

Empowering Change Through Language: Worcestershire's 'Who Cares We Care' Group Leads the Way

On 22nd July 2025, Worcestershire County Council's Child in Care Council, known as the 'Who Cares We Care' Group, delivered a powerful and thought-provoking presentation at the Children's Services Managers Meeting. Speaking on behalf of all children and young people in care across Worcestershire, the group challenged attendees to reflect on the language used in professional settings and its impact on those it describes.

The session focused on how language can either empower and include—or stigmatize and exclude. With warmth, humour, and confidence, the group led an engaging discussion that encouraged managers to consider how their words shape the experiences of children and young people in care. Using a carefully designed survey, they sparked meaningful reflection and debate, laying the groundwork for a new working party group dedicated to implementing real, practical changes in how language is used across Children's Services.

This initiative draws inspiration from the 'Language That Cares' document (2019) and marks a significant step in Worcestershire's commitment to creating a culture that respects individuality, values lived experience, and fosters inclusivity.

The impact of the presentation was immediate and profound. Managers left the session with a renewed sense of purpose and a shared desire to improve services for children, young people, and their families.

Voices from the 'Who Cares We Care' Group:

"I would love for it all to be taken on—things need to be changed for the better."

"I think that having a face-to-face presentation and delivering it on a personal level hit home for some people, rather than an email or document to read online."

"I would like to see this change happen, and don't want to be here again in years sharing the same information. It's so important for us all to see everyone using language that cares—whether that's speaking in meetings or writing reports about us."

