture. Discover how the Universal Care Plan helps deliver safer, personalised care. Visit:

<https://ucp.onelondon.online/training/>

Improve communication, reduce duplication and deliver joined up care based on what really matters to the person you're supporting: use the Universal Care Plan today

<https://ucp.onelondon.online/training/>

Share 'what matters to you' with everybody who cares for you – the ambulance service, GPs, in hospital or at home:

<https://ucp.onelondon.online/patients/>



Communications Materials

Generic & pathway specific materials to
download for use locally



UCP Communications Materials - General

Artwork has been supplied in the links below for printing locally, depending on need.

Posters

A4 and A3 versions of the posters are available for printing locally.

[A3 Poster Template](#)

[A4 Poster Template](#)

Case Study

[Case Study Template \(Word document\)](#)

[Case Study Template \(PowerPoint\)](#)

Stickers

[Sticker Template](#)

Email Signatures

To support with email communications.

[Email Signatures](#)

Screensavers

For use in internal team promotions.

[Screensaver Templates](#)

Social media templates

[Social Media Square Template](#)



Overview/Intro Video

What matters to me

Length: 00:34

[View on Vimeo](#)

[Download Landscape](#)

[Download Square](#)



Materials to support communications with patients

Follow the links below to download or view our patient leaflets.

- [What is the Universal Care Plan leaflet \(Print ready\)](#)
- [What is the Universal Care Plan leaflet \(Web version\)](#)
- [Universal Care Plan – Care home resident leaflet \(Print ready\)](#)
- [Universal Care Plan – Leaflet for families of care home residents \(Print ready\)](#)
- [Universal Care Plan – Care home resident and family resource \(Web version\)](#)
- [Universal Care Plan – NHS App leaflet](#)
- [Easy read patient leaflet \(print ready\)](#)
- [Easy read patient leaflet \(web version\)](#)
- [The Universal Care Plan for Unpaid Carers Leaflet \(Print ready\)](#)
- [The Universal Care Plan for Unpaid Carers \(Web version\)](#)



Patient-facing FAQs

Who will see my Universal Care Plan?

Health or social care professionals involved in your care can view your plan, and depending on their role, they may be able to create or update it. Please [contact us](#) for more detail.

How can I get a Universal Care Plan?

Speak to your healthcare professionals, such as the GP or nurse looking after you. Our next development will enable you to start and update your care plan directly through the NHS App

How can I view or edit my Universal Care Plan?

You can view your Universal Care Plan on the NHS app. Health or social care professionals involved in your care can view your plan, and depending on their role, they may be able to create or update it. Please [contact us](#) for more detail.

What if I don't want a Universal Care Plan?

If you no longer wish to have a care plan accessible to healthcare professionals or you do not wish to have a care plan created for you in the first instance, you should speak to your healthcare professional. We ask you to think carefully before making this decision as sharing your health and social care information will make it easier for services to provide the best treatment and care for you.

If you choose to opt-out:

- You may have to answer questions repeatedly because your full history may not be available to the care professional assessing you.
- Decisions about your care may take longer, even in emergency situations, as history needs to be confirmed.
- Your choices and wishes regarding your care will not be known to emergency services if you become unconscious or do not have the capacity to make your wishes known.



Patient-facing FAQs

Is my personal information safe and secure?

We ensure the information we hold is kept in secure locations and access is restricted to authorised staff only. All staff are obliged to keep the information secure and confidential and not share it with other colleagues without proper authorisation.

The NHS Digital Code of Practice on Confidential Information applies to all our staff, and they are required to protect your information, inform you of how your information will be used, and allow you to decide if and how your information can be shared. All staff with access to personal data are trained to ensure information is always kept confidential. Our [Universal Care Plan System Privacy Notice](#) sets out our technical and security measures.

What happens to a care plan when a person dies?

If a person with a UCP has died, when the person's care plan is next opened by a health or care professional, it will automatically update to show that the patient is deceased. The care plan will no longer be flagged to the urgent care services; however the care plan remains on the UCP system.

If preferred, the patient's next of kin or lasting power of attorney can request for the record to be withdrawn from the system. In this case, the record of the deceased citizen is therefore stored and subsequently destroyed in line with the NHS data retention policy. Withdrawing a care plan can be completed by a healthcare professional who has been involved in the patient's care. Please speak to a healthcare professional for more information.



Personalised Care

Length: 03:57

Featuring: Dr Chris Streater, Shaun Webster,
Kate White, Duvie Dafione

[View on Vimeo](#)

[Download](#)



Materials to support comms in Care Homes

Follow the links below to download or view our patient leaflets.

[Universal Care Plan – Care home resident leaflet \(Print ready\)](#)

[Universal Care Plan – Leaflet for families of care home residents \(Print ready\)](#)

[Poster – Short](#)
[Poster - Detailed](#)

[Benefit Overview](#)

[Benefit Statement](#)



The Universal Care Plan
London's Digital Personalised Care Plan for Care Home Residents

"What matters to me is just as important as what's the matter with me"

ONE LONDON



The Universal Care Plan in Care Homes
Information for People Living in Care Homes

What matters to me is just as important as what's the matter with me



Our Care Home uses the Universal Care Plan

The Universal Care Plan (UCP) is a digital tool used to record and share the personalised care and support wishes of a person, with their health and care professionals across London.

Speak to our care home's UCP lead
Name: _____

For more information on the UCP scan the QR code or visit the website: ucp.onelondon.online

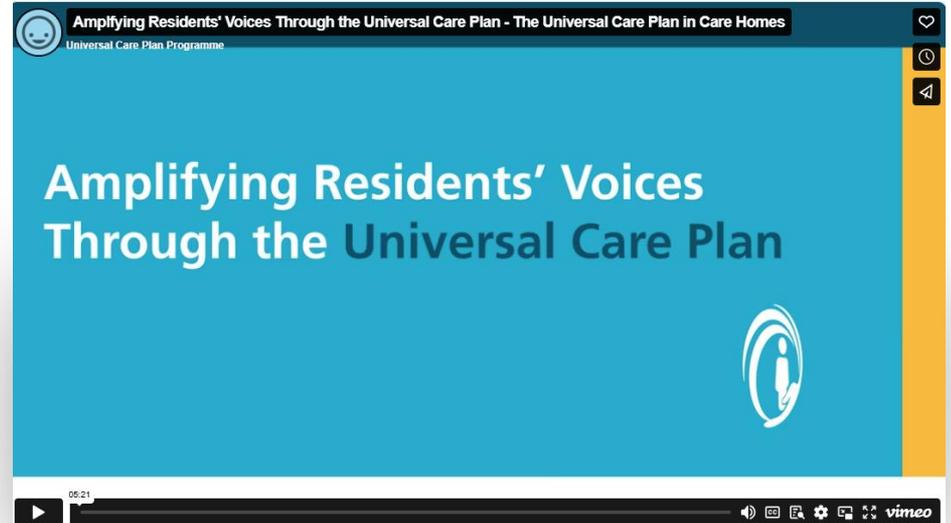


The UCP in Care Home

Length: 05:21

[View on Vimeo](#)

[Download](#)



Care Home Testimonials

[Care home UCP testimonial – North Central London](#)

[Care home UCP testimonial – North East London](#)

[Care home UCP testimonial – North West London](#)

[Care home UCP testimonial – South East London](#)

[Care home UCP testimonial – South West London](#)

Care Home Guidance

[Download pdf](#)

The Universal Care Plan: Empowering and Informing Care Home Staff and Enhancing Care for Residents

Sue Ann Nnamani
Registered Care Home Manager
Priscilla Wakefield House
Haringey, North Central London



Introducing the Universal Care Plan (UCP) in our 117-bedded nursing home has completely transformed the way we provide care. From the day we gained access, it felt like a lightbulb moment for our team. The ability to access comprehensive and real-time information about our residents has made us so much more informed, confident, and effective in delivering person-centred care.

“The UCP has been a game-changer, enabling better collaboration, more informed care, and greater efficiency.”

We now use the UCP for many aspects of resident care. Previously, we would spend time following up with our external partners like GPs or community matrons for information, which could delay decision-making, especially during weekend admissions. For example, if a resident arrived on a Friday evening without all their clinical documentation, we might have needed to send them to the hospital simply because we didn't have the full picture. With the UCP, we now avoid these unnecessary disruptions by accessing everything we need in one place.

The UCP has also empowered our clinical staff. With access to up-to-date information, they are more confident when communicating with families and residents. Administrative tasks, such as chasing discharge summaries have been significantly reduced, allowing nurses to focus on clinical care.

Collaboration with our care home GP has improved too. Using the UCP, our GP can review and update records offline prior to our MDTs, making more effective use of their visits to the home. During London Ambulance Service callouts, everyone has instant access to the same critical information, ensuring fast and well-coordinated responses.

For us, the UCP has been a game-changer, enabling better collaboration, more informed care, and greater efficiency. It's an invaluable tool that every care home should consider adopting—it provides access to information that previously could feel difficult to obtain, empowering staff and improving outcomes for residents.



Helping to deliver personalised care using the Universal Care Plan

A 'how to' guide for care homes



Carer Contingency

Length: 04:39

Featuring: Debbie Hustings, Matthew McKenzie,
Mary Adeturinmo, Dr Diane Laverty

[View on Vimeo](#)

[Download with Carer Stories](#)

[Download with Debbie Hustings](#)



Sickle Cell

Demo Video

[View on Vimeo](#)

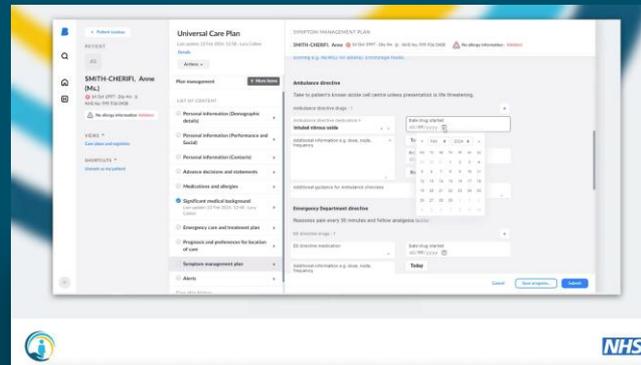
[Download](#)

Emergency Poster

[Download Emergency Poster pdf](#)

Personas

[Download Personas pdf](#)



Finding a sickle cell patient's pain plan in the Emergency Department

- 1 Find a patient's Universal Care Plan**

Emergency Department (ED) users can access the UCP through their browser or in-context via the London Care Record (Cerner HIE).

A **Browser:**
UCP web Portal
[london-ecpat-hsca-better.care](#)

Search for the patient using their name or identifier.



B **In-context:**
London Care Record (Cerner HIE)

Open the patient's record. Navigate to the 'care plans' widget and select 'urgent care plan (read only)'.


- 2 Go to the summary**

The summary contains a patient's sickle cell pain crisis management plan.

This includes an ambulance directive and ED directive. It also includes any additional alerts for the patient, and the **ACT NOW** sickle cell guidance.

Emergency Department Directive

Responsible person: any 20 minutes and follow ambulance advice

ED directive stage: 1

ED directive medication: **Hydrocodone**

Additional information (e.g. dose, route, frequency): **only**

Valid until: **01/10/2022**

Additional information (e.g. dose, route, frequency): **please refer to summary**



Advance Care Planning for Patients

[Download pdf](#)



Advance Care Planning Information and Resources for Patients

The Universal Care Plan (UCP) is a digital care plan that records an individual's wishes as well as their care and support needs. Our UCP champions have recommended the following resources for health and social care professionals to share with patients before discussions about creating their UCP. While not all the information in these resources is included in the UCP, they can help patients prepare and consider the type of care wishes and preferences they may be asked about. To make it easier to find the most relevant information, the resources are divided into three sections.

Please note: all resources are publicly available, or we have received permission to share them.

General Information on Advance Care Planning

These resources offer general information on advance care planning without focusing on specific illnesses.

[Marie Curie – Advance Care Planning](#)

[HospiceUK – Advance Care Planning](#)

[AgeUK – Planning for End of Life](#)

[Guy's and St Thomas' NHS Trust – Let's Talk: Advance Care Planning](#)

[St Raphael's Hospice – Advance Care Planning FAQs](#)

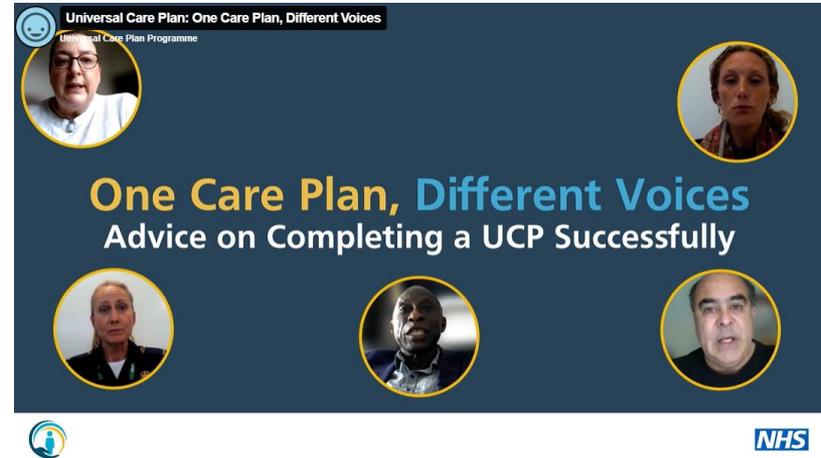


One Care Plan, Different Voices Video

Length: 03:50

Featuring: Jessica Howe, Philip Wilson, Dr
Nerida Burnie, Jodie Grace, Dr Kofi Anie

[View on Vimeo](#)



Ageing Well

Length: 03:36

Featuring: Kate White, Duvie Dafione & Dr Chris Streater

[View on Vimeo](#)

[Download](#)



Learning Disability & Autism

Easy Read version of “What is the Universal Care Plan for Londoners”

<https://ucp.onelondon.online/patients/easy-read/>

Leaflet:

[Easy read patient leaflet \(print ready\)](#)

[Easy read patient leaflet \(web version\)](#)

	What is a Universal Care Plan or UCP?		What is Personalised Care?
	A UCP is your own online care plan.		Personalised care makes sure you get the support you need to live a happy and healthy life.
	It is available to all people who live in London.		Personalised care is for everyone.
	How do I get a UCP?		The UCP is an online version of your personalised care plan .
	If you would like a UCP speak to anyone who you get care from, such as your GP or nurse.		The UCP means every Londoner can have a digital personalised care plan .



About the Hospital Passport and Universal Care Plan

About the Hospital Passport

Contains information on support that is usually needed including how they communicate, things that are important to the person and likes and dislikes.

Is designed to be used by People with Learning Disabilities.

Is used primarily in hospitals.

Is primarily a paper record but can be uploaded into a patients electronic record.

Can be seen by a limited number of health professionals only if given to them.

Is completed by family or carer, or by single health / care professional.

The Hospital Passport does not include a carer contingency plan.

The patient usually brings the hospital passport with them to a hospital appointment.

The hospital passport is a nationally recognised document in hospital setting for people with a learning disability.

About the Universal Care Plan

Is a comprehensive personalised care and support plan.

It covers all areas contained within a Hospital Passport.

Is designed to be used by a diverse range of people of all ages with various long term needs including people with a learning disability and autistic people.

Used across all health and care settings.

Is a digital design and is completed online and updated in real time.

Can be viewed by health and some social care staff across the system including 111, ambulance, hospital and primary care.

Different health and social care staff, or care providers involved in a person's care can complete different sections. This can and should be completed where possible with the person themselves and family carers.

Has a carer contingency plan.

The UCP can be accessed by professionals through whichever electronic care system individual organisations use or the UCP web portal.

It can also be held by the person on the NHS App on a phone.

The UCP is a London wide initiative but is not limited to use with people with a learning disability and benefits from therefore being more recognised and integrated across all patient care.



Information for Clinicians

Specific key messages, benefits, quick
reference guide & training video



Key messages - What clinicians need to know

The UCP is delivering on its vision to support every Londoner with a personalised care and support plan

- Over 3,000 new plans are being created monthly—a substantial increase from earlier years.
- Urgent care services are using the UCP more frequently, making real-time care more informed and coordinated.

Supporting cost efficiencies through better, more personalised care

- The UCP supports both financial sustainability and personalised care outcomes.
- Estimated £6.6 million saved in 2023-24, and £7 million saved in 2024-25—primarily through helping people meet their preferred place of death.

The UCP is still a tool for advanced & urgent care planning but now supports people with a wider range of long-term conditions.

Professionals told us they wanted a **flexible, digital care plan** for patients with a range of health needs, and it now includes including dementia, frailty, learning disabilities and autism and children with complex needs

- The core function remains unchanged: enabling high-quality urgent and end-of-life care.
- The Urgent Care Summary and key clinical fields remain intact.
- Medications & Allergies fields were removed temporarily to make way for automated GP.

Designed for collaboration

- The UCP is a living, shared document. No one professional is expected to fill it all in alone.
- Champions report that the expanded UCP is more user-friendly and clinically useful, especially with teams working together.

Personalised Care is now built-in

- New forms and data fields launched to provide a richer picture of the person receiving care, regardless of the health condition:
 - Communication and accessibility requirements
 - Additional personal information and living arrangements to support discharge
 - Daily activities and support needs
 - Symptom management plan
 - Medical devices information
- Each form has been used over 1,000 times – evidence of clinician engagement.



Key messages - What clinicians need to know

Adopted and trusted across settings

- Positive uptake from:
 - Acute hospital dementia leads
 - End-of-life care teams
 - Community learning disability teams
- Islington Memory Service clinicians described UCP as intuitive and easy to navigate.

Inclusive

- The UCP supporting better communications with diverse populations including use in the Somali community
- Accessibility features – like the potential for voice notes – are being exploited to support individual preferences.

Integration with social care

- UCP is now being used through the London Care Record by social care teams in areas like Camden and Islington, improving care coordination across sectors.

Ongoing development driven by clinicians

- Key enhancements coming in 2025/26:
 - GP Connect access to improve medications/allergies data
 - NHS App write access
 - Improved analytics dashboard

Ongoing development driven by clinicians

- [A refreshed Training Environment](#) is available to explore the new UCP.
- Training materials are tailored to your time:
 - “Got 5 minutes?”
 - “Time for lunch?”
 - “Protected learning”



Benefits of UCP

To the individual

- Access to **true personalised care planning**
- Your care is **coordinated across services**
- **Increased involvement** in your care, through your wishes and preferences
- Your entire **support network** on the same page
- A single version of **your care 'truth'**
- Improved care planning and quality of care tailored to your **personal wishes**, leading to better outcomes
- A care plan that is **visible to everyone who cares for you** means that you will not have to retell your story.

To the professional

- **Access to NHS plans** of care and involvement in **joint care planning** for the person you care for, therefore achieving better care outcomes
- Easily **accessible** care plan via local EPR systems or the webpage, with the potential to edit plan data to reflect up to date information
- Ability to **build relationships quicker** with the person you're caring for

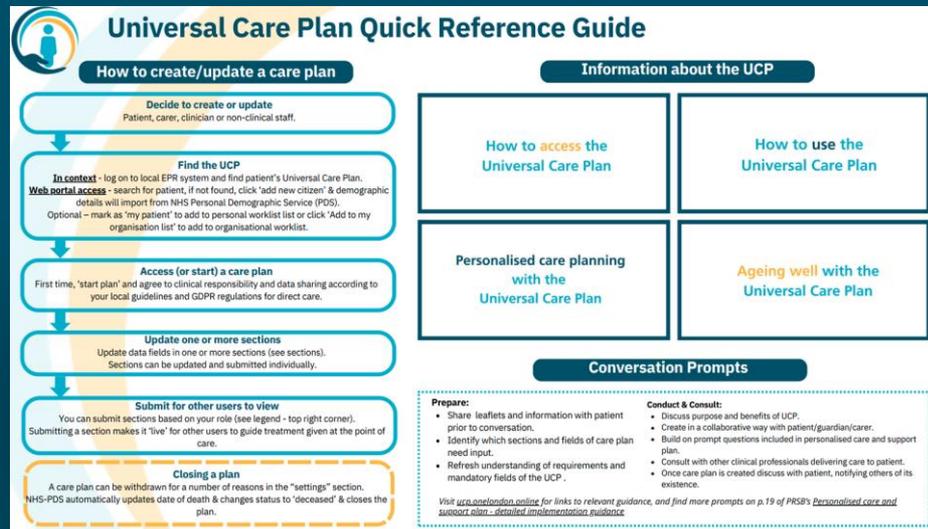
To organisations

- **Reduced crises** through early access to support and information
- Improved **reputation** and **rating** (if applicable) through improved care delivered to patients
- Financial **non-cash releasing benefits** through getting the right care solution quicker, resulting in increased efficiency
- **Reduced admissions** of patients to hospital where that is not in line with their wishes
- **Interoperability** with other health and social care providers



Quick Reference Guide for Clinicians

[Download pdf](#)



System Training Video

Length: 14:27

[View on Vimeo](#)

[Download](#)

The screenshot displays a web-based interface for a patient's Universal Care Plan. The patient is identified as Amir Hussain, born 03 Mar 1955. The interface is divided into several sections:

- PATIENT:** Displays patient details and a search bar.
- Summary:** A central pane with expandable sections for Alerts, Communication and Accessibility, and What matters to them.
- Diagnoses:** Lists current diagnoses such as Endocrine, Diabetes Type 2, and Cardiac.
- CPR Status:** Shows 'CPR Status: CPR not recommended' with a 'Print DNACPR' button.
- Clinical Recommendation:** States 'Full active treatment including in acute hospital setting, but not CPR'.

At the bottom of the video player, a progress bar shows the video is at 14:27. The video title is 'Universal Care Plan - Training Video'. The player interface includes standard controls like play, volume, and full screen. The video content includes chapter markers for 'Chapter 1 - Finding and starting a care plan', 'Chapter 2', and 'Chapter 3'. A watermark 'vimeo' is visible in the bottom right corner of the player.



About the London Care Record and Universal Care Plan



The **London Care Record** tells you about what has happened to a person and their current condition.

It is a read only up to date summary of a person's health and care information. It includes:

- General health information: such as medications, vaccinations, allergies, vitals, problem list;
- Clinical results: such as radiology, blood sciences, microbiology, cellular pathology;
- Interactions with health and care services: such as GPs, hospitals, London Ambulance Service, community and mental health services and social care
- Clinical correspondence, referrals and future appointments.
- You can also access the Universal Care Plan from the London Care Record.

Find out more about the **London Care Record** [HERE](#)



The **Universal Care Plan** tells you about what the person would like to happen for their future care needs.

The London Care Record also provides a link to a person's **Universal Care Plan (UCP)** if they have one.

A UCP is a holistic, editable personalised care plan, created in collaboration with health and social care professionals. It includes:

- The person's wishes and preferences for care;
- What is important to them in day to day life;
- What support they need and who is best placed to provide this;
- Treatment escalation plans.

Find out more about the **Universal Care Plan** [HERE](#)



Information to support Clinicians/Training

Learn

The UCP provides training resources that have been designed to provide just enough information, just when you need it. Resources are designed to be easy to use and can be adapted locally for formalised training, peer to peer learning or self-guided study. All resources provided are also available on the [NHS Learning Hub](#).

Resources have been separated into three areas; Got 5 minutes, Time for lunch? and protected learning time.

A full list of resources specifically for care home staff can be found [here](#).



Got 5 minutes?



Time for lunch?



Protected learning

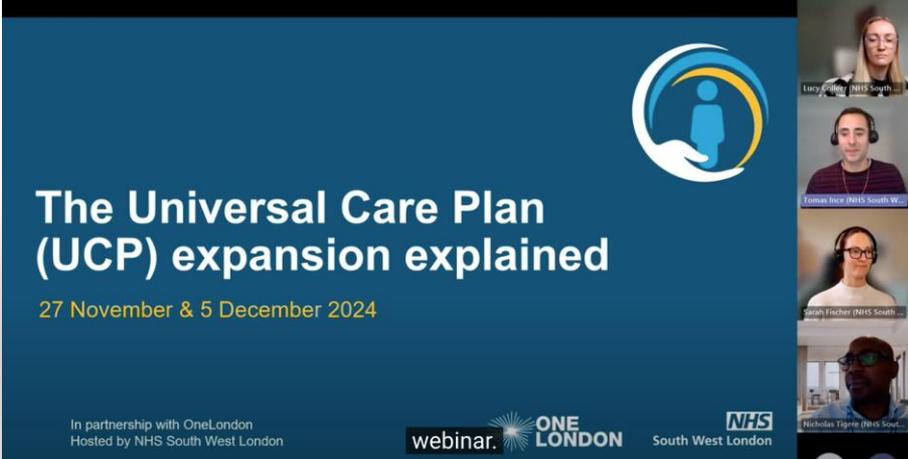


UCP Expansion Webinar

[View on Vimeo](#)

[Download](#)

[Download Presentation pdf](#)



The slide features a dark blue background with a white and yellow logo in the top right corner depicting a person being held. The main text is centered and reads: "The Universal Care Plan (UCP) expansion explained" in white, with the dates "27 November & 5 December 2024" below it in yellow. At the bottom, it states "In partnership with OneLondon Hosted by NHS South West London" and includes logos for "webinar.", "ONE LONDON", and "NHS South West London". On the right side, there is a vertical stack of four small video thumbnails showing participants: Lucy Collins (NHS South), Thomas Ince (NHS South W), Sarah Fischer (NHS South), and Nicholas Tigere (NHS South).

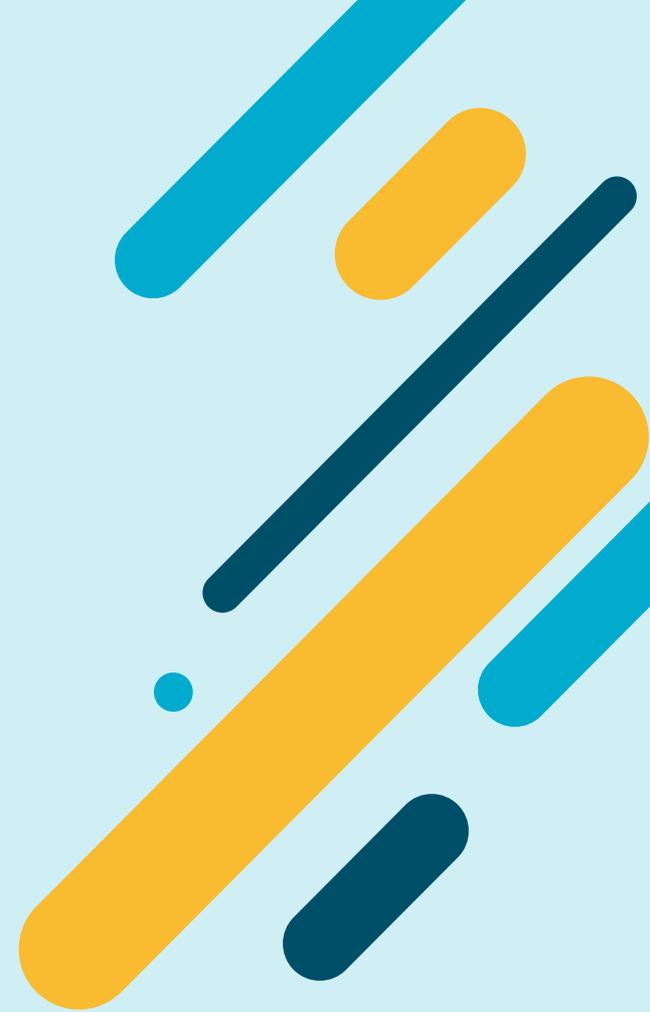


Worklist User Guide

[Download pdf](#)



Brand Guidelines



Logos

This is our primary logo. This version should be used whenever possible and always against a white background to ensure legibility.

Artwork is available in different formats for you to use so please don't redraw, distort or change the logo in any way.

[Brand Guidelines](#)

[Download Logos](#)



Black Logo



White Logo

For use against strong coloured backgrounds or imagery. Always ensure good contrast



White & colour Logo

Only for use against the dark blue background.



Fonts

We work with 2 font families
Arial and Frutiger.

This is standard to NHS brand guidelines.

[Download Fonts](#)

Primary Font

Frutiger Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Alternative Font

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890



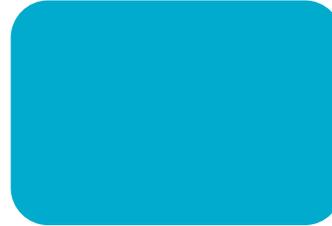
Colours

These chosen three colours will be the main share of the palette used throughout the brand. The work well in unison all being high contrasting colours.



UCP Dark

C85 M32 Y18 K54
R9 G79 B105
#004F69



UCP Bright Blue

C84 M0 Y18 K0
R0 G171 B205
#00ABCD



UCP Yellow

C1 M30 Y86 K0
R249 G187 B48
#F9BB30



Graphic Elements

Logo graphic elements

The individual elements of our logo can be used to add visual interest to the materials we produce. These should be used sparingly.



Graphic Elements

Other assets

Shapes that have been used within our digital and print collateral that add interest to the content.

Diagonal pill shapes of varying length and width all within the brand colours.

[Download all Graphics](#)



Graphic Elements

Icons & Photography

Icons can be used for visual representation of a statistic or subject. The icons are to be used in the brand colours. Possible icon options can be located [here](#).



Photographic Styles

Consultant and Patient photos

[Download Photos](#)



Thank You

Comms Toolkit created by
Jaimee Lewis and nooh Studio

nooh
studio

noohstudio.com

