

made with
CARE

Made with Care
North East



Introduction

The Made with Care North East campaign represents the first time the 12 local authorities in the North East have come together for a campaign of this scale to work jointly and without borders for a shared aim – to raise awareness of adult social care work as a job option and to encourage recruitment and retention into and within the sector.

The outdoor advertising elements of the campaign launched on 9 January 2023 and features imagery of real care workers from the North East with details available about their thoughts on the work they do.

The local authorities in the North East are: Darlington, Durham, Gateshead, Hartlepool, Middlesbrough, Newcastle, Northumberland, North Tyneside, Redcar and Cleveland, South Tyneside, Stockton-on-Tees and Sunderland

Campaign Work

North East ADASS commissioned a Communications Consultant (Lucia Hiden) to lead the campaign and engagement with local authority communications leads work. Through a regional gap analysis of the national Made with Care campaign, it was felt Made with Care North East should focus on:

- Outdoor media campaign including bus, train and digital advertising
- Use of local case studies

As a result a four week Made with Care North East campaign was launched on 9th January. This includes advertising on our local transport network including buses, train stations and Metro (light rail system) across Tyne and Wear stops. Imagery has been developed with case studies showing real workers from around the region.

Our thanks go to 23red who supported the creation of artwork for the campaign on a pro bono basis.

ADASS North East Communications Leads

Lucia was supported in her work by the North East Communications Leads. This network is the 12 communication leads from the local authorities in the region.

A working group was created to lead and deliver the work. The members of the working group were:

- Angela Gent, Marketing Manager, North Tyneside Council
- Emma Chudley, Senior Communications Officer, Stockton Borough Council.
- Deborah Kuiper, Communications and Information Manager - Adult Services, Northumberland County Council



Campaign Aims

The campaign aims to:

- Make the care sector more visible and relatable, using real people
- Change the narrative and dispel the myths around working in social care
- Promote the opportunities for career development
- Support home care and care home providers to recruit staff
- The campaign has been timed to capture those looking for a new role in the new year or those who may have had a temporary position over Christmas and are now looking for new employment opportunities
- Shine a light on local case studies focusing on regional colleagues

Example materials



HM Government


CARE

Joanne knows her role will always be needed

Could a career in care be right for you?
As a care worker you'll always be needed and valued. Start your new career with on-the-job training and gain the skills to take you wherever you want to go.

Search [care careers](#)

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HM Government


CARE

Michael did all his training on-the-job

Could a career in care be right for you?

Search [care careers](#)

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HM Government

CARE

You could be on your way to a new career that offers full on-the-job training

We're recruiting care workers locally.

Search [care careers](#)

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Digital Campaign

Local authorities have been supported in their creation of digital assets by North East Regional Employers Organisation (NEREO) on a pro bono basis.

Our particular thanks go to Martin Williamson who has created media for local authorities and North East ADASS to use throughout the campaign.



NORTH EAST JOBS

CARE

What could you make possible with a career in Adult Social Care?

There are several care roles available right now across the North East. Find the right job for you and apply today.

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Examples of media coverage

NORTHUMBERLAND GAZETTE News you can trust since 1854

Your Northumberland | What's On | Lifestyle | Business | Sport | Submit Your Story | Recommended | Public Notices | Advertise My Business | Free Happy Ads

North Tyneside social care worker talks of 'very rewarding' job in care careers recruitment campaign

Wanting to "help make that difference" is what drove a North Tyneside care worker to take up the career.

Damian Martinez became a social worker at North Tyneside Council after graduating from university and is now a lead practitioner in the community wellbeing team.

He said: "It would be hard to describe a typical day as my job is so varied, but that is one thing I love about it.

"I find it very rewarding when I see people being able to live the life they choose to live.

County Durham care workers unite in campaign to fill thousands of job vacancies

Jan 11, 2023 | Local News




Engagement with Employers

Wendy Adams, who is currently seconded to North East ADASS for one day a week from Skills for Care has been supporting employers to be able to meaningfully engage with the campaign.

Wendy has run four webinars for providers to keep them up to date with the campaign and has shared ideas of how they can maximise the impact of the work such as open days, recruitment evenings.

She has also supported employers to ensure their vacancies are listed on the Made with Care jobs portal.



Made with Care.
Start your career in care today.

Find social care jobs

There are lots of jobs in care available now in your local area.

Town, county or postcode

[Search jobs](#)

Results will be within 10 miles of your search location

Reed in Partnership

Wendy has also worked with Reed in Partnership to deliver sessions in local jobcentres around the campaign and available jobs in the region. Reed in Partnership is a public services provider which currently delivers the Restart Scheme, a DWP funded provision to support long-term unemployed people to start working, in the North East and Humber.

Wendy met with them in December and agreed to deliver 6 'myth busting' sessions for job seekers about the reality of working in adult social care. The Reed advisors refer people to these sessions and those who are interested after the session have the opportunity to meet with social care employers either the same day or a few days after at a 'meet the employers' event.

Approximately 50% of the people attending the session so far are keen to speak to employers afterwards. None of the attendees so far have previously worked in care.

Case studies

Sarah (35) had taken a number of years out of work to raise her small children. Now that they were going to school she was looking for work but was struggling with self-confidence and the ability to see the transferable skills she has.

Sarah came to one of the Reed in Partnership sessions and in conversation with Wendy told a story about before having children she had been a children's entertainer (as Frozen's Elsa!).

She spoke to employers on the day and is now working in a care home in Newcastle with shifts around childcare and enjoys working with residents



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