



Department
of Health &
Social Care

Adult Social Care Recruitment Campaign

Think Local Act Personal - Care Markets and Quality Forum Event

March 2019

Agenda

- 1. Pilots summary**
- 2. Campaign overview**
- 3. Campaign toolkit**
- 4. Care provider role**
- 5. Any questions**
- 6. Group discussion**



Pilots and research

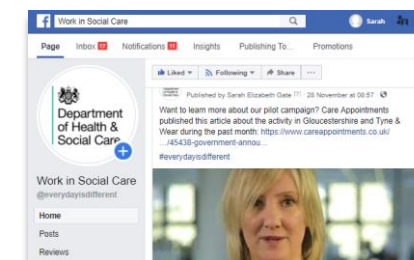
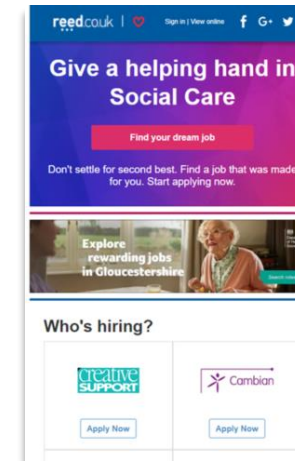
Why we did them and what we learnt

Why were pilot campaigns done?

- Test and learn what channels, messages, and imagery were most effective and how best to bring a fragmented sector together in one national sector campaign
- To identify what communications can potentially do (and can't do) within finite resources

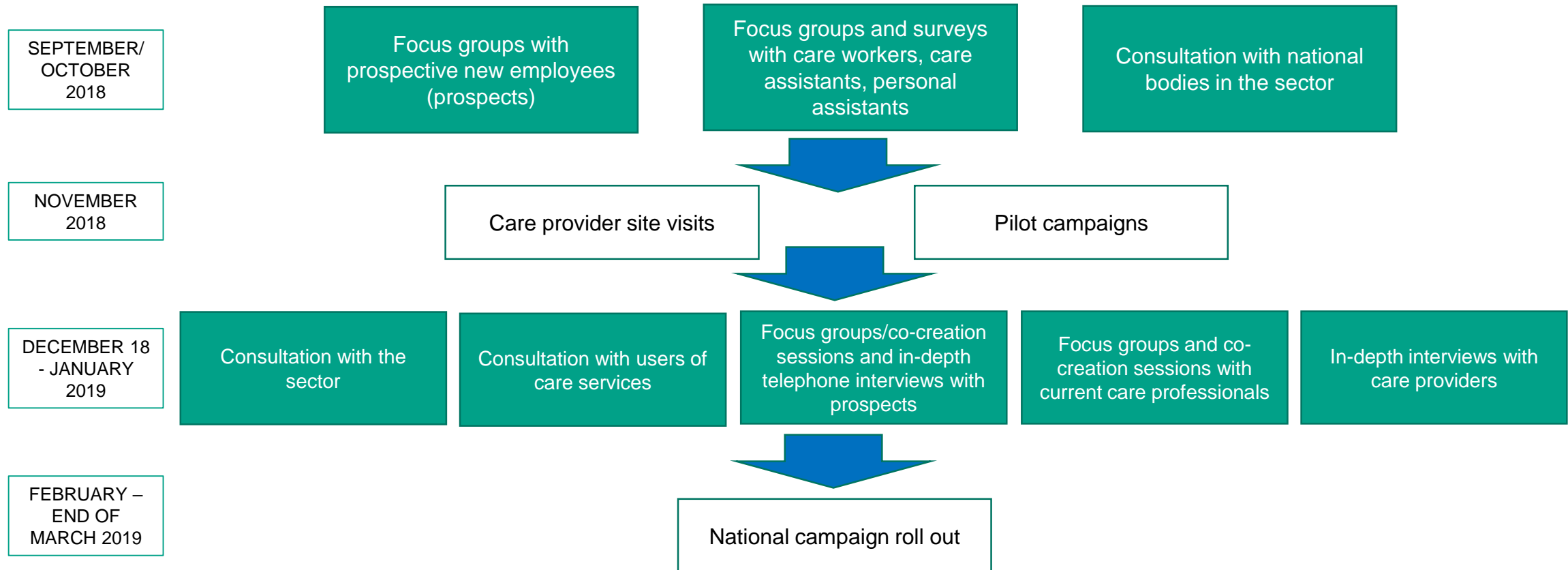
What did we learn?

- There is a big opportunity for communications to **overcome barriers** to application such as entry requirements, how to apply, showing that jobs are available locally, explaining.
- Speaking to an employer during the search process can more than **double the chances** of them applying.
- **Online** is the most popular channel for searching and applying for jobs, followed by **direct contact** with the care provider.
- PR coverage and social media engagement was most powerful when highlighting **care worker stories**. And care workers are one of the biggest drivers of referrals.



Further research

More testing and consultation with the sector and prospective new employees was done to develop the campaign and make it as authentic as possible



Campaign overview 1

Aims, audiences

Objectives

To drive a new generation of people to consider and apply for a job in adult social care by:

- raising awareness of the variety of job roles and opportunities available.
- changing what people think about working in the sector.
- increasing consideration and applications from individuals with the right values, who might be looking for a new challenge.

Target audiences

- **Prospective new employees:** Research shows that 20-39 year olds who have the right values are most likely to consider a job in the sector (year one paid-for advertising target).
- **Existing workforce:** referrals and recommendations are one of the most powerful recruitment drivers, and current staff are our most powerful sector advocates.

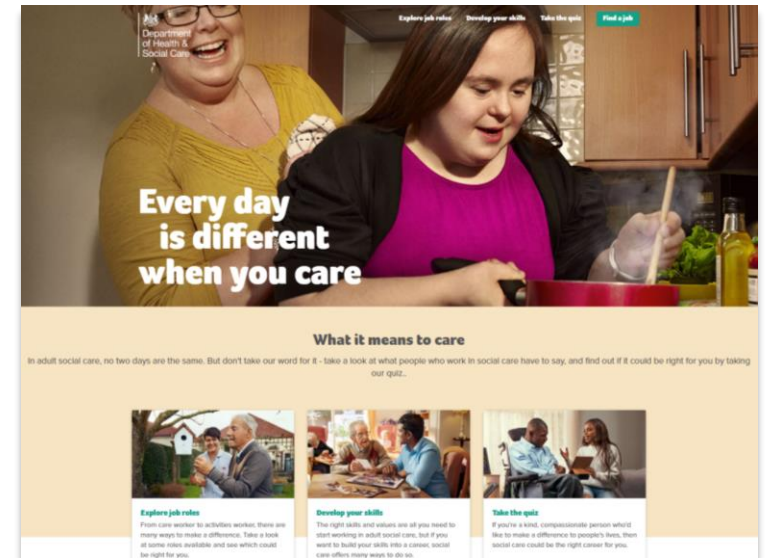
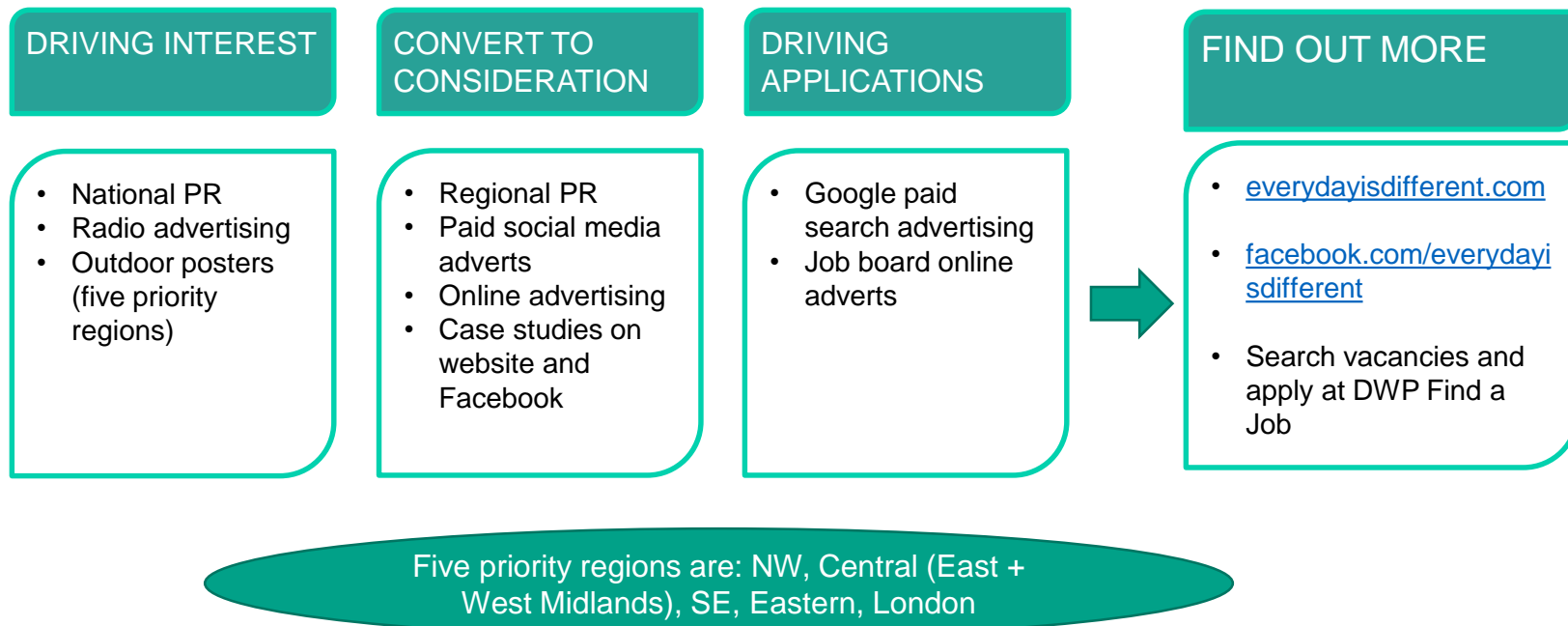
Activity will highlight direct care roles in different care settings across different care need types.



Campaign overview 2

Key messages and channels

- Find out about the many **rewarding and varied ways** to make a difference when you work in social care.
- See how working in social care helps you **build on the skills you have and learn new ones**.
- **Build a rewarding career** in social care; there are many training and progression opportunities.
- Social care jobs are **available near you**; apply today



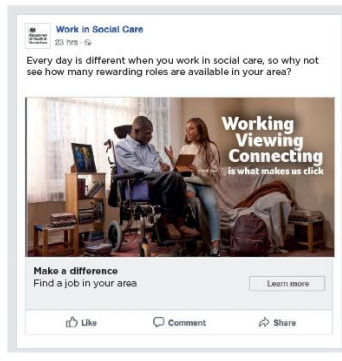
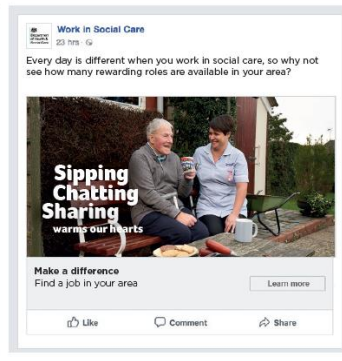
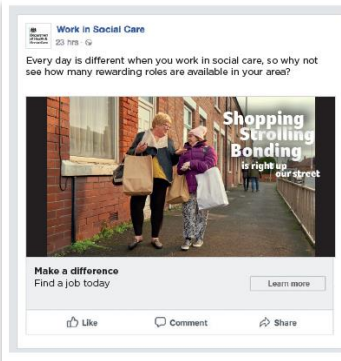
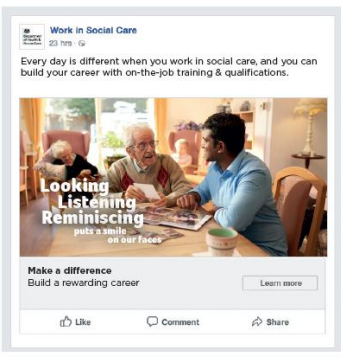
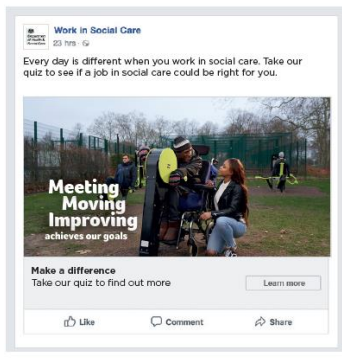
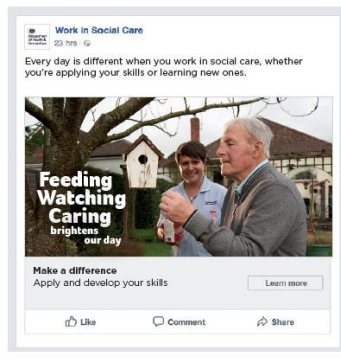
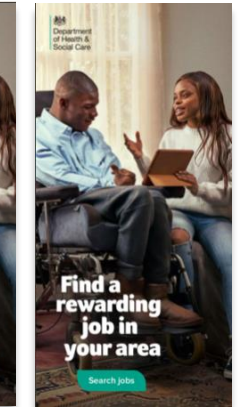
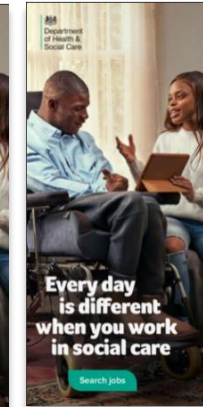
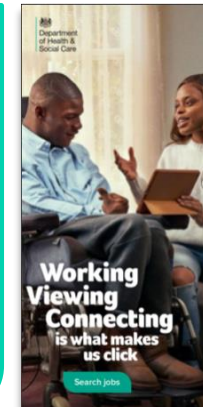
Creative adverts

'Every day is different when you care'

Outdoor posters (e.g. at bus stops)



Online adverts (dynamic, moving adverts moving from the first image to the third)



Social media adverts (Facebook)

To show even more range and diversity, these adverts will be supported by case studies on the website and on Facebook



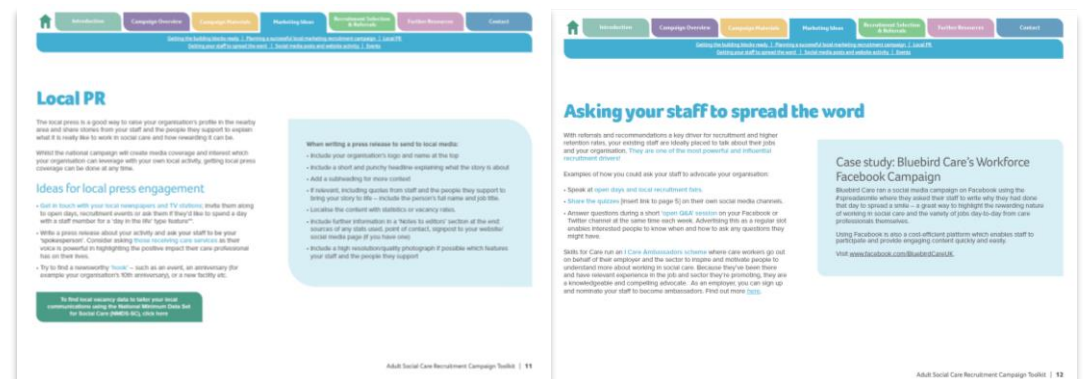
Campaign toolkit

What is the toolkit for?

- What the national recruitment campaign is
- Free campaign materials and resources
- Marketing ideas and tips for care providers to use the campaign to support their local recruitment marketing activity
- For care providers of **all sizes and types** in both the **short and long term**.
- **One, some, of all of the ideas** could be used depending on a provider's time and resources.

Where can I find it?

- On the website at www.everydayisdifferent.com/resources
- Materials will be downloadable and printable at any time.



Campaign toolkit

Sample materials and tools



QUIZ 1: How well do you know yourself?

Enables people to identify those values in themselves and see how they would be matched in adult social care. Less than two minutes to complete, it will be promoted on:
facebook.com/everydaysdifferent

QUIZ 2: Could you care?

Aimed at people who are actively considering a career in social care, this quiz presents scenarios that the user could be faced with. It will take a couple of minutes on:
www.everydaysdifferent.com



POSTERS

A-sized posters which can be downloaded and printed from the website. White space for personalisation (e.g. writing on event details or dropping in logo).

LEAFLETS

A5 double sided leaflets can be downloaded and printed from the website. White space for personalisation (e.g. writing on event details or dropping in logo).

SOCIAL MEDIA POSTS

Suggested posted in the toolkit

PULL UP BANNER

Artwork which can be printed and displayed in a standard banner for events

Campaign launch highlights

Trade: 10 pieces

National/Digital: 16 pieces **LBC**

Regional: 12+ pieces

HOME CARE INSIGHT BUSINESS PEOPLE INNOVATION ADVERTISE CONTACT

CARE HOME PROFESSIONAL

Stroke Rehabilitation, Visual Impairment & Dementia Bathroom Design Guides

BREAKING NEWS: Government to launch national social care recruitment campaign

January 31, 2019

National campaign launched to recruit more adult social care workers

By Care Apps Admin | 1st February 2019 | News England |

Adult Care, News England, Recruitment, Skills for Care, Social Care, Workforce

The Department of Health and Social Care (DHSC) is launching a national campaign in mid-February to attract more workers to the adult social care sector and is calling for providers to get involved.

Following two pilot recruitment campaigns undertaken in Tyne & Wear and Gloucestershire in November 2018, DHSC will be beginning a national communications campaign in mid-February to address the estimated 110,000 vacancies in adult social care in England. Running across February and March, the campaign aims to:

- Increase interest in adult social care as a career choice.
- Increase understanding of the variety of roles in adult social care.
- Equip smaller and medium-sized providers with tools to support the campaign.

The national recruitment campaign will comprise social media, digital and local radio advertising, events and media relations across England. Care providers are being encouraged to get involved with the campaign by providing care studies, advertising their vacancies and promoting social quizzes and content their dedicated Facebook page.

DHSC is asking for providers to submit real life case studies and stories from their own organisations, which will be used across the campaign. Interested providers can email:

CARE APPOINTMENTS
BEST IN UK SOCIAL CARE

BBC RADIO 5 live

GOVERNMENT TARGETS YOUNG PEOPLE WITH CARE WORKER CAREERS IN NEW CAMPAIGN

sky news

INDEPENDENT

Government launches recruitment drive for adult social care

Trump supporter attacks BBC cameraman

MPs must hold their nerve on Brexit - May

Young people told - become a care worker

Over 1.8m complaints about unemptied bins

Young people told - become a care worker

The Journal

News Drive to fill the region's 5,100 care worker gap

Sophie Doughty
616 words
13 February 2019

Thousands more carers to be recruited across the North East

THE YORKSHIRE POST

Government drive to recruit thousands of social care staff

Trending

- 11 things you should never say or do to someone from Yorkshire
- Each of the 92 Football League clubs' mascot color - ranked by...
- 11 words and phrases every person in Yorkshire has used - and their...
- There are 12 of the oldest pubs in Yorkshire
- The severest snow before plumes of Scarborough through the ages

More from News

Share this article

Published: 06:00
Tuesday 12 February 2019
Page 1 of 2 @ 26

Coverage is still coming in so reach figures and total number of articles / coverage secured will be confirmed in due course

Care Provider Role

Asks and benefits to the care provider

Asks summary:

- **Advertise vacancies** on DWP Find a Job alongside any other local job boards.
- Send DHSC **case studies** to be featured in local PR and on Facebook
- **Promote the quiz** and the campaign Facebook posts through own social media channels
- Ask your staff to **share the quiz** using the hashtag #shareifyoucare
- Start using the **campaign materials** featured in the toolkit.

What are the benefits?

- Drive more enquiries and applicants
- Ideas on how to make local recruitment marketing effective
- Clear opportunity and role for providers in making the campaign a success
- New campaign materials which are free to use
- Free promotion for care providers who send in case studies



Any questions?

Group discussion

What do you see as being the recruitment challenges in your area?

What can we do together to attract staff in the care and support sector using the communications campaign?