



## 4,500

### PA's sent regular newsletter

- 49% - 52% open rate



**Self-directed Support Standards**

*"to improve the offer of direct payments for employing Personal Assistants and promote consistency"*

#### Direct Payment Agreement

- draft coproduced SDS Standard 13 under test

## Personal Assistants Network Scotland

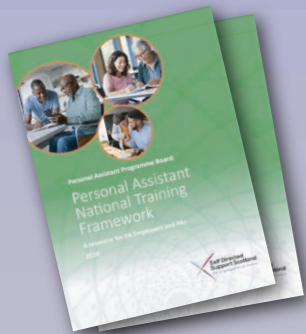
#### PA Network Scotland

- The only info & support service for PAs redeveloped as a membership org
- New website & database to manage comms launched
- 1,300+ members and growing
- increasing membership offer e.g. access to discount cards
- Unique Union membership offer for PANS members



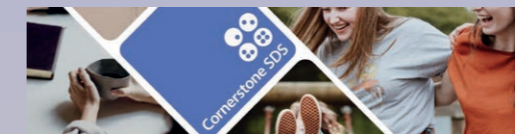
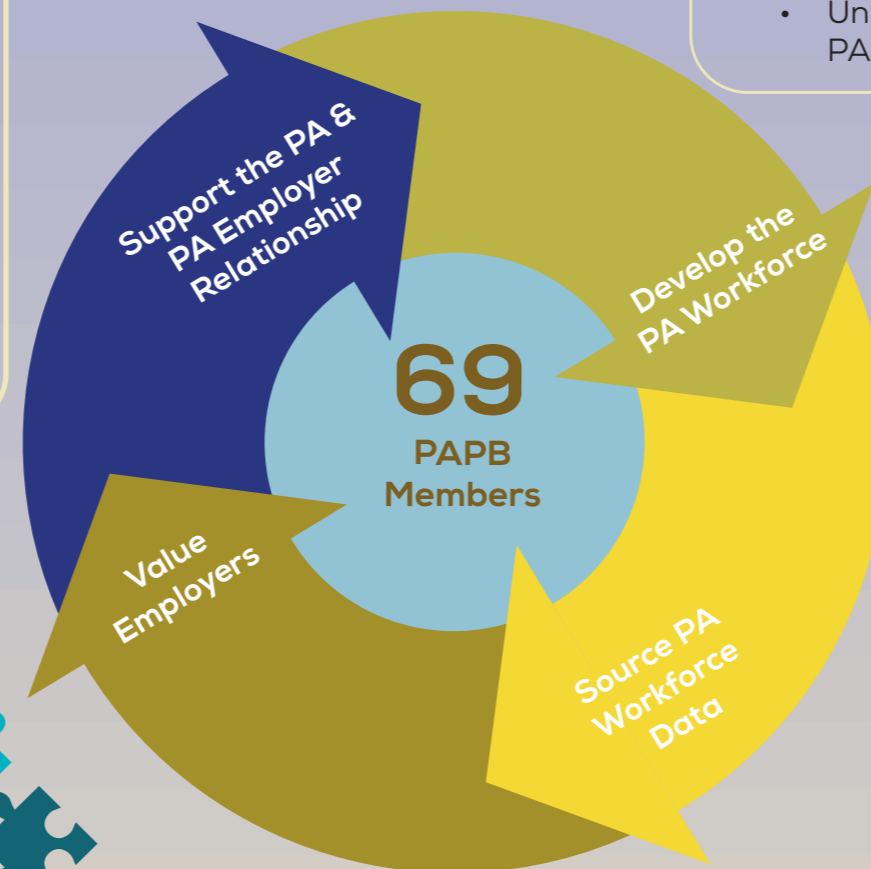
#### Wellbeing Advances

- IMPACT Team systematic review about 'What works in PA Wellbeing' this plus the PA Workforce Survey provides base line evidence to develop a wellbeing strategy and ongoing action in developing the best wellbeing resources for PAs/ PA Employers
- Collaborative work with the National Wellbeing Hub Team and the Scottish Government Wellbeing Team to raise the profile of Personal Assistants on the Hub and in the social care workforce.
- Campaign for Blue Light Card for PAs in Scotland



#### PA Training Framework

- A national framework to support employers with PA training published
- 2 e-learning modules for PAs and their employers ready for publication: *Understanding the Value of a Personal Assistant* and *Healthy Working Relationships*



#### Cornerstone SDS PA Support Pilot

- informing next steps for developing local PA networks

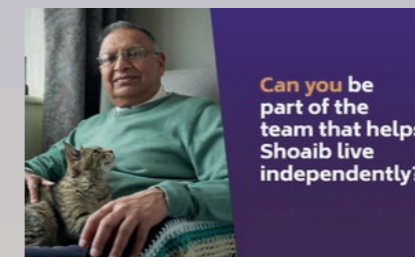


## 1,659

views per month

#### PA & PA Employer Handbooks

- 116 articles reviewed and updated
- average of 1,659 views every month
- PA Wellbeing resources included in PA Employer's Handbook

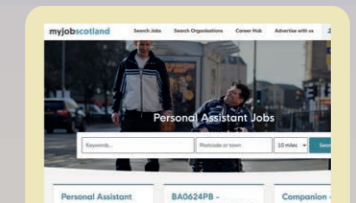


#### Recruitment Campaign

- PAs featured in Scottish Government's national social care recruitment campaign

## 450

views per day



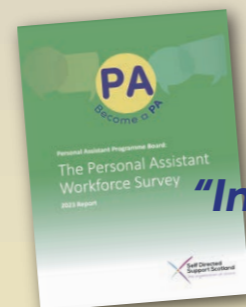
#### New My Job Scotland page

- launched with 300+ vacancies posted in first two months
- average of 450 views of page every day
- ongoing promotion campaign to promote page to potential PAs



#### IRISR

- Independent Review of Inspection, Scrutiny and Regulation of Social Care complete with recommendations
- Ministerial reassurances that any bespoke PA registration system will not be considered until PAPB workplan is complete



#### PA Workforce Survey

- Publication of 2023 report & findings

*"Increased awareness of access to support"*



## 280K

views

#### Make an imPACT campaign

- featuring range of employers and PAs to raise awareness of the PA role
- ran across social media and radio and was seen or heard 280,000 times across the campaign

