



Hampshire
County Council

careers
in Hampshire

Change Lives Recruitment Campaign

Supporting our partners in the
Independent Sector

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- Time and task commissioning to outcome based care
- Introduction of REACT and Care at Home
- Historical perceptions & difficulties in recruitment into care sector
- Added pressure and stress on providers as demand for care increases
- Positive action
- The Council and our independent sector care partners have joined forces to develop the Change Lives campaign.

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What did we do?

- Working group
- Define vision and direction for the campaign
- Undertook research
- Mosaic profiling - *is designed to help understand the demographics, lifestyles , preferences and behaviours of the population by dividing the UK population into smaller segments based on certain characteristics*

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- Selection of design agency - RLA
- Focus Groups
- Change Lives , Start with you
- Campaign Activity



Change lives.

Start with yours.



If caring comes naturally to you, so should a career. Swap a job you're indifferent about for a career you can make a difference in. Find out more at hants.gov.uk/changelives

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Supported by  Hampshire
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Radio Ads



HCC _ Supermarket
30.mp3



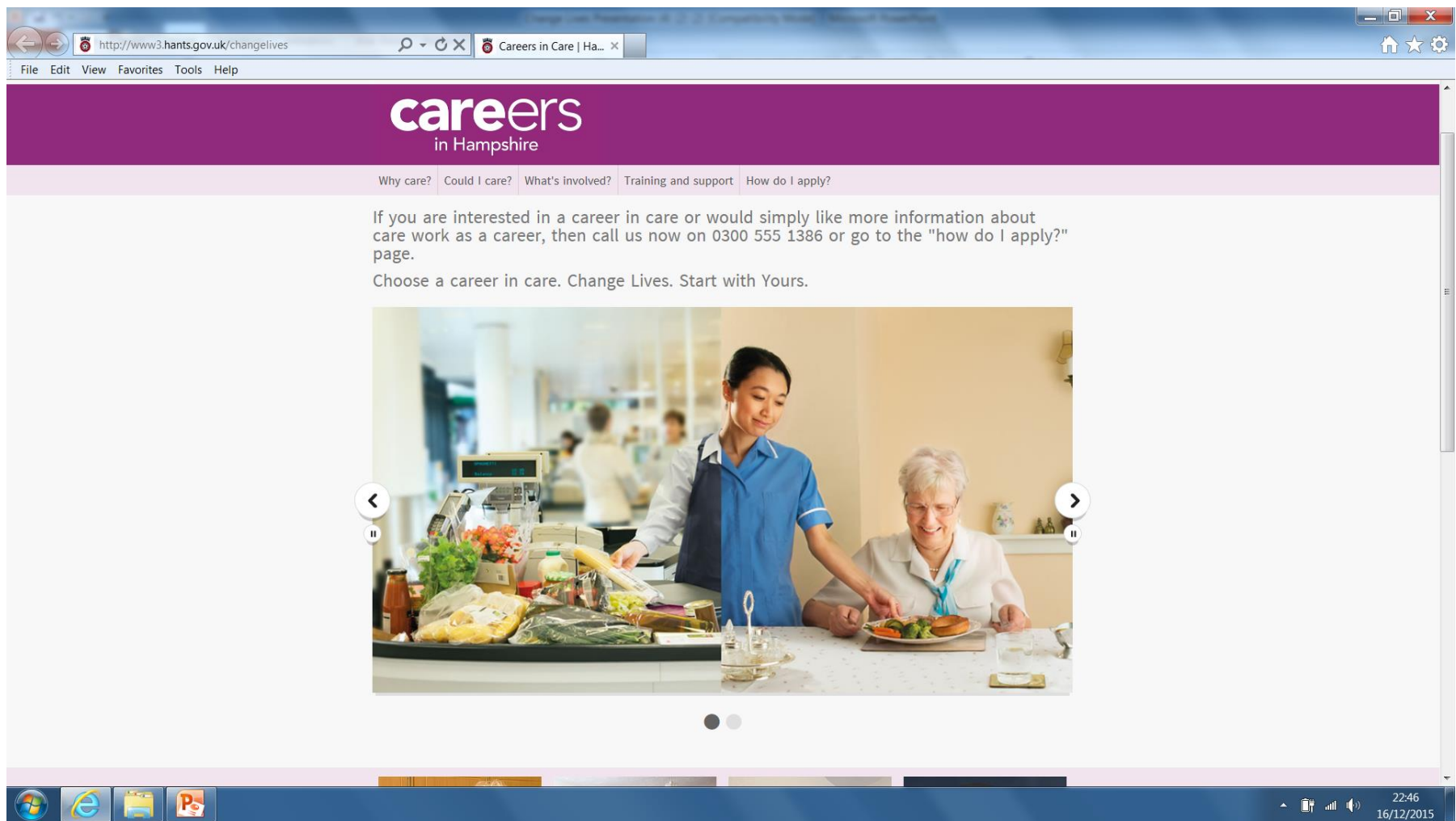
HCC _ Building Site
30.mp3

Poster Advertising

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<http://www3.hants.gov.uk/changelives>

Social Care Employment Initiatives

- Level 1 – Preparing to work in Adult Social Care Course
- Traineeships
- Apprenticeships



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