

Adult Social Care Recruitment 2020/21 Activity

Introduction

On 10 February 2021 the Scottish Government will launch the second phase of a national campaign aimed at recruiting frontline workers into adult social care (ASC). The first phase of the campaign ran from 27 January to 22 March 2020.

Purpose

Covid-19 has further increased the recruitment pressures in ASC, in particular for frontline workers, and some vacancies are becoming harder to fill. This campaign is in response to these pressures and aims to attract new recruits into ASC, in particular in care homes, care at home and housing support.

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

The first phase of the 'There's More to Care than Caring' campaign performed very well. However, a review of the previous creative approach was felt to be needed to ensure it was still fit-for-purpose and appropriate in light of the pandemic.

An initial review was undertaken with relevant Scottish Government officials and with organisations that had formed part of the Campaign Advisory Group for the original campaign.

A number of adjustments were made and two variants of the route were tested with the target audience and the current workforce.

Five online focus groups were undertaken by independent research agency, Progressive, from 12-14 January 2021: with the primary target audience (three focus groups), the secondary audience (one focus group) and the current workforce (one focus group), as well as four in-depth interview with those who had a relative in care during the pandemic.

The 19/20 creative was optimised to reflect the results of the creative testing, which has been previously shared with the Campaign Advisory Group and is included below.



20-21 - Adult Social
Care Recruitment - F

The campaign encourages the primary target audience, men and women between the ages of 22 and 45, to consider a career change to work in ASC. 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 10 February 2021 and runs for four weeks.

Media

The media plan has been developed to reach our target audience, and the channels chosen reflect the reduced budget and changes in media consumption since the pandemic.

Media	Size/Format	February				March				
		1	8	15	22	1	8	15	22	29
Radio										
Live and Branded Content	30"		10th Feb - 9th Mar							
Airtime	30"		10th Feb - 9th Mar							
Digital										
Social, Display, Audio, PPC	Various		10th Feb - 9th Mar							
Print										
Mediaforce Regionals	Full Page		17th Feb - 12th Mar							

The regional press titles are:

- Aberdeen Evening Express
- Aberdeen Press & Journal
- Dundee Courier
- Dundee Evening Telegraph
- Edinburgh Evening News
- Glasgow Times

The Bauer branded content will include four stories from the sector, featuring two care workers, a mother and daughter who are supported by care workers and SSSC Chief Executive, Lorraine Gray.

Creative

Examples of the campaign creative are below:

Static social

The image displays four static social media posts arranged in a row. Each post features a header with the Scottish Government logo and a date of 13 January at 17:57. Below the header is a short introductory text: "if you're [adjective] and [adjective], look into a career in adult social care. There's more to care than caring." The main visual is a photograph of a person, with a purple overlay at the bottom containing a question: "Can you help [Name] [action]?" Below the question is the text "CARETOCARE.SCOT Adult Social Care Careers" and a "LEARN MORE" button.

- Post 1:** "if you're understanding and dependable, look into a career in adult social care. There's more to care than caring." Photo of a man (Joe) at a table. Question: "Can you help Joe remember when he forgets his routine?"
- Post 2:** "if you're patient and compassionate, look into a career in adult social care. There's more to care than caring." Photo of an elderly woman (Moira). Question: "Can you give Moira the support and respect she deserves?"
- Post 3:** "if you're understanding and hardworking, look into a career in adult social care. There's more to care than caring." Photo of a man (David) in a wheelchair. Question: "Can you help David get the most out of life?"
- Post 4:** "if you're thoughtful and dependable, look into a career in adult social care. There's more to care than caring." Photo of a woman (Erica) on a video call. Question: "Can you find new ways for Erica to stay connected with her family?"

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- Post 1:** "if you're creative and sympathetic, look into a career in adult social care. There's more to care than caring." Photo of a man (Len) with a birthday cake. Question: "Can you make sure celebrations are special for Len?"
- Post 2:** "if you're responsible and hard-working, look into a career in adult social care. There's more to care than caring." Photo of a man (Shoab) with a dog. Question: "Can you be part of the team that helps Shoab live independently?"
- Post 3:** "if you're considerate and creative, look into a career in adult social care. There's more to care than caring." Photo of a woman (Susan) pointing at a screen. Question: "Can you help Susan relive special occasions?"
- Post 4:** "if you're empathetic and dependable, look into a career in adult social care. There's more to care than caring." Photo of a woman (Kat) smiling. Question: "Can you help Kat take on the world with confidence?"

Press ad

The press advertisement features a large photograph of a woman (Kat) with glasses, smiling and resting her chin on her hand. Below the photo is a purple background with white and orange text. The main headline reads: "Can you help Kat take on the world with confidence?". Below this is a paragraph: "Working in adult social care can make a real difference to the lives of others. It's a hugely rewarding job that you don't need any specific qualifications to start. It offers real career progression, with roles ranging from care at home and support to residential care. If you're understanding, empathetic, dependable and so much more, then look into a career in adult social care at CaretoCare.scot". At the bottom, there is an orange button with the text "There's more to care than caring." and the logo for "Fairer Scotland" with the text "Scotland's Fairer Future".

30 second radio ad

This script is asking if have the right qualities to work in adult social care. It should be read in a positive, warm way.

Vo 1: Are you looking for a new career?

Can you help Susan relive special occasions?

Vo 2: You look really happy in this photo!

Vo 1: Can you tell that doing a jigsaw helps David on a bad day?

Vo 2: You've got all the corners there.

Vo1: Can you help Kat take on the world with confidence?

We hear the beep beep beep of Traffic crossing sounds

Vo 2: Let's go!

Vo 1: If you're patient, resilient and understanding, look into a career in adult social care.

For more information, visit CareToCare.scot.

30 second video

Music: Sympathetic and uplifting.

The words 'Can you' will already be on screen. The other words will animate on to draw your eye.

<p>Are you looking for a new career?</p>	 <p>Can you help Kat take on the world with confidence?</p>	 <p>Can you make sure celebrations are special for Len?</p>	 <p>Can you find new ways for Erica to stay connected with her family?</p>
<p>If you want to help people like Kat, Len and Erica</p>	<p>and you're patient, resilient and understanding,</p>	<p>look into a career in adult social care.</p>	<p>There's more to care than caring.</p> <p>For advice on how to get started, visit CareToCare.scot</p> 

Website

The existing campaign microsite, www.CareToCare.scot which hosts more information on ASC and a range of case studies featuring people already working in ASC has been refreshed using the new campaign creative and images.

The copy has also been updated following consultation with stakeholders and Policy officials to ensure that it feels appropriate and acknowledges the pandemic.

Partnership

Our partnership agency, Union Connect are creating materials to widen the reach of the campaign, and will have already made contact with you. There will also be materials for employment agencies, and a virtual event on 4 March 2021 for those who are interested in ASC to join via the website and find out more.

Stakeholder toolkit

The existing stakeholder toolkit has been updated, and includes:

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

It is 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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