

Government pledges £58m to recruiting top quality social workers

**Harry Freedman, author of 'How To Get A Job In A Recession' and founder of Career Energy comments;**

"The government's plan to increase the budget for recruitment and retention of social workers will be as welcome to those who work in the field as it would in any other industry. However the announcement by the Children's Secretary that 'we need the best people coming into and staying in social work' is an unfair, implied criticism of social workers.

Of course social workers have had their failings, like any other group, and given the nature of the work they do, many of their failings will be tragic. However although social workers succeed far more often than they fail, they attract much more blame than praise. It is just that we never hear about their successes.

The real problem in social work is the attitude of the tabloid media, who learnt years ago that nothing sells papers faster than the tragic abuse of children, and papers sell even better when a hate figure can be identified. Yet because the real perpetrators of the crime can generally not be identified for legal reasons, the next best scapegoat is always the social worker assigned to the case.

So social workers, who are not the criminals, get blamed, whilst we rarely hear the names of the true offenders. As none of us like the idea of working in a job that attracts such terrible publicity, and because few of us are anyway brave enough to become social workers, people avoid the profession like the plague.

The solution for the Children's Secretary is not to imply that today's social workers are not the best people, many of them are. The solution is actually much simpler, to work with the social work profession to improve its profile.

**To speak to Harry or arrange an interview, please contact [cath@roanmedia.co.uk](mailto:cath@roanmedia.co.uk) on 0208 333 5870.**

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Harry Freedman is Founder of Career Energy, the leading provider of career change advice and job search assistance to individuals. Harry has worked as CEO in a variety of SMEs, and in the voluntary sector. He moved into Career Management by applying the techniques promoted by Career Energy, namely identifying dominant skills and experiences and transferring them into relevant new contexts. His formal Career Management experience was gained with leading providers of corporate career services, and informally as an employer and as a coach in the voluntary sector. [www.careerenergy.co.uk](http://www.careerenergy.co.uk).