

Recruitment Campaign 2008

Welcome to the latest news bulletin for everyone with an interest in this year's national campaign to recruit more people into social care to help meet growing demand for social care services. The campaign is led by the Department of Health in partnership with the social care industry. It aims to combine advertising and media work at a national and regional level with recruitment drives by local employers. This e-bulletin aims to keep everyone updated with what's going on and lets you know how you can get involved. This issue explains what the recruitment campaign for social care is all about, what we'll be doing over the next few months and how you can help.



'Get on board!', says Glen Mason

"It's all about inspiring more people to consider a job in social care and helping them to find suitable work," says Glen Mason, Director of Social Care Leadership and Performance at the Department of Health.

"We need your support at the local level to ensure that if people respond to the campaign they are able to get into work quickly. Even if only a few people are turned away, that's a missed opportunity for jobseekers, employers and people who use social care services. I know we sometimes get complaints that we don't always give local organisations enough notice, so we're moving to a more year-round approach.

"Right now, we're finalising the advertising schedule, working on joint promotional activity with industry bodies and supporting local recruitment drives by employers in March. There promises to be some great recruitment activity this year. I urge you to get involved in any way you can."



What we're doing

The recruitment campaign will kick off with television advertising on 1st March, expanding into all media until 31st March. The adverts, which feature some of the real-life social care workers and people using care services from last year's campaign, will highlight the rewards of working in social care.

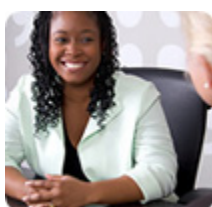
The national advertising schedule is available at www.socialworkandcare.co.uk

As is usual with advertising, an exact schedule won't be confirmed until a week before the launch. On 28th February 2008, the advertising schedule will be available on www.socialworkandcare.co.uk Please email any specific questions regarding the advertising campaign to tarin.ayres@munroforster.com



What you can do

At ground roots, local authorities and independent employers are getting involved in recruitment fairs, open days, and working together to advertise relevant job vacancies. A resource pack containing a wide range of ideas, images and materials has also been developed in partnership with employers to help you make the most of this year's campaign. Get your copy by emailing swsc@dh.gsi.gov.uk



And finally....

We're actively looking for inspiring case studies of social carers. Do you employ someone who has undergone a dramatic career change? Maybe a social carer who has helped someone to radically improve their life, or who goes against the stereotype of a social care worker? If you have any ideas, please email tarin.ayres@munroforster.com with a brief description of the individuals involved.

Get in touch

Tell us about your ideas and plans for recruitment activity during March by emailing swsc@dh.gsi.gov.uk and we'll give you whatever support we can, including helping to promote your work on our campaign website www.socialworkandcare.co.uk and through our national information line 0845 604 6404.

To obtain an advance copy of this year's resource pack, email: tarin.ayres@munroforster.com

Top tips for recruitment

Are you looking for new ideas to improve your recruitment success? We asked Care 4 You, winners of the Skills for Care Accolade 2007 for most innovative and effective recruitment initiative, to provide some top tips on recruiting new social care workers:

- Get involved in creative role-play workshops and open days
- Expand the talent pool by targeting young people and career-changers
- Produce leaflets for existing staff to hand out to others
- Encourage outreach at community events and meeting places
- Consider a strategic tie-up with a local employment bureau

Care 4 You was set up in 2006 in a rural and largely affluent part of Cheshire. It currently employs 30 social care workers and has a waiting list of would-be recruits lined up for interview.

The Skills for Care accolades recognise and reward outstanding achievement in workforce development across the whole of the social care sector, including adult, children and young people's care services.

For more information visit: www.skillsforcare.org.uk/view.asp?id=669

This is an example of the kind of coverage you can achieve:

