Case study and spokesperson interviews available [insert if accurate]

**[Insert region] pioneers family friendly career open days for people looking to balance work and family life**

* *Family Care-eer Day will be at* ***[insert care provider and address]*** *on* ***[insert date]*** *and* ***[insert time]***
* *Children’s entertainment to be provided to allow time for applications and interviews*

To show parents, grandparents or anyone caring for others across [insert area/region e.g. Southampton] that a job in Adult Social Care (ASC) can often offer the flexibility they need, [insert care provider name] will be hosting a career open day with a difference. Families can come along with their children in tow to find out about potential social care roles available in [insert location].

This is one of a series of events, being billed as ‘Family Care-eer Days’, which are taking place across the country, as part of a Department of Health and Social Care (DHSC)’s campaign called ‘When you care, every day makes a difference’ to encourage more applicants to apply to work in the sector.

The event is an opportunity to find out about some of rewarding roles with often flexible hours available in adult social care, fill in an application form and even take part in an informal introductory interview. Any children in attendance will be entertained with games and activities like colouring or arts and crafts so adults are free to properly explore the potential career path and talk to current social care staff. [Insert additional details here if the level of entertainment is noteworthy].

Not only can the hours in ASC often be flexible enough to work around busy family life, but there are plenty of jobs available in a range of care sectors, across different health needs from care worker to personal assistant, support worker to shared lives carer, and care assistant to activities coordinator across special needs, to mental health, dementia and other needs. At [insert care home name] there is a particular focus on [insert area(s) of care] with roles available including [insert details of roles].

The latest research from the DHSC with 2020 adults suggests those who care for children are particularly well-suited for ASC roles, typically armed with the right skill set – compassionate, patient and responsible – and with a desire to do something that makes a difference. Indeed, the research showed that of those with dependent children, 61% would consider moving roles to a job which offers more fulfilment. With concerns over flexibility often holding them back from seeking or changing job, the Family Care-eer Days are designed to showcase that this is a sector that can help people with family commitments juggle the demands of work and home life.

**[Insert name and job title of spokesperson] from [insert care home name] said: “**We are very glad to hosting a Family Care-eer Day at [insert car home name] this [insert date]. Our whole team is looking forward to sharing their insights and experiences with those that come to visit. I hope our event gives families the opportunity to pop by and explore what we have on offer in a way that works for them. We have several vacancies we are looking to fill that offer great flexibility in what we hope are rewarding and satisfying roles. We look forward to seeing you all on [insert date].”

Insert call to action as appropriate for your event, options could include:

1. If you would like to attend our open day please RSVP directly to [insert email address]
2. For further information about our event please see [insert link to your event page on your website here]
3. The family care-eer day at [insert care home name] will take place on [insert date and time] and we hope to see you there. The full address is [insert address]

**- ENDS-**

[Insert details of your care home that those publishing this story might be interested in - this could include the size and speciality of your care home and directions or further details of the event as necessary].

**Notes to editors**

* BMG Research surveyed 2020 adults aged 18+ in England on behalf of the Department of Health and Social Care
* Adult social care roles offer personal and practical support to help people live independently, from adults with disabilities to older people or those with mental or physical conditions.
* They can include anything from supporting people to participate in social activities in the community to enabling someone to go to work every day, and assisting with personal care such as getting dressed or cooking meals. Workers can be based in the community, in care homes, hospitals or people’s homes.
* The campaign website is [www.everydayisdifferent.com](http://www.everydayisdifferent.com). The campaign’s Facebook page is [www.facebook.com/everydayisdifferent](http://www.facebook.com/everydayisdifferent)