



Supporting Cross-Regional Integration and System-wide Thinking with the South West Proud to Care Network

[Proud to Care](#) is a partnership of local authorities and healthcare organisations (including the NHS) working together across each region in the South West to raise the profile of careers in health and social care.

Now, with the support of Skills for Care, the 16 Proud to Care initiatives across the South West have established one network. It aims to support the sharing of best practice with regards to workforce recruitment and retention. Representatives from ICBs across the region are involved in the establishment and direction of the network.

This case study:

demonstrates the impact of sharing good work between areas across a wide region
demonstrates the role of Skills for Care in supporting and amplifying existing initiatives, and bringing people together to support integration
is based on conversations



In the face of local authority budget restrictions, the Proud to Care network hopes to remain an important source of identifying innovation and sharing good practice, including with the ICS Retention Leads who attend. Their ethos remains flexible and collaborative, and they hope to create and share creative responses to challenges as well as foster deeper system-wide integration across every area in the South West.

collaboration can happen between health and social care voices sharing
can achieve by linking people together

- Keryn Morris, Skills for Care Locality Manager