

Proud to Care

SOUTH WEST

16 local authorities working together
to raise the profile of working in care.

Background

- 165,000 care jobs in the South West with an increasing challenge to recruit and retain staff
- An increasing demographic of older people with care and support need
- Already a successful campaign in Devon
- A collaborative approach agreed by Adult Social Care Directors to pool resources and strengthen messages

Scope and Objectives

- To promote and encourage positive thinking about care
- Promote career pathways in care and health
- Attract and retain high calibre applicants
- A two year project – year 1 focuses on recruitment, especially care and support workers and other staff in community-based care, care homes, learning disabilities and mental health.
- Year 2 plans to focus on retention



Regional campaign

- Launches 17th July and runs for five months
- Targets: returners to work; young people leaving college; students looking for part-time or holiday work; Those aged 50+ wanting to 'give something back'
- Branded multi-media campaign including a website, Facebook page, PR and paid advertising through Fish for Jobs, Facebook, local press, Sky Smart TV, Soundcloud
- Features real life case studies with photos and videos

www.proudtocaresw.org.uk

[#proudtocare](https://twitter.com/proudtocare)

[Facebook/ProudtoCareSW](https://www.facebook.com/ProudtoCareSW)

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Key Messages

I encourage Tim to get out into the community, not just out of bed

I change lives, not just clothes

I take the time to get to know Sarah, not just her illness

I inspire Jane to step out of her comfort zone, not just her house

I make a difference, not just dinner

I help Kim maintain her dignity, not just her house

I help Eric plan for his future, not just for the weekly shop

I do the things that matter, not just the dishes

I help Sarah express herself, not just dress herself

I listen to Zoe's stories, not just her symptoms

I support Lorna's family, not just her needs

We care for each other, not just the people we support

I'm valued by my community, not just Vera



Proud to Care Bristol

- Microsite holding more local information
www.proudtocarebristol.org.uk
- Investigating a 'live jobsboard' idea
- Developing a range of local case studies with care providers
- Lots of PR and social media
- Links with health
- Links with Ways2Work

How can you get involved?

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BRISTOL

Other resources:

- 12.9.17 - “Recruit, Retain and Progress” Breakfast Meeting
- Jobs Fairs
- Finding and Keeping the Right Workers
- Workforce Development Fund
- Registered Manager Networks

Useful Links:

- Skills for Care “Finding and Keeping the right Workers” ,WDF, and RMN:
<http://www.skillsforcare.org.uk/Home.aspx>
- Proud to Care - Bristol:
www.proudtocarebristol.org.uk
- Jobs Fair: www.ways2work.org.uk

Thank you

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