

Adult Social Care Recruitment 2019/20 Activity

Introduction

On 27th January the Scottish Government will be launching a national campaign aimed at frontline workers in adult social care.

Purpose

Recruitment pressures have been increasing in adult social care particularly for frontline workers, and some vacancies are becoming harder to fill. This campaign is in response to these pressures, and the National Health and Social Care Workforce Plan which includes a recommendation to deliver a national campaign to promote social care as a meaningful, valued and rewarding career choice. This campaign aims to attract new recruits into adult social care, in particular in care homes, care at home and housing support.

The Campaign: 'There's More to Care than Caring'

A review of existing research and bespoke insight research was undertaken to inform the development of the campaign approach and target audience.

The campaign was developed in collaboration with the Scottish Social Services Council (SSSC), a key partner. The campaign's development and messaging was also informed by:

- People who use services
- Focus groups with the campaign's target audience and the existing workforce
- A Campaign Advisory Group¹

The recruitment campaign 'There's More to Care than Caring' encourages the primary target audience, men and women between the ages of 22 and 45, to consider a career change to work in adult social care. To maximise effectiveness, the campaign also targets a secondary audience of 46-54 year olds, and a tertiary audience of key influencers such as careers advisers or employers.

The campaign launches on 27 January 2020 and runs for eight weeks.

Media

A media plan has been developed to not just target our primary audience, but also reach our other two audiences to widen the reach of the campaign. The channels are as follows:

- Outdoor (bus rears, bus passenger panels, train passenger panels, kiosks and digital 48 sheets): w/c 27 January to w/c 24 February
- Digital (social, display, audio and PPC): w/c 27 January to w/c 16 March

¹ CAG members are: Scottish Social Services Council (SSSC), CCPS, Scottish Care, COSLA, Care Inspectorate. Health and Social Care Scotland, Colleges Development Network, IRSS, Northern Alliance, the Society of Personnel Directors Scotland, Turning Point, the Scottish Government's Marketing and Insight Team and the Office of the Chief Social Work Adviser.

- Radio (Bauer, Capital, Heart and Bauer Life Matters): w/c 27 January to w/c 16 March
- Press (Metro Scotland, The Big Issue): w/c 27 January to w/c 16 March

Creative

To deliver an authentic campaign that truly reflects the nature of the sector, the creative includes two people who receive support from adult social care professionals in the roles of 'Jess' and 'Joe', as well as professional models.

As an example, the phonebox kiosk creative executions can be seen below:





Website

To support the campaign a bespoke microsite has been developed, www.CareToCare.scot hosting more information on adult social care and a range of case studies featuring people already working in adult social care. It also includes links to national recruitment websites and to SSSC web links providing advice on career pathways, skills and qualification requirements and additional case studies of people already working in social care.

PR

Marketing worked with SG News and PR agency Stripe Communications to create a ministerial launch with care workers and people who use services, including individuals involved in the campaign, at Tribe Party, Edinburgh, in addition to developing sector case studies for the website and local press. Bauer's 'Life Matters' platform (local radio) will include adult social care workers and the SSSC's Chief Executive, Lorraine Gray, highlighting how rewarding a career in the sector can be.

Partnership and Field

A targeted field activity strategy has been developed to support the campaign, aimed at reaching the target audience at the times and in the locations that will maximise efficiency.

Field activity is planned for early February in Edinburgh, Glasgow, Aberdeen and Inverness, and will be located in a mix of shopping centres and railway stations. The stands will be run by both field staff and ambassadors from the adult social care

sector, with the ambassadors providing visitors to the stands with their own experiences of working in adult social care.

Stakeholder toolkit

A stakeholder toolkit has been developed, and includes:

- Introduction
- More about the campaign
- How you can help
- Key messages
- Campaign materials
- Suggested social media posts

It will be available as a pdf, and also on the campaign website, in addition to the campaign images to help stakeholders promote the campaign through their own networks.

The toolkit can be found at: www.caretocare.scot/stakeholder-resources

For more information on campaign materials, please contact:

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