



## Department of Health & Social Care

### Participation Form for Care Providers: Personal experiences

The social care sector is facing a recruitment crisis. Across England, there are currently 122,000 vacant positions on any given day and the sector will need to recruit to a further 580,000 job roles by 2035. Between February and April 2019, the Department of Health and Social Care ran a national adult social care recruitment campaign which generated a 14% uplift in clicks on the apply button for care roles on DWP Find a Job and 97% more searches for jobs containing 'care' or 'care worker'.

Building on the success of the first wave, the next phase of the campaign will run from **autumn 2019 to April 2020**.

#### **To attract the best staff, we need to act together.**

We need to help people recognise what a rewarding and varied career option Adult Social Care can be, so that we can recruit (and retain) staff with the right values and skills.

#### **What providers can do to participate:**

DHSC is calling for care providers across England to send in stories and images from people who work in adult social care. These stories will be shared on [the website](#), the [Facebook page](#), and with the Media.

#### **An example of a care worker's personal experience:**

*Alison left a career in teaching to help care for her mother. After she sadly passed away, Alison decided it was time for a change and had a go at working in care. Five years later, and she has now progressed to Senior Care Assistant at Bupa UK and completed her medication training.*

*"I'd say definitely give it a go, you don't know if you like it until you've tried it. It doesn't always work for everyone, but most people do stay because it's great and so rewarding."*

#### **Image requirements**

- The image should be a high-resolution picture (2MB) of the care worker, and a client if permission is given from the client
- The image should be in the professional setting in which the care worker works
- The care worker and clients depicted must have given explicit permission for the picture to be shared on the Facebook Page and DHSC website.

On Facebook, we would also like to tag the provider and the care worker where possible, subject to permissions being granted to do so.

***We will pull together a written story and quote from the information you provide us below. We will confirm before we post any content, and you will be able to review and approve what is going to be uploaded. We will also share a link to the post once it is live so that you can share, like, or comment.***

***By submitting this form, you give permission for your employer and affiliated parties to use these images and the related story in promotional media.***

Send completed form to: [everydayisdifferent@dhsc.gov.uk](mailto:everydayisdifferent@dhsc.gov.uk). Please make sure that any care workers or clients who are put forward for inclusion are aware of the activity and have given explicit permission for the content to be shared on the [www.facebook.com/everydayisdifferent](https://www.facebook.com/everydayisdifferent) page and website

Please let us know which of the following types of media you are happy for us to use your case study for:					
Facebook				YES/NO	
Media interviews (online and print)				YES/NO	
Radio interviews				YES/NO	
Television interviews				YES/NO	
Featuring on our campaign website				YES/NO	
Being photographed for an exhibition				YES/NO	
Name					
Email					
Location					
Employer					
Please tick/cross which of these themes you feel best fits your case study:					
<input type="checkbox"/> Showing a diverse workforce	<input type="checkbox"/> Supporting those with learning disabilities	<input type="checkbox"/> Working for an individual employer	<input type="checkbox"/> Shared Lives	<input type="checkbox"/> Working in a rural location	<input type="checkbox"/> Other
Type of care work (e.g. mental health, dementia care, rehabilitation work)					
Care setting (domiciliary, residential, assisted living)					
How did you begin your career in care work?					
What's the best part of your job?					
What's the most challenging part of your job?					
What values and personal qualities do you think people need to work in social care?					
How flexible is working in ASC around your day to day life/responsibilities?					
What training and qualifications have you done since working in adult social care?					
What would you say to others interested in a career in adult social care? Was this done on the job?					
Does your employer have a Facebook Page?					
Do you have a personal Facebook Page you would like to tag in a post?					

