

DHSC Made with Care

Promoting opportunities in adult social care

Campaign toolkit

made with CARE

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Contents page

- 03 Campaign overview**
- 04 How can you get involved?**
- 05 Information about the sector**
- 06 What is adult social care?**
- 08 Eligibility**
- 09 Campaign resources**
 - 10 Resources for veterans or those transitioning out of the Armed Services
 - 16 Forces families resources
- 21 Thank you**

Campaign overview

DHSC first launched the national adult social care workforce campaign in 2019, with the aim of driving people with the right values to apply for and fill paid vacancies in the adult social care sector.

The campaign uses high profile advertising across a range of channels to raise awareness of vacancies in adult social care and reframe perceptions of a job in the sector.

As one of the largest sectors in England, and one that continues to grow, there are vacancies available in every part of the country offering long-term employment prospects and the opportunity for promotion and progression.

It's a rewarding career that can enable those transitioning out of the Armed Services and veterans to use the skillset they've built up during their time in the Armed Forces to keep making a difference to their community and to people's lives. It also offers a great opportunity for the families of those in the Armed Forces, offering work-life balance and a broad spread of roles.

No formal qualifications are needed to start working in adult social care – it's more about having the right qualities. Those that like supporting people, have good communication and problem-solving skills and enjoy working as part of a team would probably make great care workers.

Adult social care employers know that Service leavers and their families can bring a huge amount to any role and are keen to utilise the skills and experience that they can bring.



How can you get involved?

This toolkit has been developed for use by those working with or supporting Forces families, veterans or those transitioning out of the Armed Forces to inspire them about the opportunities which the adult social care sector can offer.

No matter who you are, or what your current connection is to the Armed Forces, there are ways that you can use this campaign to help guide people into a new and fulfilling role, supporting those that need it.

This guide contains an abundance of free resources and copy templates for you to use in your channels while communicating with your audience.

The Made with Care campaign directs people to adultsocialcare.co.uk for everything they need to get started in the sector, including insight into the different types of care work and the different roles available, as well as a job search function.





Information about the sector

What is adult social care?

Adult social care is the support provided to help people who are older or living with disability or physical or mental illness to live independently and stay well and safe.

It is a crucial service which provides the support which enables people to live more independently and have a better quality of life.

With around 1.6 million people working in adult social care, it is one of the largest sectors in England. What's more it continues to grow, meaning there are lots of opportunities available in every part of the country offering long-term employment prospects and the opportunity for promotion and progression.

The sector is made up of a mixture of around 18,000 different employers, including private companies, charities, local authorities and even the NHS.

There are a huge range of different settings people could choose to work in within adult social care. It just depends what they're interested in, who they want to work with and where they want to work. They could provide support for someone who is living at home and in their community, work in a residential care home, or even invite someone to live with them in their own home as part of a Shared Lives Scheme.



Within adult social care there's an amazing variety of different roles available and the work is incredibly varied.

Whether people are enabling adults with learning disabilities to live more independently or supporting people with dementia, they'll have the chance to make a difference to people's lives every day.

There are lots of entry-level adult social care jobs, including care home roles and live-in roles. All offer on-the-job training to help people develop skills and confidence whilst working.

Here are some of the more common roles which are available:

- **Activity support worker** – Key tasks include organising social activities for people who need care and support.
- **Care worker** – Help people with all aspects of their daily lives.
- **Personal care assistant** – Someone who is directly employed by an individual person, supporting them to live independently, usually in their own home.
- **Rehabilitation support worker** – Helping people live independently, often following an illness.
- **Shared Lives carer** – Shared Lives carers open their home to someone who needs help.

To land a first job in adult social care, all people need are the right qualities, rather than specific qualifications. With on-the-job training and ongoing support, starting a career in care has never been easier.

To find out more about these roles, read on, or visit adultsocialcare.co.uk website.



Eligibility

Application criteria will vary between different job roles and each organisation will have their own distinct recruitment and employment policies. However, these are some of the checks which organisations will need to carry out:

- **Identity check** – individuals will be asked to supply documentation proving their identity during recruitment and prior to commencing employment.
- **Employment history and references check** – references will be cross-checked before an unconditional offer of employment is made in order to verify their employment history.
- **Background check** – individuals will need to undergo an advanced DBS (Disclose and Barring Service) check which will reveal any criminal convictions, warnings, cautions or reprimands.
- **Right to work in the UK check** – employers are required by law to check an individual's right to work in the UK. They will be asked to declare their right to work in the UK during recruitment, and this right will need to be evidenced before employment can commence.



Campaign resources





**Resources for veterans or those
transitioning out of the Armed Services**

Newsletter copy

5 reasons why your next career should be in adult social care

Find out how your transferable skills could be the springboard to a fulfilling new career.

Are you looking for a rewarding new career that uses the skillset you've built up during your time in the Armed Forces? And where you'll continue to make a difference?

If you have the right qualities, working in adult social care could tick all the boxes, offering a varied and rewarding career path with plenty of opportunities to progress and give something back. Here are four reasons why, as a Service leaver or veteran, a career in care could be a great fit for you.

1. You'll be serving your community in a new team

Care workers play a vital role supporting people to live independently, whether that's older people, or those with disabilities or mental health conditions. You'll genuinely be making a difference to the lives of those you support, inspiring them to live life to the full – and being inspired by them along the way.

2. No two days are the same

As a care worker, you could be supporting someone who has a mental health condition to shop and cook on one day and organising a football session for a group of adults with a learning disability the next. There are an amazing variety of roles and settings you could choose to work in, including in a care home, in someone's own home or out in the community.

3. You need qualities, not qualifications

To start work in adult social care you don't need formal qualifications – it's more about having the right qualities. If you enjoy supporting people, have good communication and problem-solving skills and have a calm nature, you'd probably make a great care worker.

4. You can move through the ranks

Once you've started as a care worker, you'll get on-the-job training and the opportunity to gain qualifications in areas of your work that you want to progress and develop.

There are currently vacancies available with no experience required in every part of the country. So, if you're looking for a way to make a lasting difference to lives in a non-military role, this could be the ideal move for you.

5. You can find a role to fit around you

Do you need more flexible hours so that you can fit work around other commitments? Roles in care can be flexible, and your hours are usually based on shift patterns, so you can find a work-life balance that suits you.

To find out more and search for roles near you, visit adultsocialcare.co.uk

Web article copy

Adult social care – your next fulfilling career move?

One of the most satisfying aspects of working in the Armed Forces is the ability to make a difference. So it's not surprising that, as they consider their career options, many Service leavers are seeking a new role which will enable them to keep making a difference.

If you've got the right qualities, working in adult social care can be a rewarding way to use your skillset and continue to serve your community.

Adult social care workers support people to live life to the full, whether that's older people, or those with disabilities or mental health conditions. There are an amazing variety of roles and settings you could choose to work in, including in a care home, in someone's own home or out in the community.

As a care worker, no two days are the same. One day you could be helping someone who has a mental health condition to shop and cook: the next, organising a football session for a group of adults

with a learning disability. Whatever the day brings, you'll be working as part of a team and inspiring those you work with

You don't need formal qualifications to start work in adult social care – it's more about having the right qualities. If you enjoy helping people, have good communication and problem-solving skills and are able to stay calm, you'd probably make a great care worker.

Once you've started, you'll get on-the-job training to help you gain qualifications, progress and develop your new career.

There are currently positions requiring no previous experience available in every part of the country. So if you're looking for a way to make a lasting difference to lives in a non-military role, this could be the ideal move for you.

To find out more and search for roles near you, visit adultsocialcare.co.uk

Social media images and post copy



Are you ready to serve your community in a new team?
made with CARE

If you're looking for a new career where you can make a difference to people's lives, adult social care could be right for you. Find out about working in the sector with our new guide <link> **#MadeWithCare**



Are you good at communicating, problem-solving and keeping your cool?
made with CARE

The skillset you've built up during your time in the Armed Forces could be just what you need to start a new career in adult social care. Search no-experience-required positions with on-the-job training <link> **#MadeWithCare**



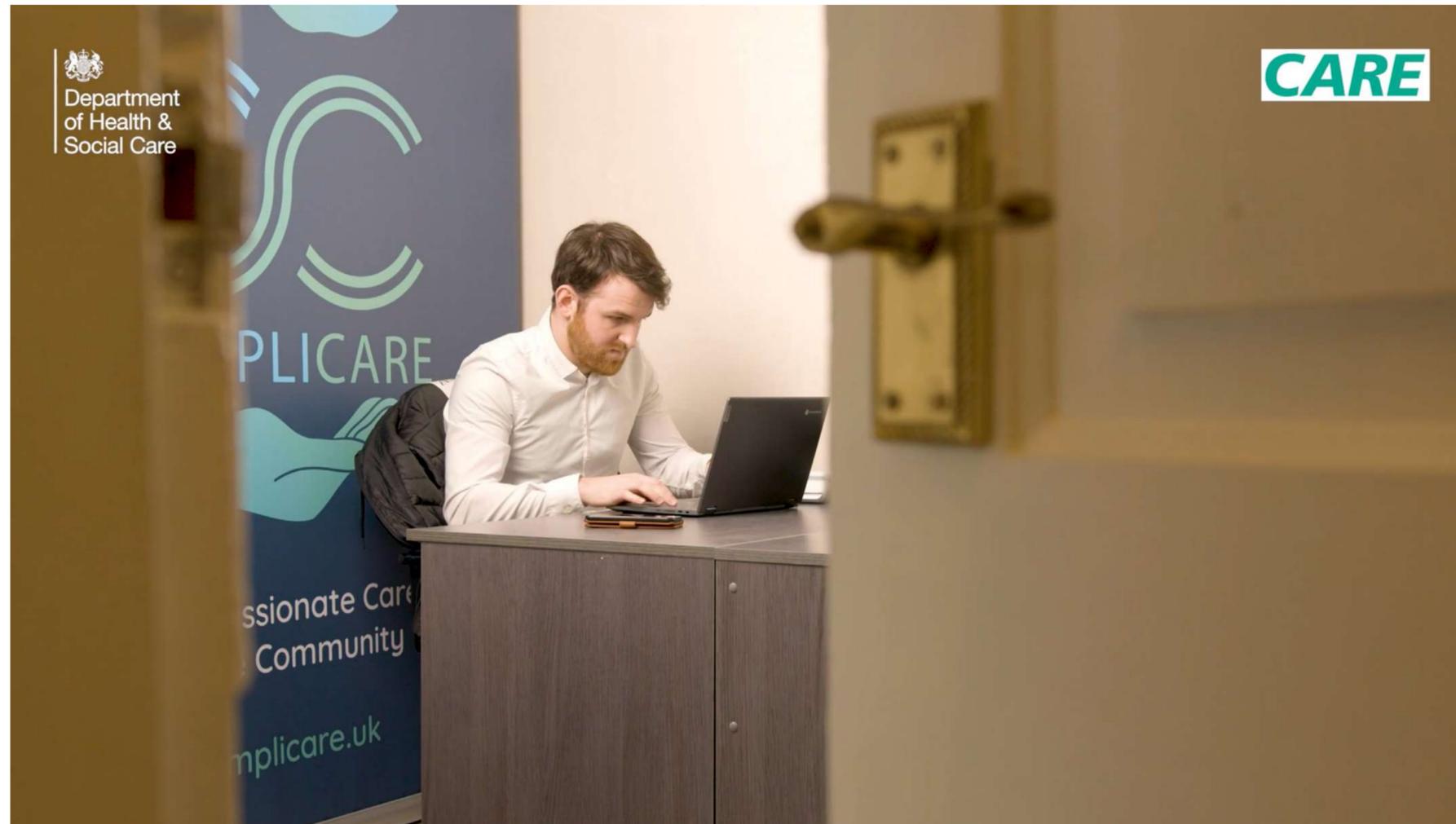
Your qualities are all the qualifications you need to get started
made with CARE

As a care worker, you'll get on-the-job training and the opportunity to gain qualifications. Find out about working in the adult social care sector with our guide <link> **#MadeWithCare**

Download social media images

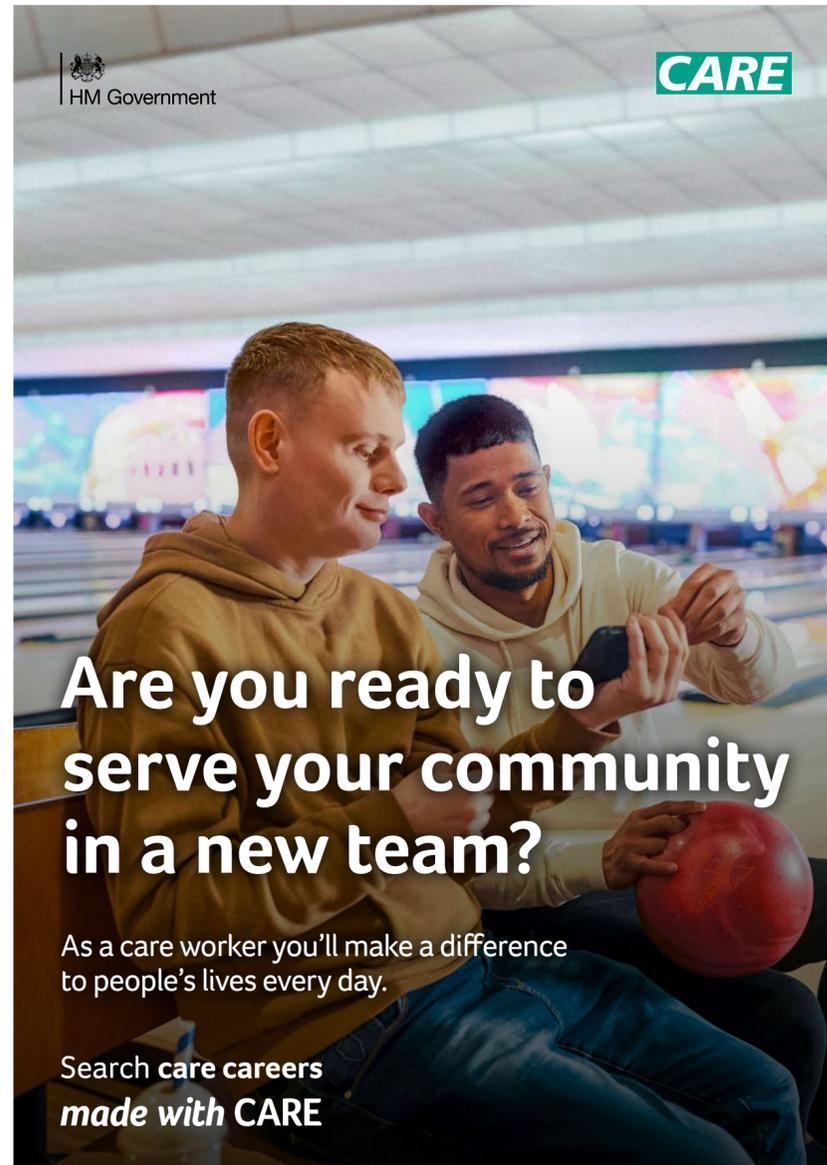
Videos

Hear more from Perry who has made the transition from working in the Armed Services to adult social care.

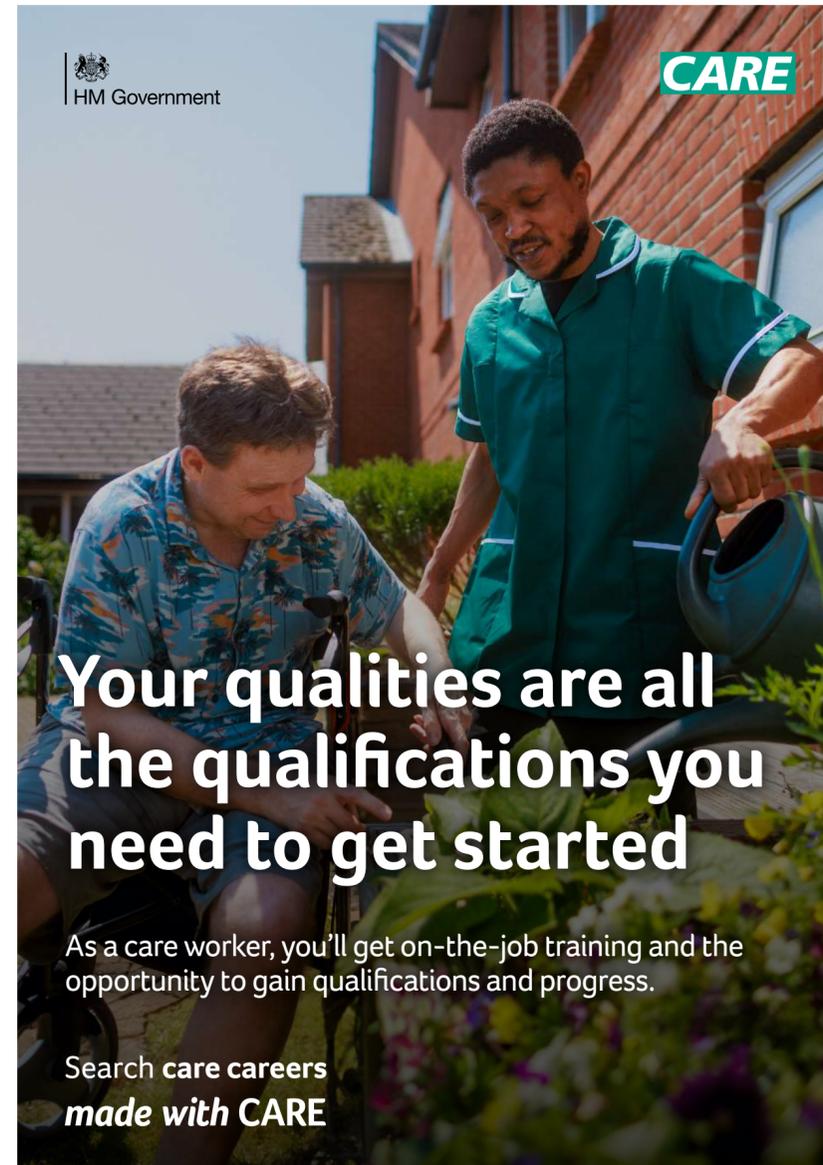


[Download videos](#)

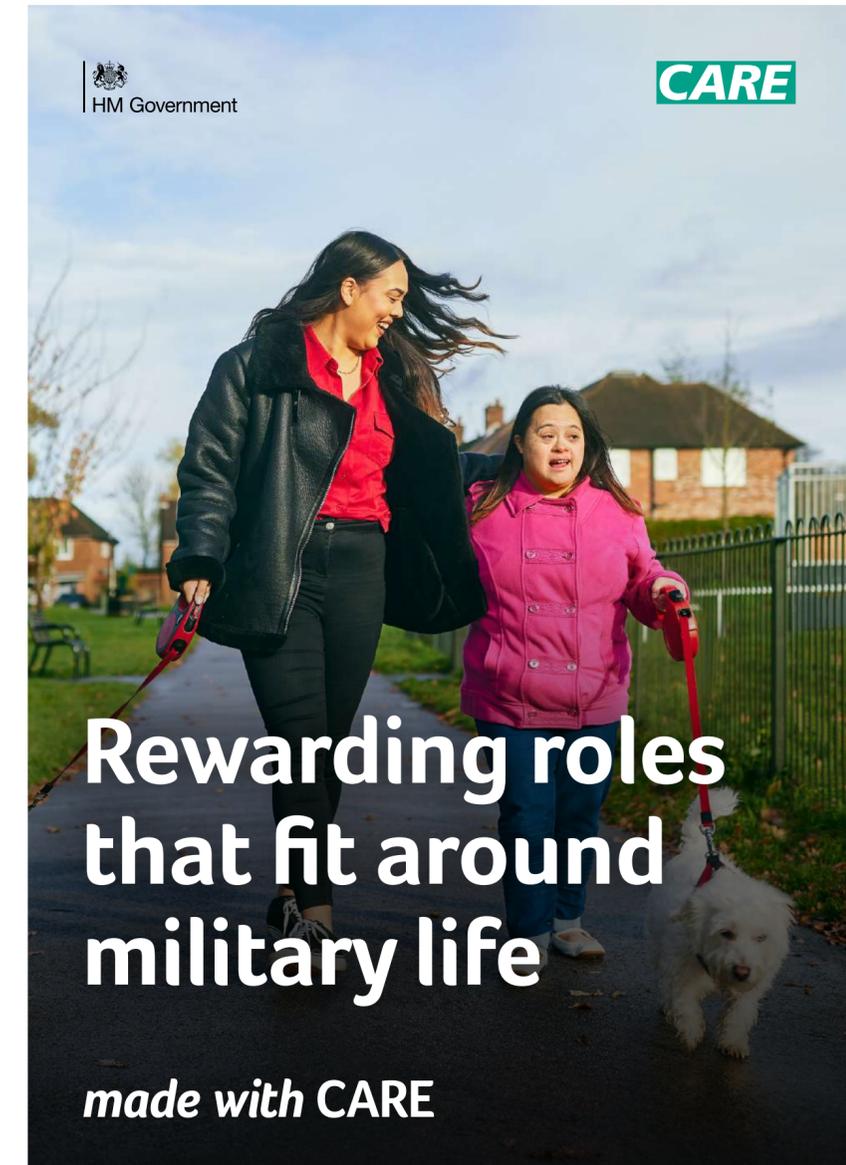
Printable assets



A4 poster



A4 poster



A5 leaflet

[Download printable assets](#)



Forces families resources

Newsletter article

4 reasons why a role in adult social care could be your ideal job

Find out how roles in adult social care work can fit perfectly around military life.

Are you a military spouse or partner looking for a rewarding new career? One that will fit in around the challenges of family commitments and frequent moves? Where you'll be making a difference to people's lives while building your skillset?

If you've got the right qualities, working in adult social care can tick all the boxes: a varied and rewarding career path, plenty of opportunity for progression and the flexibility you need. Here are four reasons to take a consider a job in care.

1. You'll be making a difference in your local community

Care workers play a vital role in enabling others to live independently, whether that's older people, or those with disabilities or mental health conditions. You'll be part of a team, inspiring the people you support to live life to the full – and being inspired by them along the way.

2. There's a role to suit everyone

Adult social care offers an amazing variety of roles and settings you could choose to work in, including in a care home, in someone's own home or out in the community, and no two days are the same. So, whatever your commitments, you'll find a role that can fit into your life.

3. You need qualities, not qualifications

To start work in adult social care you don't need formal qualifications – it's more about having the right qualities. If you are kind and caring, have good communication and problem-solving skills and enjoy supporting people, you'd probably make a great care worker.

4. You can build your confidence and progress

Once you've started as a care worker, you'll get on-the-job training and have the opportunity to gain qualifications. When you find an area of work that you love, you can progress and develop your new career.

There are currently no-experience-required positions available in every part of the country and care workers are always in demand. So, if you're looking for a career that you can take with you wherever you go, adult social care could be ideal for you.

To find out more and search for adult social care roles near you, visit adultsocialcare.co.uk

Web article copy

Adult social care – your next fulfilling career move?

Adult social care workers support people to live life to the full, whether that's older people, or those with disabilities or mental health conditions. There are an amazing variety of roles and settings you could choose to work in, including in a care home, in someone's own home or out in the community.

A job in care can be incredibly flexible, and can allow you to work alongside your other commitments and busy schedules. You could be a taxi service for the kid's school drop off in the morning, and an adult social care worker in the afternoon!

As a care worker, no two days are the same. One day you could be helping someone who has a mental health condition to cook, the next organising a shopping trip for a group of adults with a learning disability. Whatever the day brings, you'll be working as part of a team and inspiring those you work with.

You don't need formal qualifications to start work in adult social care – it's more about having the right qualities. If you enjoy helping people, and have good communication and problem-solving skills, you'd probably make a great care worker.

Once you've started, you'll get on-the-job training to help you gain qualifications, progress and develop your new career.

There are currently positions requiring no previous experience available in every part of the country. So if you're looking for a way to make a lasting difference to people's lives, this could be the ideal move for you.

To find out more and search for roles near you, visit adultsocialcare.co.uk

Social media images and post copy



HM Government **CARE**

Looking for a rewarding role that fits around your life?

made with CARE

A career in care could be a memorable job that fits around you and your family, and leads to a good work-life balance <link> **#MadeWithCare**



HM Government **CARE**

Ready for a new career that can travel with you?

made with CARE

If you're looking for a new career where you can make a difference to people's lives, adult social care could be right for you. Find your social care role today, local to you <link> **#MadeWithCare**



HM Government **CARE**

Are you good at communicating, problem-solving and keeping your cool?

made with CARE

What you should bring: kindness, patience, compassion and communication skills. What you can take away: specialist knowledge, social care qualifications, career progression, job satisfaction <link> **#MadeWithCare**



HM Government **CARE**

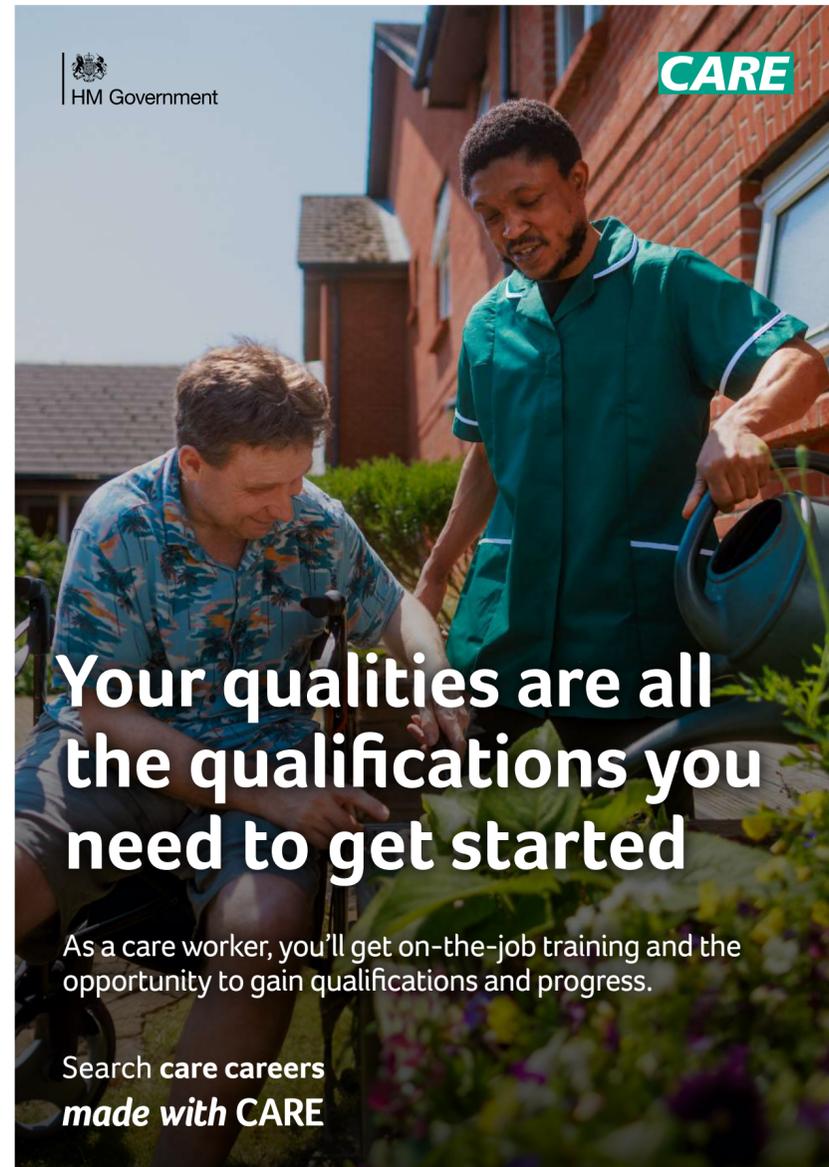
Are you ready to serve your community in a new team?

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As a care worker, you'll get on-the-job training and the opportunity to gain qualifications. Find out about working in the adult social care sector <link> **#MadeWithCare**

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Printable assets



A4 poster



A5 leaflet

[Download printable assets](#)

Thank you

**Thank you for supporting 'Made with Care',
the national adult social care recruitment campaign.**

If you would like to discuss opportunities for further co-creation of assets,
please get in touch for more information by emailing

john.coote@23red.com

Please let us know where you use these materials and any feedback you
may have as it will help us evaluate and continue to improve the campaign.