



## WeCare Wales – Stakeholder Update November 2020

WeCare Wales is the national attraction, recruitment and retention campaign for Social Care and Early Years and Childcare. Launched in March 2019 the campaign has made great progress to help people in Wales better understand the care sector and the roles within.

To learn more about the work to date and to see the stories captured please visit [www.WeCare.wales](http://www.WeCare.wales).

Within the update is an overview of the key activity currently underway. Please note all supporting resources will be made available in the WeCare Wales Stakeholder Toolkit.

## Focussing on Early Years and Childcare

Started on Monday 19 October and running until the end of December, we are focussing on Early Years and Childcare. This campaign will focus on the importance and value of the sector, and in particular the positive impact these settings have on the child.

We will be running a TV advert, which aims to incorporate the perspective of the worker in an Early Years and Childcare setting, the parent and child. We will share with you the schedule of when this will be televised.

On Wednesday 28 October, we ran a webinar outlining the plans for this work and shared how to access materials such as social media posts.

## WeCare Wales Week

Starting on Monday 16 November will be WeCare Wales Week. Following a similar week held in 2019, we will focus on the regional activity taking place about recruitment in Wales. This week follows Social Care Wales's Accolades ceremony to be held on Tuesday 10 November and will be a great opportunity to highlight the winners and those shortlisted - including the WeCare Wales Award!

On Tuesday 10 November at 3pm, we will be running a webinar outlining the plans for this week and sharing access to materials such as social media posts. Again, please share with your comms colleagues.

## Highlighting roles in Social Care

Launching on Monday 30 November, we will be raising the profile of Home Care Workers, Social Workers and Nurses in Social Care settings. The focus for this campaign will be helping highlight the roles and in turn help people consider careers in these areas.

On Wednesday 25 November at 11am, we will be running a webinar to outline the plans for this campaign burst and highlight the resources available to you. Please share the invitation with your comms colleagues.

We will be running a TV advert and will be sharing with you the schedule of when this will be televised.

In March 2020 we launched our Jobs Portal and have shared over 2,000 jobs and seen over 20,000 visitors. Building on the success, we are enhancing the Jobs Portal to better support organisations with their recruitment and create an even better user experience. The new version will help job seekers better understand care, include a learning element which will include A Question of Care and enable people to find job vacancies that match their needs. For the employer, there is an improved route to post jobs and better quality of information regarding perspective candidates.

To see a recent news article please visit Wales On-line at [www.walesonline.co.uk/special-features/jobs-wales-recruitment-campaign-under-18982876](http://www.walesonline.co.uk/special-features/jobs-wales-recruitment-campaign-under-18982876)

## Further resources

**Career Cards** – based on a concept developed for the construction industry we are developing career cards for careers in care. These are currently being tested with two schools and then will be produced to share wider. We are also developing a digital version to help connect with the wider resources on our website.

**Values based recruitment** – we are in the process of securing a provider to help us develop and run a series of webinars for employers to help explore values-based recruitment. This will then include focus sessions on specific aspects of recruitment (e.g. interviews) and will link to the wider existing range of materials developed around this topic.

**Good practice in recruitment** – we are in the process of filming recruitment examples from employers of techniques they have found effective to collate and share with you all. If you know of any good examples, please let us know.

## Contact us

If you would like any further information about any aspect of WeCare Wales please get in touch at [contact@wecare.wales](mailto:contact@wecare.wales).