

Please note: We are changing the newsletter format. To continue receiving these updates, please sign up to our e-newsletter mailing list: <https://bit.ly/2HiHNdr>

We are migrating over to an e-newsletter format. If you have found these updates helpful and would like to be added to the distribution list for the next wave of the campaign, please sign up on the link above. You will not receive any unsolicited emails and you will be able to unsubscribe at any time – there will be an unsubscribe link in every email.

Bringing you up to date

The first phase of the campaign, which ran from February to April 2019 indicated a good uplift in interest and applications.



1 in four (26%) of care staff surveyed saw an increase in either enquiries, applications, interviews or vacancies filled



There were 97% more searches for jobs containing 'care' or 'care worker' in the job title on the DWP Find a Job Portal

Following a successful first wave, DHSC will launch the second wave of the national adult social care recruitment campaign in **October**.

If your organisation wasn't involved in 2018/19 activity, now is the time to prepare and benefit from the next phase.

Details of how to do this are below.



What to expect: A longer campaign with evolved advertising

The next iteration of the campaign will continue to inspire people to apply for jobs in adult social care by bringing to life the **mutual reward** for both those working in care and those they support, as well as showing the qualities people need to do the job, the **diversity of roles available, the on-the-job training and career progression opportunities available and how flexible** it can be around busy lives.



Based on feedback from last year, **the campaign will run for longer (6 months)**. Digital advertising will run constantly from October to April 2020, supplemented by two shorter 'bursts' of advertising in the Autumn and January. The advertising is being evolved to reflect feedback and represent even more realistic scenarios and continue to celebrate the sector in its diversity and breadth.

The next phase of the campaign will be promoted across **online TV adverts, radio, social media and digital channels, outdoor posters (January), as well as PR and partnerships activity**.

An **updated campaign toolkit** and suite of materials, free to download from the website, will also be available for care providers to use.

What you can do to support and benefit from the campaign

- **Sign up** to our e-newsletter mailing list: <https://bit.ly/2HiHNdr>
- **DWP Find a Job:** Advertise your vacancies both on DWP Find a Job and on other local job boards to take advantage of the pool of applicants
- **Social media:** Follow our Facebook page, where we will be sharing the stories of people who work across the sector: <https://www.facebook.com/everydayisdifferent>
- **Case studies:** Throughout the campaign, we will be spotlighting different parts of the care sector through case studies. The first spotlight for PR and social media will be on providing support to those with **mental health and complex needs**. If you have a story to tell about how your work supports those living with mental illness or complex needs, DHSC would like to hear from you. Please contact everydayisdifferent@dhsc.gov.uk to ask for a form.
- **Look out for resources:** We will be updating our toolkit, leaflets, posters and banners as well as updating the website itself – so keep an eye on our website and resource centre: <https://www.everydayisdifferent.com/resources>

Don't just take our word for it: Testimonies from people who got involved last year

"Thank you so much for including The Grange [in the campaign]. I know we can make good use of the promotional materials you produce at our end, for job fairs, careers conferences and open days. I hope it helps the national campaign to have someone as dynamic, fun and understanding as Harry featured."

Eloise Appleby, CEO at The Grange Centre, Bookham



"We have always used the Find a Job Government website to advertise all our vacancies but have never received many applications. Since the recruitment campaign we have definitely seen an increase through this site and our own website."

*Ria
HR Co-ordinator at Making Space Charity*



"When I originally found out I was going to be taking part in the campaign, I was so excited to be sharing the amazing job I do. Unfortunately, people don't see all of what is involved in being a carer so just sharing a small part is just amazing! Tony and I were both very nervous on the day but the crew that arrived were so professional and reassuring they helped us to relax and enjoy it!" *Claire, Support Worker at Agincare – photographed in the 2018/19 campaign adverts.*

"So exciting to hear that there will be another wave of the campaign – it was great earlier in the year and we will be thrilled to be involved again."

Active Prospects, Surrey



"It was amazing; people were overwhelmed by our presentation and Liberty House was flooded with applications."

Sonia Parnell is Managing Director at Liberty House Care Homes. Here she talks about her experience of delivering the recruitment campaign in her area.

Recruitment selection has been amazing for us at Liberty House this year. Last year, we were short on staff and recruiting people simply by word-of-mouth alone was not working for the company.

In February this year, I was invited to take part in a campaign that was being run by the Department of Health and Social Care. I attended an event with Birmingham City Council where I shared my experience in recruitment at Liberty House, and I discussed how I felt about people coming in to the service.

As someone who joined the sector from a hairdressing and beauty background, I fell in love with the service and the people I was caring for immediately, and so I felt that you do not need to be qualified to be able to deliver care. In April I was invited by the Department of Work and Pensions where two of my colleagues and I spoke about our routes into care work. It was amazing; people were overwhelmed by our presentation and Liberty House was flooded with applications.

Several people signed up to our open day in May, and within two weeks we had conducted formal interviews and sent out offer letters. I feel the timeline of all this is important to highlight that the process, though an in-depth one, happens over a short period of time. Our aim is to introduce people to the sector, give them a feel of the place so that if it is care that they would like to build a career in, we will strive to provide them with great opportunities. Some of our carers had been unemployed for so long, and now they have some amazing stories and the service users really take to them.

It really has been an amazing experience, and I am sure that this team at Liberty House will grow to be successful, and I hope people will learn from what I did to recruit new staff.

Sonia Parnell, Managing Director at Liberty House Care Homes



Your feedback and questions:

As always, we welcome your questions and comments. Please send these to chloe.nuttall-musson@dhsc.gov.uk.