

Quick guide

Supporting older self-funders to navigate adult social care with clarity and confidence



► What is Care Confidence?

Care Confidence is a free, co-designed website that helps older people who pay for their own care (self-funders) explore their options, plan ahead, and make informed decisions. It offers:

- Clear, trustworthy information
- Links to local support and services
- Questions to ask and things to consider
- Printable resources for offline use

► Why it matters

Many older self-funders feel overwhelmed when arranging care. They often:

- Don't know where to start
- Struggle to find reliable information
- Feel isolated in decision-making

Care Confidence helps structure conversations, builds trust, and empowers people to take the next step with clarity.



► How to use it in practice

You can use Care Confidence:

- During initial contact or assessment
- In guided conversations with individuals or families
- As a signposting tool
- To support planning and follow-up

Tips

- Open the site together on a tablet or PC
- Use the “Planning Ahead” section to guide initial discussions
- Print key pages for those without internet access
- Highlight local services listed on the site

► At a glance

Explore options	Understand care pathways
Plan ahead	Prepare for future decisions
Get support	Find local services and advice
Co-designed	Built with older people and carers
Plain English	Easy to read and navigate

Suggested use cases:

- Initial contact with older self-funders
- Community drop-ins and outreach events
- Hospital discharge planning
- Carer support sessions
- Voluntary sector navigation roles
- Social prescribing referrals

► About Care Confidence in Action

Care Confidence was co-designed at the University of York. Now social care researchers are working in partnership with City of York Council, North Yorkshire Council, Hull City Council and Dementia Forward to test how the benefits of the tool can be maximised.

Find out more

