Covered in this issue: An overview of the last fortnight
- Pilot activity continues: What have we learnt?
- DHSC and the Communications Agency visited Jewish Care
- Basecamp relaunched
- Strategy meeting to discuss pilot learnings (to date) and next phase
- Campaign Advisory Board met
- How you can help. We would be grateful if you could read and act on this section.

Pilot Activity Continues
Pilot activity continues until 27th November across paid advertising channels, testing a variety of creative messages.
Coverage of the soft launch of the pilot campaign in:
- Gloucestershire was secured on ITV West Country, BBC Radio Gloucestershire, and Heart Radio Gloucestershire. The Proud to Care Gloucestershire website received 3.4k unique visits.
- Tyne & Wear was secured on ITV Tyne Tees, Metro Radio, The Chronicle, BBC Radio Newcastle. The campaign website [www.everydaysdifferent.com](http://www.everydaysdifferent.com) received 3.9k unique website visits in three weeks.

A trade press release on 31st October, which included a Ministerial quote, raised awareness of the campaign and urged providers to support it. This secured 9 pieces of trade press coverage reaching 261k readers.

Pilots: what have we learnt for the next phase?
- Case studies are key to best communicate the passions, benefits, and realities
- Using staff and service users in advertising rather than actors will land more effectively
- We need to continue to promote the variety of roles and breadth of tasks
- An existing connection with ASC makes one more likely to consider a career in the sector. So, we aim to facilitate peer-to-peer advocacy.
- A cascading approach is essential for scaling out i.e. securing provider buy-in is essential to enable a national approach with regional PR.

Site visit
Last week, the team went to visit The Betty and Asher Loftus Centre, a Jewish Care provider, to gain insight into the daily lives of people who work in ASC. We spoke with the Director, the Managers, the Recruitment lead, the nurses and the care workers. Each shared their motivations for pursuing a career in care as well as their experience of working there. We asked them for feedback on our creative collateral, and the important distinction to be made between residential and domiciliary care, which will feed into how the campaign evolves into the next phase.

Basecamp relaunched
Basecamp is the online platform that we are testing to ask questions, share information and generate discussion with the sector. We hope it will be a mutually beneficial tool, keeping you informed whilst enabling us to tap into your expertise and knowledge of the sector. Due to the interactive nature of the platform, we have invited you to ‘opt in’ if you would like to join the discussion. If you would like to opt in, email chloe.nuttall-musson@dh.gsi.gov.uk.
Strategy Meeting to discuss the next campaign phase

On 16th November, our Communications agency presented initial thinking for the next phase of the campaign, post pilot. We will optimise the same channels as the pilot but will broaden this out to have consistent use of care workers throughout. We will use the existing creative idea around ‘every day is different when you care’ but place people who work in ASC at the centre of activity and aim to use their stories across all channels.

Next phase: pending results of the pilot and internal approvals, we will roll out activity across England, but with regional and local elements. The degree to which we regionalise the campaign is important; it’s a hyper local activity at its heart but we have finite budget and want to give the sector a national boost. We are currently working on the best way to map and cascade. We aim to use national broadcast channels initially, supported by regional PR and digital advertising where possible and activated at the local level by providers.

Advisory Group met

On 20th November, the Advisory Group met at DHSC to run through progress to date and upcoming plans. It was a useful working session and informed our strategy for next year. Feedback is currently being reviewed and actioned.

How you can help:

For representative bodies and LAs:
- To help us with the campaign toolkit and/or to join the Basecamp platform, email Chloe.Nuttall-Musson@dh.gsi.gov.uk
- Copy and paste the information below for employers/providers through your networks.

For employers/providers:
- To send in case studies/suggest spokespeople for potential videos and adverts for advertising, PR and social media, email casestudies@morecarejobs.co.uk
- To participate in evaluation of the campaign, email kalinae@morecarejobs.co.uk

Copy and paste this Tweet or post on Facebook: “Working in adult social care is varied, rewarding and makes a huge difference to people's lives every day. Look out for new local adverts from @DHSCgovUK [Twitter] / @everydaysdifferent [Facebook] which showcase the exciting variety and opportunities available in social care #everydaysdifferent”

“Local care providers, please get involved with @DHSCgovUK [Twitter] / @everydaysdifferent [Facebook]’s adult social care recruitment campaign – looking for case studies and evaluation data - visit @everydaysdifferent [Facebook] to find out more”

What do you think?

As ever, we welcome your feedback on every aspect of the campaign. Your insight and expertise will help us evolve the campaign in a way that resonates with the sector. Please email any feedback or comments to chloe.nuttall-musson@dh.gsi.gov.uk.

# Your thoughts on our hashtag:
We received feedback about the pros and cons of our hashtag. We would like your feedback on either using two short hashtags: #everydayisdifferent #workincare or a single, longer hashtag: #everydayisdifferentwhenyoucare

We will be finalising a decision on this on Friday 30th November so we are grateful for any feedback from the group on a preference.

TIMELINE FOR CAMPAIGN

Here are the key dates and timings to be aware of. Please note, these are subject to change as the campaign evolves.

November 28th: Evaluation of pilot formally begins.

December: Evaluation and planning continues pending results and internal approvals.

We continue to ask providers to submit case studies and sign up to provide for evaluation input.

January: Production begins for the next phase. Call for providers to post jobs online and sign up to help us with evaluation.

End of January: Campaign Toolkit Launch in time for next phase go-live with Trade PR and DWP Jobs Week

February and March: Launch PR will be visible, as well as radio, online advertising, social media, paid search, and job boards.

April: Evaluation.

Throughout this process, we ask providers to sign up for evaluation packs, keep track of the numbers of applications received and submit their evaluation results.