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20 December 2006

Dear Colleague

Gateway No: 7604

Re: National Social Care Recruitment Campaign 2007

I am very pleased to inform you that the Department of Health will be running a new national social care recruitment campaign beginning in early March 2007. As in previous years, advertising, through television, radio and press, will highlight the valuable and rewarding role of social care but with new and exciting material. This will be supported by PR activity, a dedicated website and leaflets: all vital in driving people to seek further information on careers and jobs.

We know national activity raises the sectors' profile, but if we are to make a difference to vacancy rates we must co-ordinate our activity collectively. In order to bridge this gap we are enhancing the role of Social Work and Care Careers so that we can provide callers with actual contact details of local authorities and JobcentrePlus offices in their area and so put the individual in touch with actual jobs.

The success of the campaign will depend upon how well we manage to make that connection and I look to all employers, whether public, private or voluntary, JobcentrePlus offices and agencies to ensure you are advertising vacancies locally and publicising social care roles. This will help maximise the national investment so that potential recruits understand what social care work entails and are encouraged to apply for jobs.

The attached bulletin summarises the key areas of the campaign strategy and as we progress towards launch date, I will share further bulletins so that you have all the necessary information to make this campaign the most successful ever.

I look forward to working with you over the coming months. Contact details are attached should you wish to discuss any of the issues further or require clarification on points raised.

A handwritten signature in black ink, appearing to read 'David Behan'. The signature is fluid and cursive, with a large initial 'D' and 'B'.

David Behan
Director General Social Care