When people no longer have the mental capacity to make important health decisions, who will speak for them? Registering for a Lasting Power of Attorney (LPA) ensures you have a voice and your choices are protected.
Why The Office of the Public Guardian are launching a campaign

Our campaign aims to promote the importance and benefits of LPAs and to clear up some of the myths surrounding LPAs.

For example... most people assume that in hospital your next of kin always gets the final say in treatment decisions if you can’t make them for yourself. **This is false, but 72%* of people think it’s true.**

Also... most people believe that if a couple has a joint bank account and one person can’t make decisions for themselves, their partner can legally make financial decisions for them. **Again this is false, but 73%* of people think it’s true.**

Another common misconception is that setting up an LPA is costly, time consuming and requires a solicitor. But the truth is that you can apply for an LPA online yourself, and depending on your circumstances, you can get it for a reduced price or free.

*NatCen Survey of 2000 people 2017

Who we want our campaign to reach

The campaign is aimed at older people (60+) from lower socio-economic backgrounds. They may have heard of LPAs but don’t know much about them. They may not understand the benefits of taking out an LPA or might not want to think about that part of their future. They may not realise an LPA can protect their future health decisions, and that LPAs are not just for people with wealth and assets.

We also want potential attorneys to know about the benefits of LPAs. These people are often the loved ones or children of older people who may need to manage legal issues surrounding their parent’s finances, health, or property.

The campaign

To engage our audience the campaign will use real-life stories from England and Wales to illustrate the bond of trust between friends and family members. Using language that is clear and simple to understand, we’ll also explain the process of applying for and registering an LPA.

Assets available

The campaign includes printed materials such as posters and leaflets, to be placed in waiting rooms, public locations and offices, where it is likely to be seen by our target audience. There will also be digital resources, like a simple video to explain the LPA process, and social media posts with links to more information.

Help us to help you

To show your support for our campaign, you can contact us at communications@publicguardian.gov.uk to request printed or digital resources. If you have further questions about the campaign please telephone 0121 631 6568.