

Department of Health Social Care Recruitment Campaign 2010

2nd February – 6th March 2010

The Department of Health is set to launch the latest phase of its campaign to recruit more people to work in social care. Launching on the 8th of February, the campaign is led by the Department of Health in partnership with key organisations including UKHCA, the National Care Association, ADASS and Skills for Care.

From 8th February three different television adverts will appear, one which specifically targets 18-24 year olds. Running until 14th March the adverts are designed to encourage the audience to find out more about jobs in social care. These will be accompanied by additional adverts running in regional publications. Online and regional print advertising will also be used to attract potential candidates.

In response to feedback from the sector, as well as the advertising and national media launch we will be operating 161 local face-to-face events in shopping centres in each Government region across England. Starting on 2nd February and running until 6th March, the events aim to raise awareness and understanding of the range of jobs within the social care sector and what working in social care involves.

The table below provides details of planned events in the Eastern region:

Location	Venue	Postcode	Dates
Cambridge	Grafton Centre	CB1 1PS	Tuesday 2nd February
			Wednesday 3rd February
			Thursday 4th February
Ipswich	Buttermarket	IB1 3BJ	Friday 5th February
			Saturday 6th February
			Tuesday 9th February
Luton	The Mall	LU1 2TA	Tuesday 9th February
			Wednesday 10th February
			Thursday 11th February
Thurrock	Lakeside	RM20 2ZL	Saturday 13th February
			Tuesday 16th February
			Wednesday 17th February
Peterborough	Queensgate	PE1 1NT	Thursday 4 th March
			Friday 5 th March
			Saturday 6 th March

For security reasons, a number of improvements have been made to the way in which data is captured this year and all candidates professing an interest in jobs will be registered on to the UKHCA job finder website. **In that regard, any employers who are looking to fill vacancies are being asked to register on the site using the link below**

<https://www.carejobfinder.org/join/>

By doing this, any candidate registering an interest will be matched by postcode to potential employers within their area and the candidates' details will be automatically forwarded to the employers to contact them directly. This negates the need for paper data capture and transmission.

From Monday 1st February further details of the campaign can be found on the social care careers website: www.socialcarecareers.co.uk