



Department  
of Health &  
Social Care

**CARE**

### **National recruitment campaign launching in November**

The Department of Health and Social Care is rolling out the latest phase of the national adult social care recruitment campaign, 'Made with Care', from November 2021, which this year will run continuously until March 2022.

The campaign will demonstrate the amazing work that care workers do, celebrating the way they empower the people they care for, and shining a light on the emotional reward of the role. It's designed to support care providers in recruiting the dedicated staff they need by inspiring people with the right values to consider a career in social care.

Advertising will be run across radio, video on demand, and digital channels, with high profile bursts of TV advertising in November and January, all directing people to [adultsocialcare.co.uk](https://adultsocialcare.co.uk) to find out more about adult social care and search for vacancies near them.

You can make the most of the awareness the campaign will drive by running local recruitment activity at the same time and [uploading your jobs to the DWP 'Find a Job' platform](#). Expert advice, templates and a new toolkit of recruitment assets will also be available from the campaign [resource centre](#) in time for the launch of the campaign.

For further updates, [sign up to the campaign newsletter](#).