



Make Care Matter

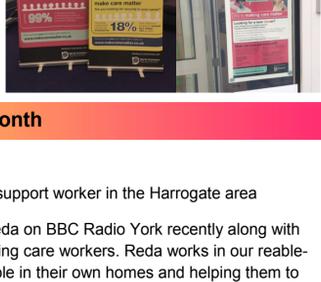
Volume 3, March 2018

Welcome to the Make Care Matter newsletter!

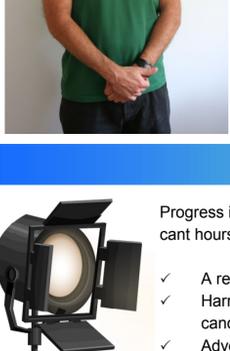


March highlights

- First Make Care Matter video filmed
- Positive stats following reflection on impact of activity
- Continued progress with Harrogate campaign



Case study of the month



Meet Reda

A reablement care and support worker in the Harrogate area

You may have heard Reda on BBC Radio York recently along with some of our other amazing care workers. Reda works in our reablement team, visiting people in their own homes and helping them to get back on their feet again.

"I'm proud of what I do. It can be challenging but it's also extremely rewarding building those relationships."

Reda loves his job and is a credit to the team. Read his story [here](#).

If you have a shining star who would be willing to share their story, contact: makecarematter@northyorks.gov.uk to add it to the website!

In the spotlight update



Progress in the Harrogate area continues and we have now filled almost 27% of vacant hours.

- ✓ A recent leaflet drop in the area reached over 30,000 households
- ✓ Harrogate District Foundation Trust have agreed to signpost their unsuccessful candidates to the Make Care Matter website
- ✓ Advertising has taken place in bus shelters, train stations, on the radio and in the press

We will continue to focus on this area and some of the things we have planned include:

- ◆ Targeted campaigns including: young people, military personnel and families, careers changers, men and retirees
- ◆ Exploring links with local schools and colleges for advertising opportunities

We are monitoring our activity to ensure return on investment. We will continue to celebrate success and identify improvements to aid the future campaign.

If you would like to share with us your success stats, please feel free to send these to: makecarematter@northyorks.gov.uk

A star in the making

Liam is a care and support worker in a residential home.

An ambitious individual, he's already got his eyes on the bosses office!

You can read Liam's story [here](#) along with his campaign to get more young males to consider a career in care [here](#).

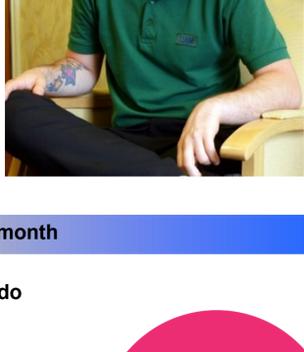
In this month's newsletter though we are talking about his star appearance in our first Make Care Matter video!

Liam, a keen supporter of the Make Care Matter campaign kindly volunteered to take part.

It was a long and tiring day filming but we got through it with plenty of laughs and popcorn! We were even lucky enough to involve Connie, our amazing resident who is 107 years old!

Huge thank you to Liam and the team for taking part, we really couldn't have done it without you.

Stay tuned to see our star, Liam in our first Make Care Matter video—coming soon to a screen near you!!



Recruitment tip of the month

Engage: be candidate focused in everything you do

Ensure that your applicants have an awesome experience!

Make your adverts positive and inviting, give your applicants a courtesy call prior to interview to ensure that you are putting them at ease and they have everything they need, make the interview a positive friendly experience ensuring that it is a two way process.

Provide candidates with information regarding the role, the rewards in terms of package as well as job satisfaction. When offering the role, display your interest and commitment to them by keeping in regular contact.

Plan and discuss with your new recruit the arrangements for their induction into the role, to reduce the nerves of starting a new post.

Remember: it is a candidate driven market and they will also be making a decision whether your organisation is right for them!



Call for content



We are always looking for new content for the website and this month is no different! If you have any content you wish to share including:

- ◆ News stories
- ◆ Blog posts
- ◆ Case studies
- ◆ Images and photographs
- ◆ Videos

Please send these to: makecarematter@northyorks.gov.uk.

Please also ensure that your vacancies are up to date and regularly uploaded to the site. As always, if you have any queries, comments or suggestions please don't hesitate to contact us.

Help us spread the word!

1. Follow: <https://www.facebook.com/MakeCareMatter/>
2. Add positive reviews to the page and comments to the posts on <https://www.facebook.com/MakeCareMatter/>
3. Chat to friends and family, colleagues and contacts - spread the word about the great work that we do and encourage others to join the sector



Key Contacts:

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Make Care Matter

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