Campaign awareness by region: How much, if anything, did care staff see, hear or read about the campaign?

<table>
<thead>
<tr>
<th>Region</th>
<th>A great deal</th>
<th>A fair amount</th>
<th>A little</th>
<th>Nothing</th>
</tr>
</thead>
<tbody>
<tr>
<td>West Midlands</td>
<td>30%</td>
<td>25%</td>
<td>10%</td>
<td>5%</td>
</tr>
<tr>
<td>North West</td>
<td>25%</td>
<td>20%</td>
<td>15%</td>
<td>10%</td>
</tr>
<tr>
<td>London</td>
<td>15%</td>
<td>30%</td>
<td>20%</td>
<td>5%</td>
</tr>
<tr>
<td>North East</td>
<td>10%</td>
<td>5%</td>
<td>20%</td>
<td>60%</td>
</tr>
<tr>
<td>South West</td>
<td>20%</td>
<td>25%</td>
<td>30%</td>
<td>25%</td>
</tr>
<tr>
<td>South East</td>
<td>15%</td>
<td>10%</td>
<td>5%</td>
<td>80%</td>
</tr>
</tbody>
</table>

68% of care staff had seen, heard, or read at least something about the campaign. However, only 28% had heard a fair amount or more.

Overall awareness by region: How much, if anything, did care staff see, hear or read about the campaign?

- **West Midlands**: 30% (A great deal), 25% (A fair amount), 10% (A little), 5% (Nothing)
- **North West**: 25% (A great deal), 20% (A fair amount), 15% (A little), 10% (Nothing)
- **London**: 15% (A great deal), 30% (A fair amount), 20% (A little), 5% (Nothing)
- **North East**: 10% (A great deal), 5% (A fair amount), 20% (A little), 60% (Nothing)
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68% of care staff had seen, heard, or read at least something about the campaign. However, only 28% had heard a fair amount or more.

**Overall awareness of campaign**

- **Nothing**: 32%
- **A fair amount**: 20%
- **A great deal**: 68%
- **A little**: 40%
- **A lot**: 10%
- **A great deal**: 8%

The cascading of campaign messages is working most effectively in the West Midlands, North West, and London. These regions have the firmest foundation from the first wave of activity.

**Channels: What were the best channels for communication?**

- **Best performing channels**: When asked how care staff heard about the campaign, the most effective communication channels were the employer, the local authority, Facebook or social media, a sector or trade newsletter, and a sector representative body.

- **The most effective way to push campaign messages out to care providers is therefore through ASC networks, cascading information from representative bodies and local authorities down to local employers.**

- **Through my employer, 154**
- **Through my local authority, 152**
- **On Facebook or another social media channel, 121**
- **Sector or trade newsletter, 91**
- **Comment, 77**
- **Sector representative body, 73**

**Opinion: What did care staff think of the campaign?**

- **65%** said that the campaign images make them proud to work in adult social care
- **58%** think that the campaign images will attract people to work in adult social care
- **62%** think that the campaign realistically portrays what working in adult social care involves.

**Feedback: What can we think about for next time?**

- **Whilst 62% thought the images were realistic, a small minority (<1%) were critical:**
  - "an excellent representation of some care roles, but doesn't reflect Day Services"
  - "doesn't represent the everyday job, particularly in austerity Britain"
  - "doesn't portray the old person in total need of full personal care"
  - "should have shown the administering of medication, transferring someone using a hoist, emptying a catheter bag."

**Response: What did managers do after seeing campaign?**

- **84%** of managers/those with recruitment responsibility took action since seeing the campaign.

**Overall awareness of campaign**

- **North East**: 10% (A great deal), 5% (A fair amount), 20% (A little), 60% (Nothing)
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- **South East**: 15% (A great deal), 10% (A fair amount), 5% (A little), 80% (Nothing)

**Positive outcome:** 68% of care staff had heard at least a little about the campaign.

**Opportunity to improve:** The power of job referral among care staff is evident: 8 in 10 care staff would recommend a job in ASC. However, 6 out of 10 care staff had never seen the campaign images when shown.

To better raise their awareness and galvanise their support, greater cascading and endorsement of campaign messages through ASC communication networks and sector bodies will be most effective.

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The best performing CTAs were:

- **Sharing the campaign with someone**
- **Uploading vacancies to DWP Find a Job or other job board**
- **Recommending a job in ASC to someone**
- **Liking campaign Facebook page**

The best performing partner materials were the campaign toolkit, posters, and leaflets.

**Overall summary of actions taken**

<table>
<thead>
<tr>
<th>Action</th>
<th>#</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shared the campaign with someone I know</td>
<td>134</td>
<td>18%</td>
</tr>
<tr>
<td>Uploaded vacancies to DWP/other job board</td>
<td>132</td>
<td>17%</td>
</tr>
<tr>
<td>Recommended a job in ASC to someone I know</td>
<td>122</td>
<td>16%</td>
</tr>
<tr>
<td>None of the above</td>
<td>120</td>
<td>16%</td>
</tr>
<tr>
<td>Liked the campaign Facebook page</td>
<td>111</td>
<td>15%</td>
</tr>
<tr>
<td>Downloaded the campaign Toolkit</td>
<td>88</td>
<td>12%</td>
</tr>
<tr>
<td>Downloaded the campaign materials</td>
<td>87</td>
<td>12%</td>
</tr>
<tr>
<td>Used the materials in some way</td>
<td>72</td>
<td>10%</td>
</tr>
<tr>
<td>Participated in a local or national media event</td>
<td>49</td>
<td>6%</td>
</tr>
<tr>
<td>Submitted a case study</td>
<td>27</td>
<td>4%</td>
</tr>
</tbody>
</table>
Results: Did the care providers surveyed see an increase in recruitment from January 2019 to the end of the campaign period?

<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>East Midlands</td>
<td>28%</td>
</tr>
<tr>
<td>West Midlands</td>
<td>16%</td>
</tr>
<tr>
<td>North West England</td>
<td>26%</td>
</tr>
<tr>
<td>South East England</td>
<td>30%</td>
</tr>
<tr>
<td>South West England</td>
<td>21%</td>
</tr>
<tr>
<td>Yorkshire &amp; the Humber</td>
<td>22%</td>
</tr>
<tr>
<td>East of England</td>
<td>33%</td>
</tr>
</tbody>
</table>

Qualitative feedback: What did care staff tell us?

Positive comments on the impact of the campaign on recruitment results:
- "There was a significant increase in applications to low level roles from 11 Feb to 1 Apr 19, for example, Community Care Officer 38 (14 in Jan 19), Reablement Support Worker 22 (0 in Jan 19)."
- "Possibly triple the normal amount"  
- "A 50% increase"  
- "Normally there is hardly anyone looking to work in care, but since January the increase in applications have risen. Before maybe 4 a week we now have 3 a day applying to become a care worker."

Feedback to be aware of in relation to recruitment context:
- "Being in management you just hear that applications are made but what shocks me is that people then don't attend the interview.
- "Recruitment has slowly improved and that's been due to a social media drive locally, using local resources (we expect a downturn again come the summer holidays)."
- "More consistent numbers but a lot are just clicking on jobs as a requirement of the job centre and benefits"

Evidence of the need to better publicise the campaign materials:
- "Didn't realise we were supposed to be doing the marketing."
- "Have not been made aware of potentially useful resources"  
- "I will use [the campaign toolkit] now it has been brought to my attention"

What we know:
- Prospects are twice as likely to apply if they've spoken to an employer during application process. Paid-for advertising can create and signpost a talent pool into employees. This campaign therefore requires early engagement, preparation and advocacy from care providers.

What we've learnt: What are the key learnings from this survey?

The potential power of advocacy: 8 in 10 care staff would recommend a job in ASC, and the majority of this sample thought the campaign was realistic, effective and made them proud. There is significant opportunity here to harness this advocacy. In order to do this, the care providers need to be well informed.

Care providers are informed by their networks and representative bodies: The most effective way to push campaign messages out to care providers is through ASC networks, cascading information from representative bodies and local authorities down to local employers and employees.

There is potential for greater impact: 14% of care staff surveyed saw an increase in applications to ASC vacancies. If DHSC can galvanise greater sector support by reaching the 32% that hadn't seen or heard anything about the campaign (and the 60% who had never seen the campaign images), there is potential for these recruitment figures to be much higher.