

'We Are The NHS' Campaign

Toolkit

2022-2023

BACKGROUND

Recruitment for the NHS has never been more vital. The future of England's health and social care system relies on its people, and it is essential that NHS workers get the support they need to continue delivering the best possible care.

NHS England will be launching its fifth consecutive annual workforce recruitment campaign 'We Are The NHS' on **24th October 2022**. This year, the campaign will shine a light on nursing roles in particular, and in doing so, aim to inspire target audiences to undertake a career in nursing and increase applications for nursing courses.

Launching on 24th October 2022 and running until March 2023, the campaign will include new advertising, partnership activity, PR and specific multicultural communications.

CAMPAIGN OBJECTIVES

The overall strategic aim of the 'We Are The NHS' campaign is to help drive applications to nursing, showing a younger demographic looking to begin their career journey and potential career switchers the benefits of a career in the NHS; and reducing the number of existing staff leaving the NHS. This is supported through:

- **Leveraging key motivations to applying for NHS roles:** Building on the positive image that our audiences have of the NHS as being a rewarding and inspiring place to work
- **Addressing the key barriers to application to nursing roles:** Demonstrating that the roles are 'within reach' and achievable
- **Ensuring timely action:** Encouraging sign ups to the eCRM programme, allowing them to contact people at the right moment when action is needed

TARGET AUDIENCE

- For nursing specifically, our target audience is teens (all 14–18-year-olds) and career changers (all 20–44-year-olds).
- All phases include specific targeting to ethnic minority audience groups.

HOW YOU CAN SUPPORT

The following document includes key messaging, long and short copy and suggested social posts to help support the campaign.

KEY MESSAGES

Primary messaging

- The decision to pursue a career as a nurse in the NHS can be life-changing. Both for you, and for the patients you treat
- NHS nurses are highly skilled – their work is specialist and can involve anything from performing medical procedures, conducting clinical research and creating treatment plans.
- Nursing in the NHS offers an incredible variety and a diverse range of career options through specialisms in learning disabilities, mental health, adult and children’s nursing.
- As a nurse in the NHS, you can choose from a vast range of settings to work in - from hospitals and GP practices, to patient’s homes, schools and even prisons.
- Once you have qualified as a nurse, there are endless opportunities to further your career by focusing on an area that you are particularly interested in such as trauma, orthopaedics, and neonatal care.
- There are more than 50 types of nursing roles, so a nursing degree can open up an entire world of possibilities.
- We are life-changing careers. We are the NHS. Search ‘Nursing Careers’ to find out more.
- Annual payments of at least £5,000 are available to help you in your nursing studies. And you won’t need to pay it back!
- A nursing degree is the UK’s most employable type of degree with 94% of graduates getting a job within six months of finishing their course.

CALL TO ACTION

- Nursing could be the career for you. Search ‘Nursing Careers’ to find out more about the range of nursing roles available in the NHS.
- Search ‘Nursing Careers’.

LONG AND SHORT COPY

Below are examples of long and short copy that can be used in communications about the 'We Are The NHS' campaign. Please use the copy for any newsletters, emails or other materials, including websites and e-bulletins from the 24th of October 2022.

LONG COPY: 320 WORDS

The NHS's greatest strength is its people, and as demand for healthcare continues to grow, the NHS wants to inspire the next generation to consider a life-changing career in nursing and play a vital role in shaping the future of the NHS.

Now in its fifth consecutive year, the 'We Are The NHS' campaign is back – this year specifically shining a light on the extraordinary work of nurses and the incredible variety of roles and specialisms available within the profession.

Launching in October 2022, all elements of the campaign feature real NHS nurses, who are proud to showcase the many ways in which you can make an impact in the NHS every day, on your patients and on your own future

The campaign highlights the range of nursing specialisms across the NHS, including in learning disabilities, mental health, adult and children's nursing; all varied, exciting and challenging in equal measure. Nurses can also make an impact in lots of different settings - from hospitals, and GP practices, to patient's homes, schools and even prisons.

Candidates for nursing university courses have access to a support system to guide them step by step through the application process, alongside tailored support. Annual payments of at least £5,000 are also available to help you in your nursing studies. And you won't need to pay it back!

Once you have graduated, nursing is the most employable profession with 94% of graduates gaining employment within the first six months after leaving university. After qualifying as a nurse, there are endless opportunities to further your career through additional training and development opportunities or by focusing on an area that you are particularly interested in such as trauma, orthopedics, or neonatal care.

As part of the campaign, the NHS have also launched a quiz to raise awareness of the plethora of nursing roles, that people can take to find out which nursing role they'd be best suited to - which is available [here](#).

The NHS is actively recruiting nurses and welcomes talented and passionate individuals to join its ranks, from all walks of life.

Find out where a nursing career could take you. Search 'Nursing Careers' for more information.

SHORT COPY: 124 WORDS

Now in its fifth consecutive year, the 'We Are The NHS' campaign is back to inspire the next generation to consider a life-changing career in nursing and play a vital role in shaping the future of the NHS.

The campaign shines a light on the range of nursing specialisms across the NHS, including learning disabilities, mental health, adult and children's nursing; all varied, exciting and challenging in equal measure. Nurses can also make an impact in lots of different settings, such as hospitals, GP practices and schools.

The NHS is actively recruiting nurses and welcomes talented and passionate individuals to join its ranks, from all walks of life.

Find out where a nursing career could take you. Search 'NHS Nursing Careers' for more information.

SOCIAL MEDIA SUPPORT

Please find below some suggested posts for your social media channels in support of the campaign. Where possible, please use the campaign hashtag **#WeAreTheNHS** or re-share other posts about the 'We Are The NHS' campaign.

Supporting assets are available [here](#).

Twitter

Nursing gives you so many opportunities to make an impact in the NHS every day; on patients and on your own future. Search 'Nursing Careers' to find the right role for you. #WeAreTheNHS.

NHS nurses in <insert region/hospital> undertake a range of rewarding and challenging work, across a broad range of specialisms. Search 'Nursing Careers' today to find the role for you. #WeAreTheNHS

From mental health to learning disabilities, there are a range of nursing roles in <insert region/hospital> to choose from. Want to find out more? Search 'Nursing Careers' today. #WeAreTheNHS

Did you know there are over 50 types of nursing jobs and roles? Nursing is an entire world of possibilities and you can choose from a vast range of settings to work in. Search 'Nursing Careers' to find out more.

Nursing students have access to a tailored support system, with grants of £5,000 to help in your studies, and you'll never have to pay it back. Search 'Nursing Careers' to find out more.

Instagram / Facebook

Unsure of your next career move but want to make a difference? Nursing gives you so many ways to make an impact in the NHS every day; on others and on your own future. Search 'Nursing Careers' to find out more. #WeAreTheNHS

Did you know that Nursing is the UK's most employable degree? 94% of graduates get a job within the first six months of finishing their course. To find out how to apply, search 'NHS Nursing Careers' today. #WeAreTheNHS

Nurses are highly skilled and engage in a range of work, including medical procedures, clinical research and treatment plans - making an impact on patients' lives every day. Search 'NHS Nursing Careers' to find out more about how to apply. #WeAreTheNHS

SUPPORTING DATA

New research commissioned by NHS England, conducted by Censuswide, surveyed a sample of 2136 general respondents aged 18-44 in England. The data was collected between 12.10.2022 – 18.10.2022. Censuswide abides by and employs members of the Market Research Society and follows the MRS code of conduct which is based on the ESOMAR principles.

- 62% of people aged 18-44 are in the process of or looking to change career in the next 12 months
- 38% of people aged 18-44 said job security was the most important for them in a job role
- 18% of people aged 18-44 said engaging with people every day was the most important for them in a job role
- 66% of people aged 18-44 agree qualification and further education opportunities are important to them
- 75% of people aged 18-44 agree career progression is important to them
- 71% of people aged 18-44 agree working with a team is important to them
- 60% of people aged 18-44 agree they want a career where they work directly with people
- 78% of people aged 18-44 agree opportunity to continue to develop and grow their career is important to them
- 70% of people aged 18-44 agree they want a career where which challenges me and is dynamic
- 78% of people aged 18-44 agree they want a career where they can have a positive impact on people's lives
- 82% of people aged 18-44 said when they think about nurses, they would say they have made a positive impact in their life of the life of a loved one
- 57% of people aged 18-44 didn't know there are over 50 different types of roles in nursing. Of this group, nearly two thirds (58%) were surprised at the amount of roles available with over a third (38%) feeling interested about the range of roles.
- 85% of people associate nurses with working in hospitals.
- 66% of people aged 18-44 think that nursing is the most rewarding profession, ahead of teaching (60%) and policing (31%).
- 71% of people aged 18-44 rate nursing as a career where you can have the biggest impact on people's lives
- 40% of people aged 18-44 agree they would consider a career in nursing
- Nearly two fifths of people aged 18-44 believe you have to study all science A-Levels to be able to apply for a nursing degree