



South East Region

Learn from Jenny Steeples Individual Employer

Raising the Profile of PA's in care

Working to raise the profile of PA's in Care and recruit more PA's from a professional back ground with some career ambition, skills and knowledge

Background

The project was based on one IE's experience of making a video and the subsequent appointment of a Psychology student as a PA.

Funding became available and we took the opportunity to apply to make a video to be shown to professional students in two local universities and possibly encourage student placements as PA's or to recruit, 'Earn whilst you learn approach'.

What they did

As an IE I felt I needed the support of a large organisation and approached the TCP for help and a colleague who was interested in setting up a PA register PBS. The activity was to create marketing and promotional tools to raise awareness of the role of a PA. We hoped to possibly offer the role as a PA as a student placement. The target audience was Psychology, Social Work and nurse students. The local TCP was keen to engage and the support of the project manager was invaluable.

Through the video we wanted to visually be able to explain the role of a PA in care and the benefits for both the IE and the PA. Inspire people to become engaged and to find out more. We took the video in to universities and spoke to some students about the role.

What they achieved

We created a Video of a PA working with an IE with learning disability, the PA has the opportunity to be seen with the IE and share her feelings. Several banners were created with positive images to be used at events, badges with Become a PA in

Care” and leaflets to promote PA’s in care. The video was very successful and we have had positive feedback. It was really useful to generate discussion and It has been shared widely now across SE England, it is also being shown in a local GP surgery.

The video was very successful and we have had positive feedback. It was really useful to generate discussion and it has been shared widely across SE England. We know that it is being shown in a local GP surgery and West Hampshire CCG have asked that other GP surgeries also show it.

Details have appeared in West Hampshire CCG Newsletter. Skills for Care have put it on their Website. It has been sent to several College Career departments in Hampshire, HEE, local MP, Councillors, Baroness Hollins, Dame Phillipa Russell, Dominic Slowie, Bernadette Simpson NHS England. It is on University Website, Face book and U tube and the CPST website.

The project has yet to be formally evaluated but we have mixed feelings about the short term results, enquiries and interest are still very low

Lessons Learnt

It was a short time scale for putting in the application from and it could have been more thought out,

We did not initially contact the right people and time was wasted
More research was required - who is the right person to do it

We did not understand enough about student placements and any complications and red tape involved around placements being held outside of businesses/companies

We needed longer – perhaps a couple of years. To embed the idea of becoming PA, to both the students and possibly to be included in to the course content or curriculum

For more information please see below:

Jenny Steeples, Mother to Claire and Individual employer. This case study is submitted from the perspective of the Individual Employer

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