

DIGITAL TOOLKIT

Nursing, Midwifery,
Allied Health Professions
and Healthcare Science Recruitment



Healthier
Scotland
Scottish
Government



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INTRODUCTION

On 25th November 2019, we launched a campaign to encourage high school pupils right across Scotland to consider a career in healthcare.

The campaign asks pupils one simple question - "What did you do today?" and by doing so reveals the many healthcare roles that they could be doing tomorrow. The campaign runs in November and December 2019 across TV, digital, Video on Demand, radio and Out of Home (6 sheets and phone boxes).

Amazing things happen in healthcare. This campaign aims to help pupils discover their career in healthcare.





MORE ABOUT THIS CAMPAIGN

AWARENESS

We want to raise awareness of the variety of employment opportunities and benefits available to pupils by explaining that NHS careers can be caring for patients in a hospital, providing treatment in the community, or analysing data in a lab for example.

VARIETY

We want to engage and excite our audience about the career opportunities on offer. This will focus on encouraging pupils to visit [CareersInHealthcare.scot](https://careersinhealthcare.scot) to explore the university routes available to them.

CHALLENGING STEREOTYPES

Some pupils may hold on to stereotypes such as nursing being a career for women and not men. This campaign aims to dispel these notions and show that healthcare careers are for all.

HOW YOU CAN HELP

We need your help to spread the word about careers in healthcare.

To support the campaign, you can share the:

- key messages
- film
- posters
- info on your social media channels
- link to our website ([CareersInHealthcare.scot](https://careersinhealthcare.scot))





KEY MESSAGES

- Choose your tomorrow at [CareersInHealthcare.scot](https://careersinhealthcare.scot)
- Amazing things happen in healthcare.
- There is a huge variety of healthcare opportunities available across diverse areas (Nursing, Midwifery, Allied Health Professions and Healthcare Science).
- There is a £10k (from 2020/21) bursary for all nursing degree entrants which is non-means tested, non-repayable and administered by SAAS. There can also be additional financial support, e.g. travel expenses to work placements.
- 94.6% of nursing students find a job in nursing at the end of their degree – the highest of any degree.
- The NHS is the largest employer in Scotland.

CAMPAIGN RESOURCES

Help us help pupils to discover their career in healthcare by:

- Sharing the 30 second film

youtube.com/watch?v=3bHcKk9cFrs

- Sharing these heartwarming case studies:

Kate: youtube.com/watch?v=5BvO40SA-TM

Annabel and Grant: youtube.com/watch?v=ciAHhusMrRw

Natalie: youtube.com/watch?v=fofybvHLqaA

- Download and share from

[CareersInHealthcare.scot/stakeholder-resources](https://careersinhealthcare.scot/stakeholder-resources)

- Social media graphics and videos

Carousel-1080x1080

Twitter-800x418

What will you do tomorrow carousel-1080x1080

Or create lesson plans, one to one sessions, and talks using the tools available in the careers resource pack:

careers.nhs.scot/careers/resources/teachers-and-careers-advisers/careers-resource-pack/



SUGGESTED SOCIAL MEDIA POSTS

- Choosing a career path can be tricky. Still trying to figure it out? Why not consider nursing? Find out more here [CareersInHealthcare.scot](https://careersinhealthcare.scot)
[#CareersInNursing](#) [#GetIntoNursing](#)
- No two days are ever the same in [#nursing](#) as this new Scottish Government [#ad](#) shows. Real nurses in real settings were used in the campaign to highlight the many careers available to those with a nursing degree [#GetIntoNursing](#) [#CareersInNursing](#) (INSERT AD)
- Are you looking for a secure, varied, and valued profession when you leave school? Why not consider a career in [#nursing](#)? Find out more at [CareersInHealthcare.scot](https://careersinhealthcare.scot) [#CareersInNursing](#) [#GetIntoNursing](#)

You'll find images to go with these posts to download at:

[CareersInHealthcare.scot/stakeholder-resources](https://careersinhealthcare.scot/stakeholder-resources)



USEFUL CONTACTS

This is a Scottish Government campaign.

For more info on this campaign please contact:

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Amazing things happen in healthcare.

Discover your career in healthcare.