

[Home](#) > [News](#) > Golden win – campaign scoops hat trick by winning at international awards

A social care recruitment campaign has continued its winning streak by being awarded Gold at the 2019 [International Content Marketing Awards](#) (<http://the-cma.com/awards/>).

[See the difference](https://www.cpl.co.uk/news/cpl-creates-and-delivers-vital-social-care-recruitment-project) (<https://www.cpl.co.uk/news/cpl-creates-and-delivers-vital-social-care-recruitment-project>), a social care recruitment campaign for Cambridgeshire County Council, resulted in 52 new appointments – 130% ahead of its original four-month target.

Judges were wowed by the work, which involved the council working in partnership with marketing agency CPL, and voted it the Best Consumer campaign in a category that included shortlisted entries from companies including Tesco, ASDA and Waitrose. Almost 150 agencies and companies from 23 countries entered the awards, which were held in London on Tuesday 26 November and organised by the Content Marketing Association.

The campaign's focus was to recruit reablement care workers, a high priority area of recruitment for the council. Reablement workers play a very valuable role in helping people to regain their independence by supporting in the community and helping them to leave hospital in timely way and become independent again. They help people be where they want to be – in their own homes – and avoid people having to go into a care setting or receive personal care at home. Most importantly they focus on increasing confidence and independence.

As well as winning at the International Content Marketing Awards, See the Difference has also won awards at the Chartered Institute for Public Relations Gold Awards in 2019 and the Unawards 2018.

Charlotte Black, Service Director for Adults and Safeguarding at Cambridgeshire County Council, said: “We’re really excited by the results from this campaign. ‘See the Difference’ forms part of the council’s transformation of adult social care, which has included the groundbreaking community focused Neighbourhood Cares Pilot in Soham and St Ives and using innovative approaches such as Technology enabled care. These approaches are changing adult social care for the better, improving people’s wellbeing while reducing adult social care costs at time when we have an increase in the number of people who living well in their 80s and beyond, often with complex needs.”

CPL’s managing director, Mike Sewell, added: “This is a huge accolade for our team at CPL and Cambridgeshire County Council. We have a strong partnership with the Council and really enjoyed creating this campaign, which continues to run and deliver positive results. We hope the lessons learnt from this and other projects with Cambridgeshire can be put into practice in helping other local authorities with their social care recruitment.”

To find out how to become a Reablement Worker [click here.](#)



**Be a reunite Doris
with Morris worker**

Be a **Reablement Worker**

[See all news articles](#)

[Facebook \(https://www.facebook.com/CambridgeshireCC/\)](https://www.facebook.com/CambridgeshireCC/)

[Twitter \(https://twitter.com/CambsCC\)](https://twitter.com/CambsCC)

[Instagram \(https://www.instagram.com/cambridgeshirecountycouncil/\)](https://www.instagram.com/cambridgeshirecountycouncil/)

[Youtube \(https://www.youtube.com/user/CambsCountyCouncil\)](https://www.youtube.com/user/CambsCountyCouncil)

[Media enquiries](#) (journalists/media)