



**WeCare
Wales Report
December 2022**

1.1 Background / Context

Social care and early years, childcare and play support some of the most vulnerable people in our society and play a critical role in maintaining people's well-being, independence and for children supporting them to develop and grow. Evidence has shown that this workforce will need to grow to meet the increasing demand for care and support (estimated demand is around 20,000 new workers required by 2030). This demand is exacerbated by turnover and vacancy levels which are highlighted in the latest [workforce data report](#) from Social Care Wales.

How careers in this sector are perceived and understood by the public, and the current acute recruitment and retention difficulties, creates a real challenge.

The [health and social care workforce strategy](#) was developed after significant engagement and consultation with the sector. There was universal support for attraction and recruitment to be considered a key long-term theme that needed addressing for the social care sector. There was also support for retention being seen as critical component of a sustainable workforce moving forward.

Across Wales we have a diverse and complex picture of how care is delivered and supported in every community of Wales: involving over 1,000 employers, twenty-two local authorities, seven regions and a range of national, regional and local organisations. To help bring consistency and support the sectors, it was clear that a national drive to address the attraction, recruitment and retention of employees across social care and early years and childcare was needed. WeCare Wales was developed to bringing consistency to messages shared with the public, and act as the anchor to the national, regional and local activity.

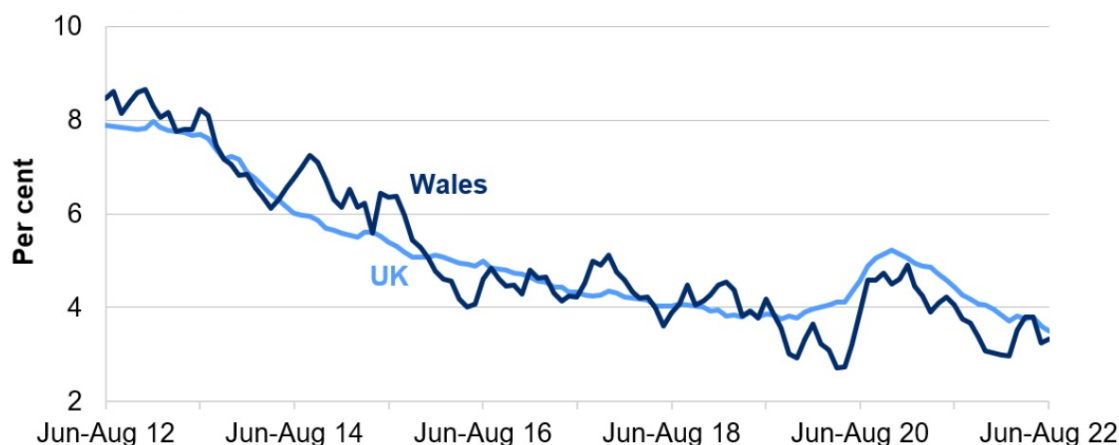
The focus for this programme of work was to:

- raise the positive profile of care
- improve perceptions of care as a career and a profession with opportunities to progress
- enhance public understanding of care and draw into the workforce those with the right values.

The terms 'care workforce' and 'sectors' are used as a shorthand in this report. They represent the range of occupations, representing the many services and workforce - in the region of 91,000 in social care and around 23,000 in early years and childcare. Both sectors need to grow to be able to meet the increase in demand on services.

The Covid-19 pandemic has undoubtedly had, and will continue to have, a lasting impact on both sectors. As summarised in a recent evidence summary, “the reasons for the challenges in recruiting and retaining staff are manifold and include shortages of workers, poor perceptions of care work, low pay and poor working hours, and the demanding nature of care work¹”. Also, as illustrated in the diagram below, the unemployment rate in Wales has significantly reduced meaning there are less people seeking employment. This, coupled with the cost-of-living crisis, creates a real challenge when trying to recruit in a traditionally low paid workforce.

Unemployment rate



Source: [Welsh Government analysis of Labour Force Survey](#)

With retention issues growing, this places more pressure on the existing workforce. It also impacts on the capacity for services to function. The cost of living crisis will increase the demand on social care and childcare services, as more individuals and families find themselves living in poverty.

The lack of continuity due to staff turnover and the inability to access services impact people receiving support.

“Workforce recruitment and retention in social care is at crisis point. If this is not addressed at a national level, local authorities and social care providers risk not meeting their statutory and regulatory duties. The impact on the lives of people using services is that needs are unmet due to limited support and lack of choice. Sufficiency of suitably qualified, skilled and experienced staff was a national concern prior to the pandemic. COVID-19 has created a perfect storm, drastically altering the stability of the social care workforce².”

CIW Chief Inspector Annual Report 2021- 2022

1. Edwards, D, Trigg, L, Carrier, J, Cooper, A, Csontos, J, Day, J, Gillen, E, Lewis, R and Edwards, A. 2022. A rapid review of innovations for attraction, recruitment and retention of social care workers, and exploration of factors influencing turnover within the UK context. [Journal of Long-Term Care](#), (2022), pp. 205–221. DOI.

2. [221020-annual-Report-2021-22-EN.pdf \(careinspectorate.wales\)](#)

1.3 Due to the critical nature of the circumstances facing the care sectors back in 2018, it was clear work needed to be done nationally to change public perception and understanding of care. WeCare Wales was developed as the national attraction campaign for Social Care and Early Years, Childcare and Play for Wales. This was the first time Wales had brought together both social care and early years, childcare and play into one public focussed representation of the sector.

1.3 To build intelligence, prior to the design of the brand four years ago, a perception survey was carried out with the public. A benchmarking public survey was commissioned which consisted of telephone interviews, on-line surveys. Further intelligence was gained through events such as the National Eisteddfod and the National Social Care Conference. Findings from this important insight into public perceptions helped shape the campaign messages. Some of the key findings of individual views included:

- 36% would not consider social care as a career
- 15% agree jobs in social care are for people with no qualifications
- 51% think social care roles are poorly paid and long hours
- 26% have never heard anything positive about social care.



Two key messages from the research highlighted that generally the public do not understand our sector (and our terminology) and secondly did not understand the variety of roles and specialisms that exist in the social care sector.

This perception survey was repeated two years later, but with additional questions around WeCare Wales and their familiarity with the campaign.

What was evident of this second set of results was the positive shift of the perception of social care - although it must be recognised that this was completed during the first year of the pandemic, so the public view and understanding of social care was maybe more prominent than the first survey held in pre-covid times. Equally, whilst it was recognised as a positive shift, there was recognition and acceptance that there is still a lot of work to do.

The following two figures showing some of the comparisons between 2018 and 2020 surveys:

Figure 1

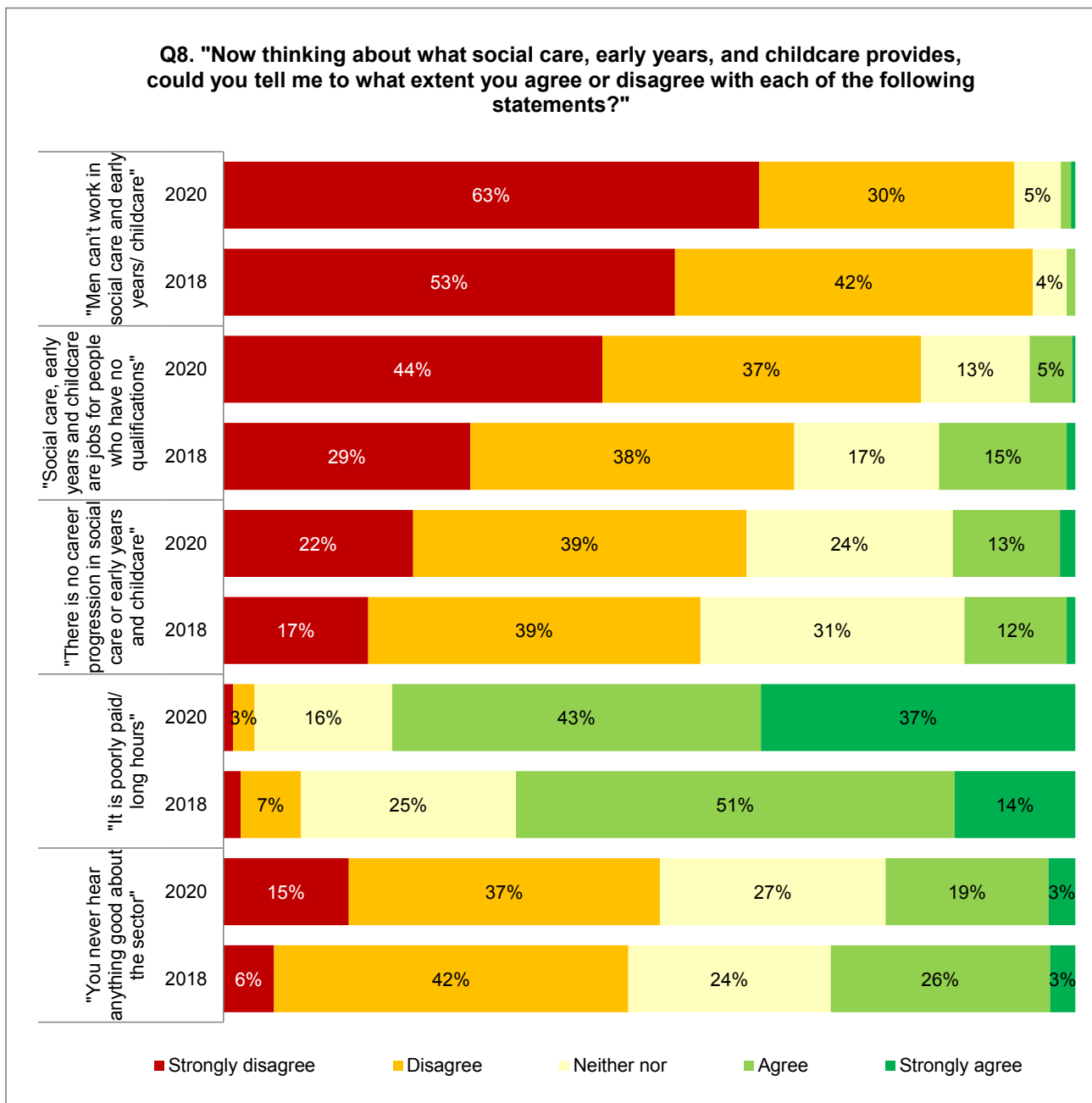
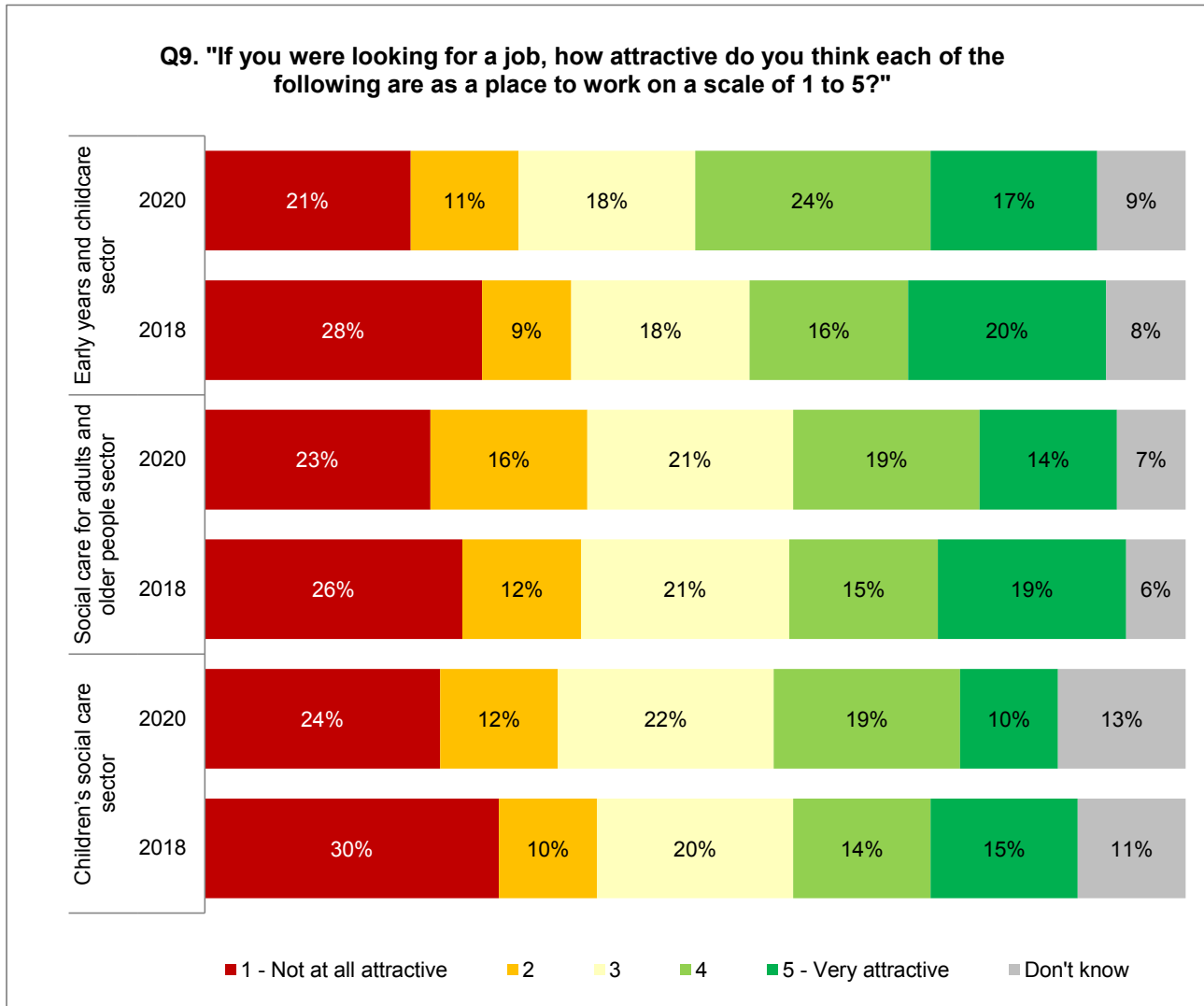


Figure 2

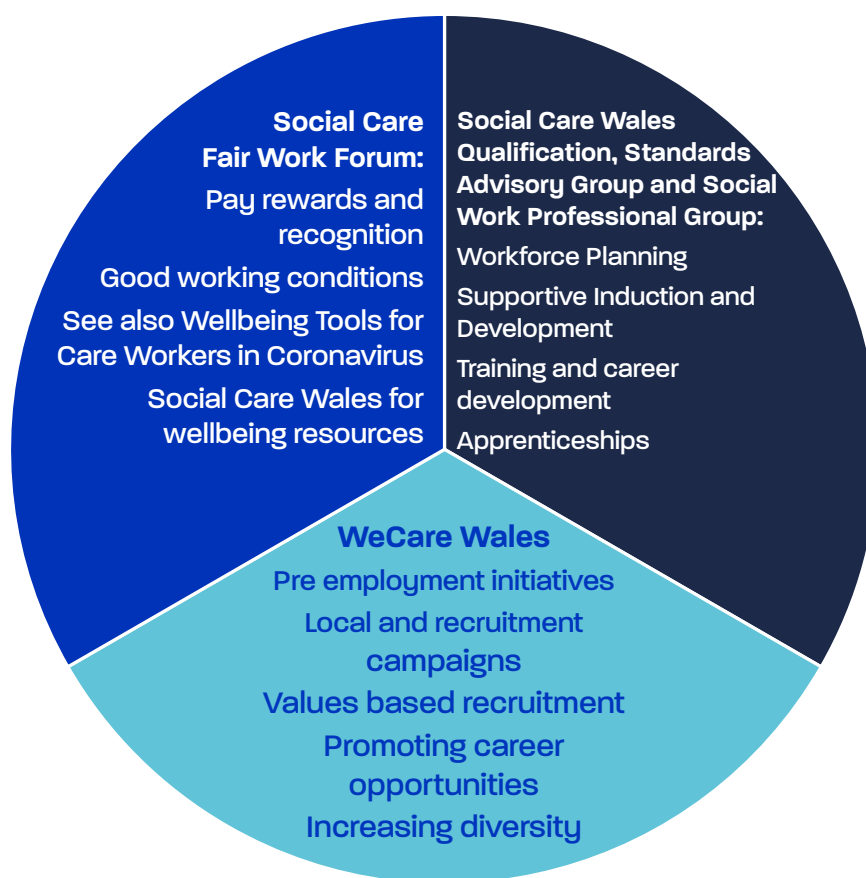


The evidence helped identify the areas needed to improve the public perceptions of the care sector. The ethos for this work, developed with communication and public affairs experts, was based on:



Launched in March 2019, WeCare Wales initially focussed on campaigns exploring attraction to the care sectors. Developed in partnership with a wide range of stakeholders, the work ensured both buy-in and ownership with partners as a sector-wide brand.

Evidence of innovation for attraction, recruitment and retention of social care workers identify 11 categories of response³. WeCare Wales covers five of these, with the remaining six covered by other collaborative approaches as outlined in the diagram below:



³. Edwards, D, Trigg, L, Carrier, J, Cooper, A, Csontos, J, Day, J, Gillen, E, Lewis, R and Edwards, A. 2022. A rapid review of innovations for attraction, recruitment and retention of social care workers, and exploration of factors influencing turnover within the UK context. *Journal of Long-Term Care*, (2022), pp. 205–221. DOI.

1.4 A national public campaign alone cannot resolve all issues regarding the attraction, recruitment and retention of our care workforce. However, WeCare Wales, the campaign activities, and associated activities, provide a platform to challenge public perceptions and understanding of working in care. Using real people from the sector, it promotes the positive aspects of careers in care and its key call to action is to bring people to the [WeCare Wales website](#) to explore the range of roles and careers.

This report covers six areas of WeCare Wales activity:

- partnership
- WeCare Wales campaigns
- promoting career opportunities
- supporting recruitment
- Introduction to Social Care and Introduction to Childcare
- next steps.



2. Building and delivering a vision in true partnership

2.1 The success of WeCare Wales requires the sector to support and 'buy in' to the work. This is the first time there is any common brand for careers in social care, social work, early years, childcare and play. A national advisory group (see Appendix 7 for full list of members) was established and meet quarterly. Although the work was funded through Social Care Wales, the focus and direction remain a true partnership. Stakeholders have responsibility to support WeCare Wales ambitions through their own respective areas and networks.

Working in partnership is key to the success and longevity of WeCare Wales. The work was born from a partnership across the sectors and remains refined and shaped through the input of its partners.

2.2 Some of the key partnerships include: the NHS and joint working on the Health and Social Care Workforce Strategy, Careers Wales and connecting with advisors in schools, and DWP connecting with Job Centres across Wales. There has been a range of initiatives to support careers advisors, both those linked to schools and through Job Centres, to help them better understand the care sectors. In turn this gives more informed and balanced advice to job seekers/pupils. This work has been carried out through a series of webinars (with over 550 staff attending) and the development of information packs/leaflets.



3. WeCare Wales Campaigns

- 3.1** A key message from stakeholders and the public in the development of WeCare Wales was to ensure the brand was real and believable. This included true portrayal of the sectors, using real workers and those they support to share their messages of working in care.

The brand, style and core resources developed retain a non-aligned brand, which means it did not adopt any organisations existing style or logos. The stakeholder toolkit, which is accessed via the WeCare Wales website, was set up to help partners access campaign materials to utilise in their own promotional activity and through social media. This enables all partners to utilise and connect with WeCare Wales. Many examples have been seen where local authorities have added their identity to the WeCare Wales brand.



- 3.2** Ensuring the work remains evidence based and aligned to true needs of the sector, and perceptions of the sector, is core to the programme. Drawing evidence from research carried out in further public perception surveys and from partners is also key. Including targeted campaigns on specific roles such as home care and Social Workers, as well as campaigns addressing gender, diversity, and the value and importance of the Welsh language.

During our first year (2019/2020) the work was based on key focussed campaigns. During 2020/21 our work continued targeted campaigns such as a focus on home care. These campaigns were also supported by an 'always on' approach through social media. This ensured the visibility of WeCare Wales remained constant, with focussed activity at timed intervals to further boost messaging and promoting resources such as the [jobs portal](#). Since our launch in March 2019 we have run 17 targeted campaigns (see campaign list in Appendix 1). Each campaign was developed based on need, and aligned with the goal to raise awareness and understanding of the care sectors, supporting the recruitment of its workforce.

An example of campaign reach and impact can be seen with the Social Care campaign (1 December – 31 January 2022):

Reach:

- TV ad reach of 46.21per cent of the population
- average frequency of 5.83 (the number times a person sees the advert)
- 49.59per cent increase in page views on WeCare Wales (89,358)
- 79per cent increase in new users on the website (27,045)
- sessions per user increased by 3.48 per cent
- over 18 million impacts/impressions/opportunities to see.

Impact:

- 176.5per cent more people are viewing jobs on the WeCareWales website this year compared to last year (4,507)
- 21.08 new user registrations to the site
- launched employer dashboard which has seen 415 new jobs posted.
- 279 users exited to the employers' website directly.
- 212 question of care forms started (vales based assessment for job seekers).

The ambition for WeCare Wales is broad. To reach people and have a positive impact on the perceptions and understanding of care, requires a complex and multi-layered approach. This requires a range of targeted and timely campaigns, utilising a range of approaches to reach as wide an audience as possible.





3.3 Social media

Reaching audiences is done through a range of approaches, and one effective route is through social media. Utilising key channels (Facebook, Instagram, Twitter and YouTube), messages and content are shared. Since launch we have seen a steady growth in both the followers of the channels and also the engagement of messages shared. In terms of social media presence, we take an always on approach where every month there is a particular focus of social media. This is planned and a proportion of the operating budget is used. The following areas have been the focus for April - December 2022:

- April – Home based childcare
- May – Care homes
- June – Day nursery
- July and August – Social Worker (also ran the new Social Care TV advert)
- September – Importance of Welsh language in care
- October – Social Worker
- November – Home care
- December – General care messages

As of 31 December 2022:



1. 1 November 2019 – 31 December 2022

2. 1 April 2019 – 31 December 2022

3. 12 August 2021 – 31 December 2022

4. Promoting career opportunities

WeCare Wales campaigns promote a range of career and employment opportunities. This has been enhanced by a range of wide career promotional activities that include:

- **[WeCare Wales Website](#)** – central website that currently describes 42 roles and 12 settings in care. The website is the hub for all resources relevant to both job seekers and employers in care.
- **[WeCare Wales Ambassadors](#)** – volunteers who work in care and support awareness and promotion of the sectors through events with schools, job fairs etc.
- **[WeCare Wales Career Cards](#)** - highlighting the variety of roles that are available in care, they also link to the website for more information. Over 1,400 packs have been issued to all comprehensive schools and Job Centre Plus's across Wales and ongoing requests for further copies.
- Working with job and careers advisors to help improve the understanding of roles in the sectors. WeCare Wales has worked with Careers Wales connecting with advisors in schools, and DWP connecting with Job Centres across Wales. This has enabled advisors and coaches to use the resources of WeCare Wales
- **[Careersville](#)** – collaborating with Health Education Improvement Wales (HEIW) and their development of Careersville to include content for care and utilising WeCare Wales resources, such as the filmed case studies. With one of the most visited areas being the children and young people section.
- **[Case studies](#)** – Over 72 films highlighting a wide range of roles and perspectives such as employers, students and parents.



5 . Supporting recruitment

- 5.1 WeCare Wales does not directly recruit new workforce into care, but it does have a clear part to play in supporting the recruitment journey.

The recruitment of the care workforce sits with over 1,300 employers in the sectors. The attraction work of WeCare Wales, improving awareness and perception of working in care, plays a critical part in supporting recruitment. WeCare Wales can help raise awareness of job vacancies, support effective models of recruitment, and improve the flow of appropriate candidates.

There have been several initiatives put in place to support recruitment approaches.

5.2 Website

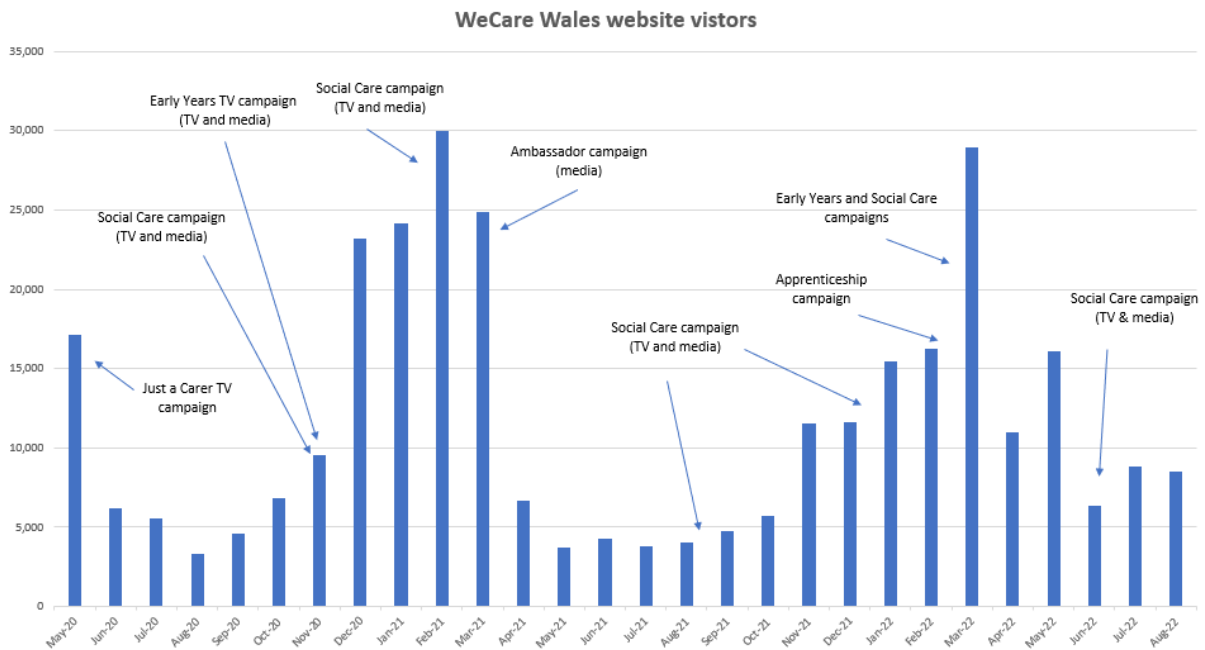
Central to the programme is a careers website which carries a range of functionality:

- creative assets showcasing the range of “real people” from the sector and their roles
- a stakeholder toolkit for employers to use as part of their local / regional campaigning and awareness raising, therefore relieving a financial burden by having ready-made resources for use in the localities
- a site for resources to be hosted e.g. career cards, apprenticeship pages, a question of care, etc.

As an immediate response to the pandemic, a jobs portal was developed at pace in 2020, where employers could post their vacancies. Work on developing this site continues. This is an avenue that provides opportunities, with suitable system enhancements to really capture the “into job” outcome that has been missing to date.



When looking at a sample of website visitor data and aligning with campaign activity we can see correlations across the two:



Website data (May 2020 – 31 December 2022):

<p>13,035 jobs posted</p> <p>1,301 direct applications made</p>	<p>271,472 visitors</p> <p>357,787 website sessions</p>	<p>Average time remaining on a page</p> <p>1:56 minutes</p> <p>(national average online time per page is 52 seconds)</p>
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5.3 WeCare Wales Jobs Portal

Social care and early years and childcare, play do not have one place where people can see all the available vacancies. There are a range of places to find vacancies; social media, local jobs boards, and job sites such as Indeed or Reed.

The WeCare Wales jobs portal was launched to help employers raise awareness of their vacancies. This free resource was launched quickly during the height of the pandemic. It aimed to help people see the opportunities available and connect with the employer to begin the recruitment process.

This resource was enhanced to further support employers through sharing news items and resources with them via the portal. We have over 700 employers currently registered with the jobs portal.



5.4 Supporting values based recruitment

Values are key within the care workforce. People who have the right values are more suited to work in care and are more likely to remain in post.

WeCare Wales holds the values of working in care at its core. Our case study video content highlights these values.

[A Question of Care](#) has also been used to further support finding a workforce with the right values. This is a video-based quiz testing people's decision making process in care situations (currently 445 people have completed the quiz). This resource has proved effective in job interviews, with school pupils, has been utilised within the Introduction to social care programme and is available on the jobs portal to help people better understand the expectations of working in care.

Values Based Recruitment sessions were held for employers. These sessions highlighted how recruiting through values can benefit employers finding the right people and improve retention.

5.5 Regional Care Career Connector

To ensure the national programme aligns to both regional and local priorities, Social Care Wales invest £50,000 a year into each region (aligned to the Regional Partnership Boards) to appoint a Regional Care Career Connector post. This role is critical to join the priorities of the regions with the national programme, shaping activity, resources and content as well as making links to local careers services, learning providers and employability agencies and programmes (see Appendix 3 - Regional Care Career Connector function for details).

5.6 Impact survey

Welsh Government and Social Care Wales undertook a survey of workers who had started employment in social care in the last six months to seek their views:

- on the real living wage as an incentive
- how they looked for jobs in the social care sector
- their views on WeCare campaigns and its impact

The survey ran from April to June 2022 with a summary of findings as follows based on 494 respondents:

- Almost half of respondents had not worked in social care previously.
- One third of respondents clearly recalled seeing the WeCare Wales adverts and of those that did, TV and social media was what they remembered.
- Around half of those who recalled seeing the adverts indicated it made them interested in working in social care and that the advert was a realistic representation of social care.
- 60% indicated the adverts made them feel more positive about social care.
- Over two thirds of respondents indicated they worked in social care because they enjoy helping and supporting people.
- After that, the next most likely reason is that people enjoy working in their team.
- Around a quarter of people also indicated that they chose to work in social care due to the hours suiting them.

6. Introduction to social care and Introduction to childcare

- 6.1 The Introduction to social care programme was piloted across West Wales during early 2021 to help people gain insight to working in care. The pilot was funded by Social Care Wales and delivered by West Wales and West Glamorgan regions.

A refined version of the training launched across Wales in January 2022, funded through the Human Foundation Economy Grant.

The three-day pre-employment programme gives participants an insight into social care before considering applying for work. Through a combination of foundational economy funding and Social Care Wales funding, this was launched as a revised national offer at the beginning of 2022. Alongside the three-day training programme there is an offer of job coaching including CV writing, applying for jobs, interview skills, etc.

Networks have been developed with a range of partners including Job Centre Plus, Department of Work and Pensions, Careers Wales and Working Wales. The team also attend regular careers fairs and help contribute to the design of social media content. The team have developed additional resources for the programme including video content, leaflets, merchandise, etc. to help promote the programme to a range of audiences.

In July, a webinar was delivered to employers to seek their support for a guaranteed interview to participants of this programme. Over 100 employers have signed up to this offer.

Between 12 January and 31 December 2022, a total of 505 participants have completed the programme, including the young person's programme.

Website traffic to the Introduction to social care page has increased significantly, from with 591 visitors to the page in April, 1,261 in May, 1,178 in June and 2,503 in July.

A total of 94 have gained employment/ education or a volunteer opportunity:

- Total employment in social care including bank work = 66
- Employment outside social care = 10 (3 in childcare)
- Education = 7
- Volunteering = 4
- Apprenticeships = 7

The training offers a facilitated on-line course, and a Work Coach offers pre and post support to delegates. This supports individuals to improve their knowledge of working in the sector and content is aligned to elements of the induction programme.

To support the flow of participants into employment a guaranteed interview scheme has been set up where employers offer an interview to participants that complete the course. To date there are over 100 employers signed up to this scheme. Bespoke training with young people, Ukrainian refugees and African communities has also taken place. A resource for schools is currently being developed to support diversity into the sector.

505

completed training
(January - December 2022)

88

gained employment
or further education

The introduction to social care training programme has also won the Great British Care Awards - regional winner for the Workforce Development Award.



6.2 Introduction to childcare

Modelled on the Introduction to social care programme, the Introduction to childcare is being piloted to explore the same approach with the Childcare sector. The pilot, that is being run once per month, will be evaluated. This will determine the effectiveness of this approach in supporting recruitment across Early Years and Childcare.



Gofalwn
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WeCare
.wales

7. Next steps

7.1 Campaigns

In early 2023, plans are in place to focus on the Early Years, Childcare and Play sector. With a possibility of a TV campaign and out of home marketing to boost visibility of the messages, this campaign aims to be broad and promote the value and importance of the sector. This will support the recruitment challenges facing employers.

In February 2023, we will support Apprenticeship Week and will be working in partnership with the Welsh Government's Genius Decisions campaign to support the focus on care apprenticeships. We will also support employers to consider apprenticeships to bring in a new workforce.

Throughout 2022/23, WeCare Wales social media channels have had an 'always on' approach, with themed campaigns for each month. This has enabled partners to share content with us and has ensures equity across the range of settings in care. An example of themes between April and October 2022 can be seen below:

April	Home-based childcare
May	Care homes
June	Day nursery
July	Social Worker
August	Social Worker and social care focus
September	Importance of Welsh language in care
October	Home care

7.2 Promotion of partnerships and resources developed

The work will continue to drive forward connections with key partners, promoting and enhancing our resources.

7.3 Research and evidence

Between December 2022 – January 2023 the public perception survey will be repeated. This will gain current insight to public awareness and views on working in care. The survey will also gauge awareness of WeCare Wales. Once complete the survey results will be analysed to show current and trend data.

Currently commissioned research is underway to explore recruitment challenges and opportunities with care employers. The aim of this research is to provide insights into how employers in Wales attract and retain staff. This will inform how we help employers to attract and recruit social care and social work staff. As part of this research, we would like to understand the part WeCare Wales plays in employer attraction and recruitment activity. Also, recommendations for how to develop the programme to better meet employer needs. This study will be completed by April 2023.



7.4 2023-24

Plans for 2023-24 are being scoped out with our creative partner Golley Slater. The aim for ongoing work will be to build on our progress to date and will evolve from the findings from the public perceptions survey and commissioned research. We also aim to have an 'always on' approach to wider themes such as reputation and understanding of the sector with themed focused activity throughout the year.

- 7.5** Our current website is being migrated to a new platform and plans are underway to achieve this by May/June 2023. This migration will enable a refresh of the design and layout to ensure all aspects are audience focussed and set in a clear and logical structure. Further enhancements will be made to the jobs portal to enable clear tracking of viewers accessing job vacancies promoted and also to support employers in understanding the success of their posts.

We will continue to support employers to use WeCare Wales materials for their recruitment campaigns, which we do not have a mechanism to track recruitment into jobs.

7.6 Understanding the reach and impact of WeCare Wales can be seen through a range of approaches. Reach can be seen through elements such as engagements on social media, number of views of case studies or number of visitors to the WeCare Wales website. This data shows a clear interaction from a viewer with the respective resource. Further data such as 'dwell time' show the length of time a visitor stays connected to the web page or resource. This data has been shared throughout this report.

Impact can't always be captured. For example, a person viewing a TV advert may be positively influenced but may not act on that change of perception for some time. And even when that occurs, for example recommending a relative to consider a career in care, there is no clear way to measure that event.

WeCare Wales focus is to support raising the profile and awareness of the care sectors and to support recruitment.

Awareness of the care sectors can be seen through the engagement of resources (website, case study, social media message etc) and partnership work. Support to recruitment in care can be seen through the jobs portal, training programmes (like Introduction to Social Care) and programmes such as Values Based Recruitment.

The success of people coming to work in care sits directly with the employer – WeCare Wales is not the recruiter, but the facilitator of finding potential candidates. However, as indicated earlier we are still intent on finding a way to show the correlation between the campaigning element of this work to people entering employment within the sector.



Appendix 1 - WeCare Wales Campaigns

Campaign	Summary
Campaign launch (March 2019)	<p>Launch of the brand and lead assets (imagery and filmed case studies). Consisted of out of home and social media with press coverage on BBC and ITV news.</p> <p>Call to action WeCare Wales website.</p>
Welsh language and male care workers (November 2019)	<p>This campaign built on the launch messages and targeted the two themes of Welsh language and highlighting male care workers to challenge perceptions.</p> <p>Consisted of out of home and social media.</p> <p>Call to action WeCare Wales website.</p>
WeCare Wales Week (September 2019)	<p>Each day of the week focussed on a different region highlighting activity and showcasing a range of case studies.</p> <p>Call to action news section of the WeCare Wales website.</p>
Just a Carer (May 2020)	<p>TV campaign launched during the height of the pandemic. The advert featured footage filmed by care workers in care homes and the 'Just a Carer' poem was used as the narrative.</p> <p>The focus is to support the sector during and highlight the importance of care in society.</p> <p>Call to action: WeCare Wales website and Jobs Portal.</p>
Diolch campaign (June 2020)	<p>Social media and online campaign using #diolch. The campaign shared a thank you message to the early years and childcare workforce, highlighting the important role this sector plays.</p> <p>Call to action: WeCare Wales website.</p>
Social Care campaign (November 2020)	<p>TV, social media, online and out of home campaign that focussed on the role of home care. The Welsh language version featured a male care worker, supporting both the Welsh language and also gender in care roles.</p> <p>Call to action: WeCare Wales website and Jobs Portal.</p>
WeCare Wales Week (November 2020)	<p>Social media and online campaign supporting regional attraction and recruitment activity. Each day focussed on a theme/setting such as home care or early years and childcare. Regional stories and messages were promoted.</p> <p>Call to action: WeCare Wales website.</p>

<p>Early Years and Childcare (October 2020)</p>	<p>TV campaign, supported by social media. This campaign aimed to support the sector by:</p> <ul style="list-style-type: none"> • reassuring parents and carers that settings are safe • promoting the benefits of settings for children’s wellbeing and development • boosting morale of the workforce by highlighting their impact on children’s lives. <p>Call to action: WeCare Wales website – childcare section.</p>
<p>Ambassador campaign (March 2021)</p>	<p>Social media and out of home campaign highlighting the role of ambassadors in care and aiming to recruit more into the programme.</p> <p>Call to action: WeCare Wales website – dedicate page for ambassadors.</p>
<p>Social Care TV campaign (August 2021)</p>	<p>Two TV adverts highlighting working in care, focusing on home care. The English version highlighted diversity in the workforce and the Welsh version highlight males working in care.</p> <p>Call to action: WeCare Wales website and Jobs Portal.</p>
<p>WeCare Wales week – with OHH (October 2021)</p>	<p>Social media and out of home campaign. The focus for this week was recruitment, a recruitment event and the jobs portal.</p> <p>Call to action: WeCare Wales website and Jobs Portal.</p>
<p>Social Care Focus (December/January 2022)</p>	<p>TV, social media, out of home and radio. This campaign focused on home care in response to the growing crisis with recruitment into care.</p> <p>Call to action: WeCare Wales website and Jobs Portal.</p>
<p>Apprenticeship campaign (February 2022)</p>	<p>TV, out of home and social media. This campaign highlighting apprenticeships in care as a route into the sector. It highlighted the opportunities apprenticeships can bring to the workforce for employers.</p> <p>Call to action: WeCare Wales website – dedicated pages for apprenticeships.</p>
<p>Social Care TV campaign (March/April 2022)</p>	<p>TV with social media. This new TV advert focussed on the role of home care. It built on existing messages and supported people considering a career in care.</p> <p>Call to action: WeCare Wales website and Jobs Portal.</p>
<p>Early Years and Childcare TV campaign (March 2022)</p>	<p>TV and social media. This campaign used the existing TV advert (developed in October 2020) to put a spotlight on the sector.</p> <p>Call to action: WeCare Wales website and Jobs Portal.</p>

<p>Social Care TV campaign (August/September 2022)</p>	<p>TV, social media and out of home. This campaign used the TV advert developed in March 2022. Highlighting career opportunities, the campaign ran in a response to the challenges facing the NHS acute sector and delayed transfer of care.</p> <p>Call to action: WeCare Wales website and Jobs Portal.</p>
<p>Social Worker TV campaign (October 2022)</p>	<p>TV, social media, UCAS, Wales Online and digital campaign. This campaign highlighted the role of a Social Worker and raised understanding of the role.</p> <p>Call to action: WeCare Wales website – dedicated Social Worker page.</p>

Appendix 2 - WeCare Wales Stakeholder Advisory Group Membership

- All Wales Training Manager Network
- Association of Directors of Social Services (ADSS Cymru)
- Cardiff and the Vale region
- Care Ambassador
- Care Forum Wales
- Care Inspectorate Wales
- Careers Wales
- Childcare Wales Learning and Working Mutually (CWLWM)
- Children in Wales
- Clybiau Plant Cymru
- Cwm Taff Morgannwg region
- DWP /JobCentre Plus
- GMB
- Gwent region
- Health Education and Improvement Wales (HEIW)
- Mudiad Meithrin
- National Provider Forum
- NDNA Cymru
- North Wales region
- Pacey Cymru
- Play Wales
- Powys region
- Public Health Wales
- Homecare Association
- Wales Council for Voluntary Action (WCVA)
- Welsh Government
- West Glamorgan region
- West Wales region

Appendix 3 - Regional Care Career Connector function

Function:

- Provide a named regional point of contact for Social Care Wales to facilitate the effective roll-out of a national attraction, recruitment and retention campaign for social care, early years and childcare
- Provide a resource within the region to continually promote careers in social care, early years and childcare.

Regional/local:

- Establish and maintain connections with schools, work-based learning providers, Further Education and Higher Education to continually promote careers in social care, early years and childcare
- Establish and maintain links with Careers Wales, Department of Work and Pensions, Job Centre Plus, etc to continually promote careers in social care, early years and childcare
- Contribute to the development and promotion of careers information in line with the national campaign and support the promotion of careers in social care, early years and childcare in the region
- Identify opportunities at job fairs and career events and agree whether to attend them
- Contribute to the development of meaningful placement opportunities for job seekers and learners
- Map recruitment practice within the region including approaches to advertising, recruitment methods, etc.
- Map employment support initiatives in the region and provide links to pathways for social care, early years and childcare
- Promote the use of A Question of Care resources to aid effective recruitment practices
- Establish mechanisms to access or provide job seeking skills such as CV writing, job application and interview techniques.

National:

- Contribute to developing and sustaining the national attraction, recruitment and retention campaign and its website
- Act as the regional contact for enquiries from the national campaign website
- Provide half-yearly and annual reports on activity levels within the region
- Contribute as a member of a national network of Regional Care Career Connectors facilitated by Social Care Wales
- Identify and share good attraction, recruitment and retention practices taking place at a regional level
- Assist in measuring and evaluating the impact and success of the national campaign and particularly in their region
- Identify and refer on potential care ambassadors
- Contribute to the development of resources and materials to support national attraction, recruitment and retention initiatives
- Contribute to the delivery of national careers events e.g. Skills Cymru.