

Proud to Care CORNWALL

JULY 2020



WELCOME

Welcome to this July edition of the Proud to Care Cornwall newsletter. We are sending this slightly later than planned as the outbreak of Covid-19 has impacted business as usual for us all, but we thought it would be helpful to update you on the work we have been doing.

These have been very difficult times for the Care sector, and we recognise the hard work and dedication you have shown to your staff and clients. We'd like to send a huge **thank you to everyone who has shown what it is to be Proud to Care in Cornwall.**

We love to share the good work you are doing. If you would like to be part of the newsletter in October, to celebrate successes or offer services, please send your suggestions to proudtocare@cornwall.gov.uk.

Recruitment campaign update

You might remember, in February we had recently finished recording films for our Skills for Care funded recruitment campaign '**When you care in Cornwall, every day makes a difference**'. These adverts, developed with care providers, were due to run in Merlin Cinemas across Cornwall, but just as the campaign started the outbreak of Coronavirus meant that cinemas had to close. In light of the increased pressure the pandemic put on care providers and staff, we quickly refocused the campaign materials toward developing a temporary workforce.

'Cornwall needs you!' not only attracted temporary workers into care work but also increased the overall profile of the care sector in Cornwall. During the first three days of the campaign, the Proud to Care Cornwall website had over 2,000 new views, and engagement with our social media accounts dramatically increased.

Over 250 people actively engaged in the recruitment process to join the temporary workforce. In partnership with Corserv and CAHSC and in a short space of time, all necessary recruitment processes and live webinar-based induction training sessions were completed. These short, introductory sessions were primarily designed to cover essential knowledge and skills requirements and followed up with in-work competency assessments.

In May, c.150 staff were deployed to providers, to the unmet demand list or to the temporary hospital discharge service in hotels.

Thank you

To say thank you to the amazing care workforce in Cornwall, and to show the appreciation felt by the people and families you support, we have created **two special 'thank you' films** which we will be sharing on social media, as part of the campaign to highlight what it means to work in care. You can watch the videos through these links...

[Thank you Montage 1 – Everything is just better](#)

[Thank you Montage 2 – Born to care for other people](#)



Proud to Care Recruitment

Work has already begun to establish how the temporary workforce can be converted to fill permanent vacancies across Cornwall.

Some of the things we are already doing...

- A recruitment campaign on **Heart Radio** – listen out for these until end July.
- Increasing the audience for jobs on Proud to Care Cornwall website by also promoting them on our **Proud to Care Cornwall social media** channels.
- Working with the Job Centre to hold a **Virtual Jobs Fair** on 30th July, 11am -12 noon.

All of the above direct people to the Proud to Care Cornwall website to apply for jobs. Make sure people see your vacancy by advertising on the website - for FREE (details below).

In addition, Job Centre staff are interested in hearing from social care providers direct. If you have vacancies to fill please let Darren Lawrence, Employer Adviser Manager know DARREN.LAWRENCE@dwp.gov.uk



Proud to Care Cornwall website - Recruitment Portal

Our response to the Covid-19 outbreak has established Proud to Care as a recognised and trusted brand. Our aim is to continue to increase the reach and influence of the Proud to Care initiative, and to actively promote the website as a single point of information and resources for potential newcomers to the sector.

Don't forget you can advertise your job vacancies free of charge on the Proud to Care Cornwall website.

1. If you haven't done so already, [contact us](#) for a copy of our Employer Guide and User Agreement
2. We'll send you login details and a password to upload your jobs to the site
3. Candidates apply directly to you using your preferred application method

Top tips for uploading jobs to the Proud to Care recruitment platform:

- ✓ **Add a logo** – it's great if you can add your company logo to your job listing. Logos need to be in a square between 200x200 pixels and 500x500 pixels. When you have uploaded a logo once you don't need to do it again unless it changes. **If you need help getting your logo the right size, send it to proudtocare@cornwall.gov.uk and we can resize it for you.**
- ✓ **Add your company website** – help potential candidates find out more about you by adding a link to your website. **If you don't have a website add a link to your Facebook page instead.**
- ✓ **Think about the user experience** – make your Application URL relevant. If you don't want to receive applications directly to an email address, you can still make it easy for the user by taking them straight to an application form or appropriate Jobs page when they click the 'Apply Now' button. **If users can't see the information they're expecting when they click 'Apply Now' they're likely to disengage and your hard work will be lost.**
- ✓ **30-day standard period** – all job listings remain live on the website for 30 days as standard. If you would like to set a different expiry date email proudtocare@cornwall.gov.uk and we will amend it for you. **We can also reinstate expired vacancies to save you uploading them again.**

Recruitment Campaign Resources

A range of resources from the local recruitment campaigns, are available for you as providers to use in your own advertising to promote careers in social care. Visit the [Proud to Care pages](#) on Cornwall Council's website or follow the links below to access these short films and photographs.

Short films

- [Will and Nina – let's go dancing](#)
- [Chris – Why would you want to be a care worker?](#)
- [Dawn and Sara – Working with dementia, the best job](#)
- [Mark and Lynn – What I'm doing tomorrow](#)
- [Dawn and Sara – What working in care means](#)

Photographs

We have a number of photographs available for you to use on marketing materials featuring the same people who appear in our films. Some of these photographs have space for you to add your own text. You will find links to them toward the bottom of our [Recruitment Campaign Resources webpage](#).



Guidance

Feel free to share any of these resources on your social media using #ProudtoCareCornwall and tag us @ProudToCareCorn.

Before using any of these resources, and for more information about the campaigns, we just ask you to read the [Campaign Briefing and Guidance](#) first.

If you would like to use the Proud to Care logo on your promotional materials, please email proudtocare@cornwall.gov.uk for branding guidelines and logo.

Accessing Temporary Staff Resource

The 'Cornwall Needs You' campaign created a temporary staffing resource for providers to access to meet urgent staffing needs as a result of Covid-19. To access the service, please contact Corserv to provide details of your temporary staff requirements [via the web form](#) which will ensure all essential information is captured.

If you are unable to access and complete the web form then please request assistance via Emergency.Demand@corservltd.co.uk or by telephone on 01872 323515 (Please note that this is an automated number which will leave a voicemail on an email folder for Corserv to respond to).

Temporary staffing is also available through other social care and health partners are working to make it as easy as possible to access additional staffing resources when and where needed. Please contact the appropriate team depending on the type of staffing resource required as outlined on the [attached poster](#).

Learning and Development Opportunities for Social Care

Learning and Development Offer

The Proud to Care Cornwall initiative works to raise the profile of social care as a profession and as a positive career choice which can lead to many and varied opportunities across the wider social care and health sector.

Working through the coronavirus pandemic has been difficult and challenging for everyone in the sector and you have all done an amazing job.

Learning and Development may not be a top priority at the moment but the way the sector has adapted to new ways of working demonstrates how important it is for all of us – to continue to provide quality services and for our own personal and professional development.

Many partners through the Proud to Care Cornwall initiative have free or fully funded learning and development opportunities that you can access. In this newsletter edition we have summarised many of these for you. We are aware that we will not have covered every offer across Cornwall, but hope the information captured allows you to access more opportunities for you and your staff teams.

Other Training Providers

For details of other training providers (which will include paid for training) the [CAHSC TICK Training Provider list](#) (Training In Care Knowledge) and [Skills for Care Endorsed Training Provider list](#) are good starting points.

What is missing?

There may also be gaps in the current provision and Proud to Care Cornwall as a partnership want your help to identify these.

The conversation will start at CAHSC's virtual catch-up on Tuesday 14th July, 2.30pm to 4.00pm -[book your place via Eventbrite](#).

The event will be similar to the CAHSC Outstanding Care Forum. One of the key things being discussed will be the current offer to care providers around learning and development and other support for quality improvement, and listening to what key areas are being prioritised now and as we look to the future post Covid-19.

The feedback from this session will help inform a wider learning needs analysis for the sector.

Learning and Development Opportunities for Social Care

Apprenticeships

Apprenticeships can be a great opportunity to help you attract new staff but also for your existing staff who may want the opportunity to further develop themselves and their career in social care. Apprenticeships are available in many subject areas relevant to social care and also for all levels from entry level to Registered Manager. [Cornwall Apprenticeship website](#) has all the information you need to start exploring the opportunities including local training providers, frequently asked questions, case studies and a space to advertise your apprenticeship opportunities. The team have also produced a [Guide to Apprenticeship for Health and Social Care Employers in Cornwall and Isles of Scilly](#).

Funding for Apprenticeships

The Apprenticeship Levy – paying for apprenticeship training.

The apprenticeship levy is a compulsory tax paid by some employers (with a wage bill over £3m a year) which is used to improve the quality and quantity of apprenticeship opportunities available to develop the skilled workforces needed for businesses to thrive and succeed.

Larger employers who pay the apprentice levy are able to use up to 25% of their levy paid to support apprenticeships in other businesses including of course social care. This is an opportunity for you to ensure that the full cost of apprenticeship training is covered. Both Cornwall Council and RCHT actively support social care apprenticeships. Funds need to be applied for and this is usually something that your training provider will be able to assist with. For further information on the process please follow the links below

Cornwall Council - [Apply for Apprenticeship Levy Funds webpage](#)

RCHT – [Guidance on Applying for Apprenticeship Levy Funds](#)

Additional Government Funding

The Government has recently announced investment to scale up apprenticeships, traineeships and employment support schemes to help people looking for a job. In England, this includes additional payments of up to £2,000 for new apprentices hired from 1 August 2020 until 31 January 2021. Further information on the announcement is available in [Business Update 58 on the Government website](#).

Learning and Development Opportunities for Social Care

Skills Hub

The Skills Hub is a free independent and impartial service that helps employers across all sectors understand their training & development needs and signposts them to the most appropriate no-cost and low-cost provision available.

From digital marketing and IT to finance and leadership, as well as apprenticeships and funded training opportunities, they research the wealth of training provision, so you don't have to.

Skills Hub will diagnose your training needs and refer you to the right specialists.

To find out more, call 01209 708660, email hello@ciosskillshub.com or visit www.ciosskillshub.com

Workforce Development Fund

Workforce Development Fund is a funding stream from the Department of Health and Social Care. It is distributed by Skills for Care through care partnerships. In Cornwall and Isles of Scilly it is distributed by CAHSC as the care partners. While there have been some changes to how the fund is used in response to Covid-19, CAHSC are the main point of contact and applications for social care providers in Cornwall. Further information is available on the [CAHSC website](#).

Sector Offers

CHAOS Cares

We all know that working in social care and health opens up a wide variety of rewarding career opportunities. However, for those new to the sector it can be overwhelming to know where to start. [CHAOS Cares](#) is funded to provide people seeking employment with personalised advice, guidance and support to explore various options and find the right role for them. Support can include work experience and volunteering opportunities (DBS checks provided), training and development, support with job search and in-work support for 28 days if required.

You may well interview people who have the values and approach needed for a care role but who would benefit from some additional training and support before moving into paid employment. Why not signpost these potential employees to CHAOS Cares for additional support to help them find success in their chosen career pathway?

If you would like more information or to make a referral, please contact Kylie on 01872 277600 or email positivepeople@chaosgroupcornwall.co.uk

The [Positive People Cornwall Facebook page](#) may also be useful.

Learning and Development Opportunities for Social Care

Dynamo Healthcare Training

Dynamo Healthcare Training is a specialist healthcare training company supporting employers in Cornwall with a variety of services from recruitment support, induction of new employees and workforce development including Apprenticeship provision.

Dynamo can provide **free (fully funded) induction training** delivered virtually via Microsoft Teams which covers Care Framework Certificate, COVID support, and infection, prevention and control. They work with employers to cover shadowing requirements and confirm competence. Further details are on the [Remote Care Framework Induction Programme flier](#).

Also available for you to access are: -

- A range of apprenticeships including in Adult Care from Level 2 (care assistant) to Level 5 (Leader)
- NCFE accredited short courses
- An E-skills for healthcare interactive training platform
- A range of Virtual Reality tools and apps to support healthcare learning, skills refreshers and raising the profile of healthcare careers.

The full range of learning and development opportunities is available on the [Dynamo Healthcare Employers Programme web page](#).

For further information contact Dynamo on 01736 753933 or email office@dynamohealthcaretraining.co.uk

Skills for Care

In response to Covid-19, Department of Health and Social Care has funded essential training for new and existing staff delivered through Skills for Care endorsed providers. Three packages of learning are available:-

- Rapid Induction Programme – for newly recruited workers.
- Refresher Training – for existing staff who urgently require training to continue working safely.
- A Volunteer Programme of Training.

Further information on all packages of learning and how to access this free resource is available on the [Skills for Care Covid-19 Essential Training webpage](#).

Learning and Development Opportunities for Social Care

REACH Cornwall Project (Truro and Penwith College)

REACH Cornwall is a part funded by the European Social Fund and has a mission to Raise Excellence and Aspiration in Care and Health across Cornwall and the Isles of Scilly. As part of the Connected College, the project has delivered a lot of training opportunities for the sector and recently gathered many of the sessions delivered since the lockdown started, on its useful [resource library webpage](#). There are also many exciting things planned going forward. For example, this August REACH Cornwall will be offering half-day online courses in the popular tool for observing and escalating worries about care home residents with deteriorating health, RESTORE2. They will also be starting their new Level 5 Leader in Adult Care Apprenticeship.

Find out more about the new online RESTORE2 course and the opportunities to access free support on the [REACH Cornwall website](#).

REACH
CORNWALL



European Union
European
Social Fund

Mainstream College provision

The main colleges in Cornwall both offer training and development in Health and Social Care for both school leavers and existing staff. Some of this will be fully funded and details are available on the college websites.

[Cornwall College - Social Care and Health Courses](#)

[Truro and Penwith College - Care, Community, Education and Counselling Courses](#)

Royal Cornwall Hospitals Trust (RCHT)

RCHT Training team are happy to offer places on their training programmes to social care providers. The offer covers their mandatory training including in Basic Life Support, Manual Handling, Clinical Skills, Personal Safety and Conflict Management.

Some face to face training is still taking place in venues where social distancing requirements can be met and for specific subjects where online training would not be appropriate.

For more details about RCHT training that you are able to access please contact the RCHT Learning and Development Admin Team at rcht.landdadmin@nhs.net

RCHT also supports the social care sector through use of its Apprenticeship Levy funds. For more information on this please see the link in the Apprenticeship article above or contact Nikki Pryke, Apprenticeship Lead Nicola.pryke@nhs.net or by telephone on 0778 055 4212

Learning and Development Opportunities for Social Care

Cornwall Partnership NHS Foundation Trust (CPFT)

A number of CPFT courses, as noted below, have places available for social care staff to attend.

Please contact cft.educationandtraining@nhs.net for further information.

| | |
|--------|---|
| BLS01 | Basic Life Support |
| | Safeguarding Adults Level 3 |
| BLST01 | Basic Life Support - Train the Trainer |
| BGM01 | Blood Glucose Monitoring |
| BTU01 | Blood Transfusion Update |
| CAN01 | Cannulation (<i>Workbook must be completed prior to training</i>) |
| CATH01 | Catheterisation |
| COP01 | Coaching Patients |
| CON01 | Continence Awareness |
| DA201 | Diabetes Awareness |
| ELA01 | End of Life Communication Skills |
| FSC01 | Facilitation Skills (2-day course) |
| GT01 | Gastrostomy Tubes (<i>Delivered during Training Roadshows</i>) |
| HH01 | Hand Hygiene |
| ILS01 | Immediate Life Support Course |
| IT01 | Intravenous Therapy (<i>Workbook must be completed prior to training</i>) |
| LUA01 | Leg Ulcer - Advanced |
| LUH01 | Leg Ulcer - HCA |
| LUR01 | Leg Ulcer - Registered Staff |
| MI01 | Motivational Interviewing |
| MHLU01 | Moving & Handling Link Trainer Update |
| PILS01 | Paediatric Immediate Life Support (PILS) |
| PHA01 | Physical Health Assessment |
| PC01 | Prevention of Pressure Ulcers |
| SP201 | Suicide Prevention Level 2 |
| VEN01 | Venepuncture |
| VOD01 | Verification of Death |
| WC01 | Wound Care |

Learning and Development Opportunities for Social Care

Kernow Health CIC

Kernow Health CIC offer a number of free places on their Training Hub courses to the social care sector. Examples of training offered is in the table below and to access any of the courses please contact:

Kernowhealthcic.workforce@nhs.net

| COURSE NAME | SUBJECT AREA | LEVEL |
|---|---------------------|----------------|
| Diabetes learning pathway basic - advanced | Diabetes | All |
| Footcare in Diabetes | Diabetes | All |
| | | |
| Respiratory Basics – Asthma & COPD | Respiratory | Intro |
| Clinical Management of COPD | Respiratory | |
| Clinical Management of Adult Asthma | Respiratory | Adv |
| Paediatric Asthma | Respiratory | Adv |
| Chest Sounding and Breathlessness | Respiratory | Adv |
| Effective use of Remote Respiratory Reviews | Respiratory | Int/Adv |
| Managing Asthma and COPD patients in Primary Care during the COVID- 19 Pandemic | Respiratory | Int/Adv |
| Remote Management of Hypertension | Respiratory | Int/Adv |
| Respiratory and Covid-19 | Respiratory | All |
| Primary Care Respiratory Academy E-learning modules | Respiratory | All |
| Cornwall COPD guidelines | Respiratory | All |
| | | |
| Undertaking ECG | Cardio-Vascular | Intro/Int |
| Managing Heart Disease in Primary Care | Cardio-Vascular | Adv |
| Interpreting Blood Results | Cardio-Vascular | Adv |
| Hypertension | Cardio-Vascular | Int/Adv |
| | | |
| Basic Life Support Resuscitation & AED Training | Clinical Skills | All |
| Ear Care & Irrigation Foundation Course for Professionally Registered Staff | Clinical Skills | Intro/Int |
| Ear Care & Irrigation Foundation Course for Non-Registered Staff (E.G. HCA) | Clinical Skills | Intro/Int |
| Ear Care & Irrigation Ear Irrigation Update (Registered & Non-Registered) | Clinical Skills | Int |
| Venepuncture CFT/TH | Clinical Skills | Intro/Int |
| Minor Illness | Clinical Skills | Adv |
| | | |
| Person-centred care | Professional Skills | All |
| Supervisor/Assessor Training for Student Placement | Professional skills | All Registered |
| | | |
| Immunisations Foundation for Registered Staff | Immunisation | Intro/Int |
| Immunisations Foundation Training for Non-Registered Staff | Immunisation | Intro/int |
| Immunisation Update for Registered Staff | Immunisation | Int |
| Immunisation Update for Non-Registered Staff | Immunisation | Int |
| | | |
| Non-medical Prescribing update | | Adv |

Learning and Development Opportunities for Social Care

E-learning

E-learning provides a flexible approach to learning and development with a wide range of subject areas available. Many e-learning packages can be accessed free of charge and a couple of useful websites are:-

[E-learning for Healthcare](#)

[Social Care Institute for Excellence](#)

Functional Skills Provision – English, Maths

Not having Maths and English qualifications does not prevent anyone from working in health and social care but it can in reality limit options for career progression. Having or obtaining a level 2 qualification in English and Maths is required as part of apprenticeship training.

However, there is support to help people gain these qualifications and to open up a whole range of health and social care career opportunities.

Cornwall Adult Education

Adult Education provides a friendly and supportive adult environment for people to improve their English or Maths.

Apply online www.cornwall.gov.uk/adultlearning or call 0300 1231 117 to find out more about how Cornwall Adult Education can help including arranging an assessment and identifying the most appropriate qualification route. **Note:** most functional skills or GCSE Maths and English course are free.

BKSB – Functional Skills Support

[BKSB](#) is an online programme to assess current level of Maths and English skills and provide relevant learning resources to use either as stand-alone learning or to complement other courses.

It is funded by Health Education England and is free for NHS staff and staff in social care (excluding staff employed by local authorities).

For anyone in Cornwall and the Isles of Scilly working in health and social care who would like to enrol or find out more contact Nikki Pryke (Royal Cornwall Hospitals Trust) nicola.pryke@nhs.net who is Cornwall contact for the BKSB skills development.

Feedback

We would love to receive your feedback. If you have any comments, ideas for future articles or have colleagues who would like to be added to the mailing please contact us at proudtocare@cornwall.gov.uk