

Recruitment Strategy 2021:

Date	Task	Aim
End of December 2020	<p>Draft strategy completed</p> <p>Contact with comms made to establish next years goals.</p> <p>Working group set up to include RAT Team, Permanent Carers and Fostering Teams.</p>	
W/B 5 th January 2021	<p>Dates of working group agreed.</p> <p>Dates of Opening Lunches shared.</p> <p>Advert launching campaign on ACC 'Don't put it off' with link to portal and to include Open Lunch advert.</p> <p>Email to be sent to carers to establish who would like to be involved in recruitment with examples of how they can help. This should include details about incentives.</p>	
January 2021	<p>Team photos on Teams 'Meet the Team' approach. This can be funny/silly!</p> <p>Portal to be updated with these pictures.</p> <p>Pictures to be used to advertise Open Lunches.</p> <p>Profiles of children – to be used anonymously for recruitment and training</p>	Faces to names and increases approachability.
Throughout January 2021	Restrictions allowing – staff to all help with poster drop. GP surgeries, vets etc	To compliment social media campaign.
February first week	Children's Mental health week	Link fostering to better outcomes for children's self esteem etc.
Throughout Feb	LGBTQ History month	

26 th February 2021	Open information lunch	First on two-monthly open lunches to increase publicity and offer open space to answer questions – break out rooms on Teams to be used as required.
March 2021	World book day 4th March	To be used as a resource to be shared on fb and with existing carers and applicants.
April	Open Lunch 23 rd April Anti-bullying week – link to increased vulnerability of LAC children to bullying and the importance of self-esteem and having adults to advocate for them.	As per Feb. To raise awareness of some of the issues facing LAC children.
May	Fostering Fortnight: Schedule of proposed events with a significant online presence with ideally daily/every other day articles. Other Events to focus on: National Children’s Day: 16th May <ul style="list-style-type: none"> • Quotes and voices of children • A wall of pictures of ‘my fostering family’ pictures • Share profiles of children? Grampian Pride 29th May	The aim would be for Fostering Fortnight to be a big event this year with more involvement of children and foster carers to increase interest and enquiries. Increase awareness/diversity of ACC applicants

June	<p>14th June – Review of Strategy meeting with Working Group.</p> <p>LGBTQ Month – Focus on articles/stories of LGBTQ carers. ACC welcomes applicants from LGBTQ Community for fostering and adoption.</p>	<p>To evaluate number and quality of enquires and to update the needs of the service in regards recruitment.</p> <p>Increase awareness/diversity of ACC applicants</p>
July	<p>Start of July – Open information lunch (Date to be confirmed)</p> <p>Theme: Summer – getting out and having fun with your children, ideas for days out and the importance of play and time with children.</p>	<p>Link to playful/therapeutic parenting</p>
August	<p>Specific campaign? (caring for teens? Permanent foster care for siblings?)</p>	
September	<p>Open information lunch (Date to be confirmed)</p> <p>All About Behaviour – articles/flyers on understanding children’s behaviour and using a therapeutic approach.</p>	
October	<p>Possible themes: ADHD awareness month/and black history month</p>	
November	<p>Adoption Week:</p> <p>Ideas for daily activities/shares. This will need to be reconsidered once National themes for the week have been agreed:</p>	<p>To focus on Adoption recruitment and raise ACC’s online presence in Adoption Week Scotland.</p>

	Last open information lunch of the year – focus on Adoption (Date to be confirmed)	Connect with other agencies and National agendas.
December	Wider review of recruitment strategy and needs assessment for 2022	To ensure the strategy is helping to support the needs of the service.