



# Proud to Care Campaign

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# Proud to Care Campaign

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- What do we know:
    - Recruitment crisis in the Health & Social Care sector
    - Ever increasing demand by employers and local authorities
    - Brexit impact, loss of quality workers
    - Mixed feelings towards entering sector following COVID
    - Vast training provision across our region to upskill into the sector
    - Worrying lack of uptake of training and employment opportunities
  - What could we do:
    - Pull our regional employer and provider contacts together
    - Work together to identify perceptions and positives of the sector
    - Create a story that highlights the realities & benefits
    - Build distribution channels to promote & have impact
    - Designed to encourage consideration of the sector

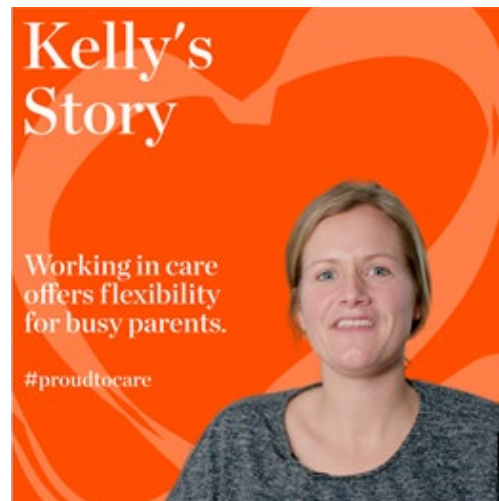


# Proud to Care, Short Docu-Film & Social Media 'Stories'

- Launch date Thursday 10<sup>th</sup> February 2022
- Vimeo link and social media suite of materials circulated
- Dedicated Proud to Care webpage to signpost to national/local training and job boards (live 10<sup>th</sup> February)
- <https://vimeo.com/showcase/proudtocare>



Gordon  
Care Worker, Edinburgh





# Proud to Care: Distribution & Access

- Database of over 200 regional contacts
  - Local Authority Networks
  - DWP
  - DYW Networks, School Coordinators
  - Employability Providers & Associated Networks
  - SDS, Work Coaches
  - NHS Channels
  - Care Employers
  - Colleges
  - Plus, many more....
- Enquiries - [proudtocare@capitalcitypartnership.org](mailto:proudtocare@capitalcitypartnership.org)



# Thank You!

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