

## The Scottish Government's Adult Social Care Recruitment Campaign – An Overview

### Introduction

In early 2020, the Scottish Government will be launching a national recruitment campaign aimed at frontline workers in adult social care (ASC).

### Purpose

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

### Timeline

The campaign will launch on 27<sup>th</sup> January 2020. The campaign will run for eight weeks.

### Campaign Development

A review of existing research and bespoke insight research was undertaken to inform the development of the campaign approach and target audience. 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 Group (CAG)<sup>1</sup>

### Target Audience

The campaign is aimed primarily at male and female career changers in the C1C2D socioeconomic groups (SEGs) aged 22-45, with a secondary audience of the same SEG, aged 45-54. A third audience will be key influencers and the sector.

### Media Strategy

The media strategy will target commuters on their way to and from work, and is timed to coincide with the 'new year, new start' mind-set, when people are considering changing career. It will comprise of press (Metro and Big Issue), digital advertising, radio (local and national) and outdoor advertising (e.g. on buses, trains, phone kiosks and digital sheet panels).

In addition to the media, there will be:

- A campaign website, signposting to SSSC's careers pathway website
- Partnership and Field activity targeting commuters
- PR, promoting the campaign and case studies of people who work in ASC

### Next Steps

A more detailed overview of the campaign, together with a stakeholder toolkit, will be shared with you once the creative assets have been developed and the website is live.

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<sup>1</sup> 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.