

# Curious about Care

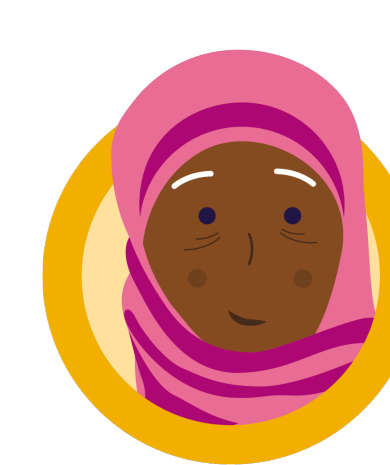
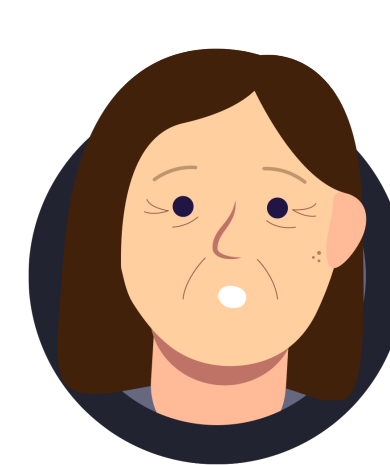
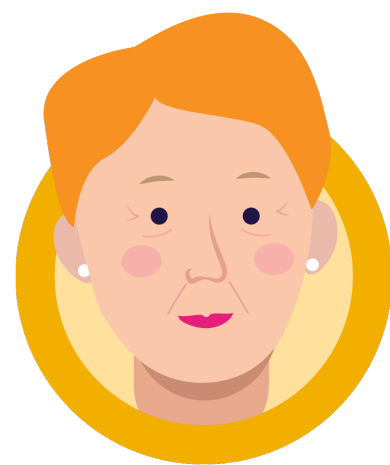
## IMPLEMENTATION MAGAZINE

### A guide *for* employers, *by* employers

This magazine is written by The Curious about Care Implementation Group – a gathering of nine social care recruiters who spent several months exploring how best to use the platform. This magazine shares the lessons they have learned.

Questions?

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# What is Curious about Care?

**Curious about Care is a free, evidence-based recruitment quiz and learning resource which helps to put values front and centre of your organisation. The platform places people in the shoes of home care workers and asks how they would tackle some interesting dilemmas.**

## Using the Curious about Care recruitment quiz involves four steps

1. Create your personalised quiz at <https://curiousaboutcare.org.uk>. Three scenarios are already chosen for you and you can pick from a range of others. Your unique link will be emailed to you, together with a full scenario guide.
2. Email your link to people you would like to take the quiz, such as job applicants. You can use the same link for as many people as you need, and for as long as you need.
3. The recipients complete the quiz, making choices about the scenarios you selected.
4. You then receive the results as a PDF report, which includes a simple traffic light summary, an overview of their answers, and a scoring guide.

### WHAT DO THE TRAFFIC LIGHTS MEAN?

The traffic light is a simple, at-a-glance guide to how closely a test-taker's answers matched the panel of service users who set the scoring system.

Where someone does not get a green light, it simply means that you might want to look through their answers in more detail, and start a conversation about values during the interview and induction.

### Introducing László – an example from the quiz

László likes to go to the supermarket café when you go shopping together. You know László well, and he is a very friendly and chatty person. He has some memory troubles, and can get confused.

When you sit down, László spots a couple in the café who he says are old neighbours of his. They don't recognise him but László is insistent that he knows them. László starts talking to them, chatting away as though he has known them for years. The couple appear friendly, although they are a little puzzled.

What would you do?



### SPOT THE DIFFERENCE

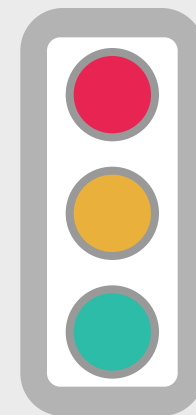


# Some key messages

The Curious about Care Implementation Group offer the following key messages from our experiences:

## IT'S NOT ALL ABOUT GETTING A 'GREEN LIGHT'

Whilst the traffic light is a useful signal about someone's values, Curious about Care is more important in sparking conversations and thinking about care in a values-based way. Those getting amber traffic lights might just need some support to understand the expectations of social care values.



## IT TESTS WHETHER AN APPLICANT IS SERIOUS ABOUT WANTING THE JOB...

Not everyone completes the quiz that they are sent, but those that do tend to then follow-through to an interview. People who do not take the quiz might not have been serious about their application in the first place. But we cannot rule out that some people might not like the idea of a 'quiz' and worry about failing?



## IT HELPS PEOPLE NEW TO CARE TO UNDERSTAND THE ROLE

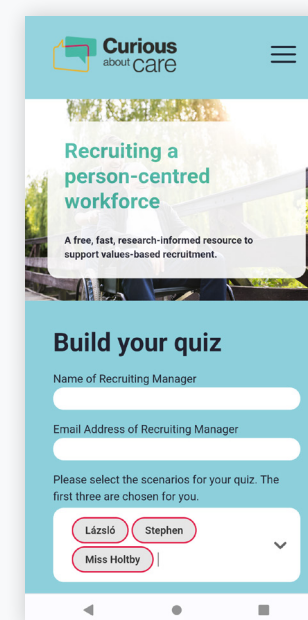


might face, and what good care looks like.

Not everyone who applies for care work understands completely what the job entails and what values are important. The scenarios help prepare people for what situations they

## IT CEMENTS VALUES-BASED RECRUITMENT IN YOUR ORGANISATION

Most employers will already be taking a values-based approach to recruiting and retaining staff. But the Curious about Care quiz can cement it in place and give you an extra insight to support other activities.



## IT'S GOOD TO BE 'RESEARCH ACTIVE'

Demonstrating an involvement with research and awareness of best practice and new innovations is a key motivator for using Curious about Care. And CQC like to see employers using evidence-based tools and practices.



## IT HELPS TO ORIENTATE MIGRANT WORKERS TO THE ROLE

The Curious about Care scenarios can also help to prepare sponsored workers for the expectations of care work. The quiz and animations prompt discussions about key principles of person-centred care, including the importance of promoting independence and the nature of care relationships.





# First contact with candidates

A crucial job for employers is to spot the best applicants, and reinforce their engagement in the recruitment process. Not all applications are credible, and Curious about Care can help find those with the best values-fit. Also, engaging the best candidates early with a simple quiz can reduce the chance of ‘no-shows’ at interviews.



## SPOTLIGHT ON...

### Using Curious about Care to sift candidates

At Home Instead West Leicestershire and Market Bosworth, **we handle a significant influx of applicants, typically ranging from 80 to 150 individuals each week.** Our challenge is to efficiently allocate our time and resources to identify candidates who resonate with our organisational values.

To streamline our selection process, we use the Curious about Care quiz alongside our custom enquiry form. This approach helps us to effectively sift through the large volume of applications, offering us a first insight into each candidate’s suitability. Those who excel on the quiz progress to the next stage. The quiz results inform our interview strategy, enabling us to tailor our questions and assess candidates’ alignment with our values.

This meticulous approach helps us to identify care professionals who embody traits such as compassion, empathy, and enthusiasm. By prioritising these values, we aim to foster a team committed to delivering exceptional person-centred care.”

**Steve Jackman**, Recruitment and Retention Coordinator, Home Instead West Leicestershire and Market Bosworth



## NOTE FROM THE RESEARCH TEAM

*This is really interesting. The research has not yet explored whether the Curious about Care traffic light system is the best way to ‘sift’ lots of applications – or whether there are other routes to doing this. We are keen to investigate this in a future study!*



## SPOTLIGHT ON...

### Using Curious about Care before the interview

We at Radfield Home Care Shrewsbury & Oswestry, **utilise the Curious about**

**Care quiz after pre-screening potential Care Professionals on the phone and before a face-to-face interview.** We find this an optimum time to share the quiz, as it gains an element of commitment from the candidate beforehand, and if it’s completed, you know there’s a good chance they will come and engage with you for an interview. Also at the interview stage, sharing the results provides a good talking point with candidates, especially those who may not have engaged in a care role before, as the scenarios posed by the Curious about Care quiz broadens the horizons of what they may perceivably be asked to do in their new role.

Even for those who have done care work before, the scenarios make them think about potential actions to take, and perhaps not think or act as complacently as they may have done. The quiz makes a good addition to our recruitment process and I have found it adds a different and interesting dimension to our ever improving processes in an ever changing Recruitment environment”

**Lewis Collins**, Recruitment and Training Manager, Radfield Homecare



# Interviews

Perhaps the main area that Curious about Care can inform is the interview stage of recruitment. Whether you ask candidates to take a quiz before they come, or whether they take a look at one of the animations, they will be ready to talk about values!



## SPOTLIGHT ON... Starting conversations about values

The emphasis of recruitment at Home Instead Bristol North is to hold a meaningful conversation to establish a connection built in values and a kindness of heart.

These conversations offer a shared opportunity to get to know each other. Curious about Care has become a key additional tool in helping with this. The results of the quiz offer an opportunity to reflect on any unconscious bias we may hold whilst also bringing the values of those who draw on care into the conversation.

Although we value the feedback, we're conscious not to place too much emphasis on the quiz itself as we've had some feedback that applicants, particularly those new to care work, might find the quiz akin to taking a test. We're keen to avoid any feeling of pressure in terms of getting the 'right' answer and don't want this to be something that means those new to care work choose not to progress with their application, some of our very best Care Professionals are new to care. Whilst we do ask applicants to complete the quiz prior to an interview, we also use the animations in interviews themselves to offer applicants a chance to expand on their answers. We find this works well in ensuring values are central to our recruitment process and therefore central to the care delivered to our clients."

**Rachel James**, Head of Operations and Business Development,  
Home Instead Bristol North



## SPOTLIGHT ON... Using Curious about Care to emphasise your commitment to values

At Rooted Homecare, we understand the significance of combining competence with compassion. This understanding led us to incorporate the unique features of the

Curious about Care quiz into our recruitment strategy, a decision that proved pivotal during our Care Quality Commission registration inspection. With its ability to evaluate a candidate's alignment with the values fundamental to adequate care, the quiz became a focal point of our discussion with the inspector.

Our end-to-end recruitment process, particularly our method for initial candidate selection, was under scrutiny. Demonstrating the Curious about Care quiz illustrated our commitment to value-based recruitment and our dedication to a research-informed practice. The inspector's request to experience the quiz firsthand was an opportunity for us to showcase its effectiveness in identifying potential employees who are skilled and deeply committed to the ethos of care that Rooted Homecare stands for.

Rooted Homecare's experience with Curious about Care is a beacon for future recruitment in care settings. As we continue to innovate and adapt, our journey with Curious about Care underscores our commitment to excellence and compassion in every facet of our work."

**Dr Alex Mswaka**, Managing Director, Rooted Health and Social Care Ltd.





# Using the animations

**Many of the scenarios used in the Curious about Care quiz have been fully animated with voiceovers. This makes them particularly useful for training events, meetings, or other group activities. The benefits of using the animations in groups is that you can get a conversation going about values, in a way that deepens people's understanding, and lets people draw on each other's experiences. Two employers give their experiences of using the animations in this way:**



## SPOTLIGHT ON...



### Affinity Homecare: Using the animations to spark group discussion

Continuing professional development is a core value for Affinity Homecare Shrewsbury. A reflection of this is the

ways in which we have approached using Curious about Care.

We have used the animated scenarios in group settings of four to five people. Experience has taught us to keep the groups small as we have found that larger groups tend to be dominated by more confident members. These small groups are able to have meaningful and engaging conversations during which we can assess skill levels. They also offer an opportunity for shared learning between new and existing employees.

I have also started using the situations in supervision meetings with our staff. These meetings offer an opportunity to follow up and revisit a scenario after a group discussion or to introduce new scenarios. I've found the situations particularly helpful when they closely align with a situation which a staff member may have faced in their day to day work. It provides an opportunity to reflect and consider ways in which the situation could have been approached differently.

Finally, we have just decided to ask new staff to undertake the quiz 2-4 weeks after they have started doing home visits. This means we can assess values on the job and offer support to the staff member."

**Melissa Morgan**, Registered Manager,  
Affinity Homecare Shrewsbury LTD



## SPOTLIGHT ON...



### Wright Care at Home: training and induction

When I first received the scenarios I thought it would be a good idea for the

management team to try the quiz so that we could look at the best way to utilise them in our recruitment process. All agreed they were a good way of looking at value-based practice and felt that using them at interview/induction would work best for us.

Recently I have sent the scenarios to a successful candidate to complete before their start date, and we then discussed her answers and the recommendations during her probationary week. This particular candidate came out as "amber" which is what I would have expected, as she had worked in childcare, but was new to adult care. This particular method seemed to work well, so I will take this forward with newer candidates. **I find the animations are particularly useful as a training tool**, and used these in a recent team meeting with our established carers, to ascertain their values, and we had some very good discussions around how we would handle the different situations – opening up into discussions about real life scenarios that were similar"

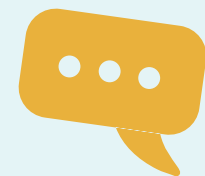
**Jane Abbey**, Acting Care Manager,  
Wright Care at Home.



# Recent Consultations

The research team have undertaken two additional consultations to examine Curious about Care in particular contexts. The team offer their thanks to those who took part in these exercises.

## Neurodiversity Review



One of the questions raised by those considering or actively using Curious about Care was whether there may be any barriers for neurodiverse individuals using the website and quiz. Neurodiversity Specialists undertook a holistic review of Curious about Care with respect to neuro-inclusion. Their review consisted of an independent audit carried out by their consultants and a consultation with nine neurodivergent individuals.

The review highlighted a number of ways in which the website and quiz are already neuro-inclusive. These included the use of coloured backgrounds (reducing the contrast between text and background), the short length of the animations (accessible for people with attention or concentration difficulties and/or working memory challenges) and the accessible use of language.

A number of recommendations were also highlighted by the review. These focused on enhancing accessibility and user experience and included adding a easy-access screen reader.



Another recommendation from the review was to consider the multiple-choice questions. There was some concern that these could be difficult to interpret and that we should consider highlighting or bolding the different words in the answers. This would help neurodivergent individuals with visual/phonological processing difficulties.

The full report by Neurodiversity Specialists is available on request. Please email [curious-about-care@york.ac.uk](mailto:curious-about-care@york.ac.uk).

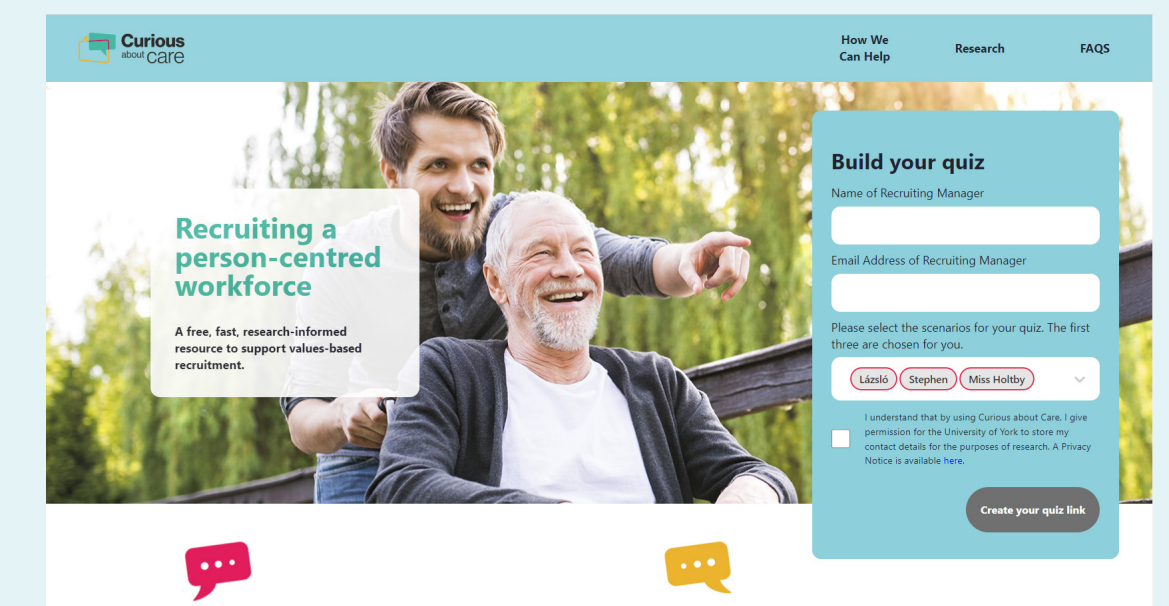
## Personal Assistant Consultation

The research team ran an in-person consultation with disabled employers and their personal assistants (PAs) to consider two questions: would scenarios be useful for recruiting and preparing PAs, and if so, how would scenarios need to be different? Eighteen people shared their views and experiences on the day.

Some employers and PAs were strongly in favour, and felt that a PA-focused quiz would help to save time and energy for employers and help prepare those new to the job. But others were more sceptical, feeling that candidates would not answer the questions honestly and would choose responses that they felt were socially acceptable. Interestingly, we also heard that shared values were not necessarily essential to having a good working relationship.

Discussions highlighted that we would need to start from the beginning if we were to develop scenarios focusing on PAs. We would need to consider the unique values and challenges the role entails.

The most promising avenue for a Curious about Care resource would be in promoting and communicating the PA role itself. We heard that the PA role is poorly understood, and animated scenarios might help jobseekers to understand it better.







### How *not* to use Curious about Care

**On occasion, the Curious about Care team are copied into emails by accident, and we have learned that some employers (not in our Implementation Group!) are asking candidates to re-take the test over-and-over until they get a green traffic light. Don't do this! Not only is it pointless activity, it also says to your candidates that you don't really care about values!**

### THANK YOU...

Particular thanks go to the Curious about Care implementation group including Elder, Home Instead Lewisham and Southwalk, Wrightcare at Home, Radfield Home Care, Home Instead West Leicestershire and Market Bosworth, Rooted Homecare, Home Instead Bristol North, Affinity Homecare, Each Other Care and our early adopters whose invaluable feedback helped shape this magazine.

### DISCLAIMER

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