

# We are the NHS

## We are returning nurses campaign

### Stakeholder toolkit

Thursday 23 May 2019

**Please note that content in this toolkit is embargoed and content should not be used until  
Thursday 30 May 2019.**

**If you have any queries, please contact Health Education England on  
[hee.healthcareers@hee.nhs.uk](mailto:hee.healthcareers@hee.nhs.uk)**

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## Introduction

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Thank you for your support of the We are the NHS campaign. This document has been developed by Health Education England to provide you with the materials and campaign assets you will need to publicise the upcoming 'We are returning nurses' phase across your channels.

This includes background information, key messages, copy for newsletters or bulletins, social media messaging and links to campaign assets. However, if you need something bespoke which is not available within this document, please get in touch by emailing [hee.healthcareers@hee.nhs.uk](mailto:hee.healthcareers@hee.nhs.uk) and we will try to help.

**Please note that all information in this document is strictly embargoed 10am on Thursday 30 May 2019 and should not be shared publicly until this date.**

## We are the NHS campaign overview

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In 2018, NHS England, in partnership with NHS Improvement and Health Education England, launched *We are the NHS*, a new campaign to increase positive perceptions of, and pride in working for, the NHS. The campaign formed the biggest recruitment drive in the 70-year history of the NHS.

The future of England's health and social care system relies on its people. The campaign aims to increase the number of people considering a career in the NHS, encourage people to return and support those currently working in the NHS.

We are the NHS supports commitments made in the NHS Long Term Plan to:

- recruit more people into the workforce
- ensure its staff have rewarding jobs and work in a positive culture, with opportunities to develop their skills and use state of the art equipment

## We are returning nurses campaign

Our nursing workforce make up the largest part of the NHS workforce. As well as encouraging more people to start a nursing career, we must also look at getting more nurses not currently practising to return. There are believed to be more than 50,000 nurses not currently practising who could come back to the profession.

Health Education England is looking to recruit at least the following numbers of returning nurses:

- 1,000 adult, child, mental health and learning disability nurses per year

- 100 general practice nurses by March 2020 (please note that returning nurses can undertake a return to general practice course, even if their previous experience does not include working in general practice)

There are 39 return to practice courses and 12 return to general practice courses across England. Course fees are paid and there is a minimum of £500 available to every student for childcare, travel and books.

### **Campaign objectives**

This phase of the We are the NHS campaign aims to increase the number of nurses back into practice by:

- **Inspiring** nurses to return to practice and make them **aware** of the opportunities and support available, for example financial support and course tutors and mentors
- **Nurturing and encouraging** nurses on their journey back into practice and **taking action** to re-join the profession by applying for a return to practice (RTP) course

The campaign aims to remind nurses why they fell in love with their profession and then sign-up to a returning to practice email guide. The guide will include information on where to find courses, the funding available and top tips on applying and interviews. Interested nurses will also be able to hear from others who have already been through the programme and returned to practice.

Nurses can sign up to the email guide at [www.healthcareers.nhs.uk/nursing-registration](http://www.healthcareers.nhs.uk/nursing-registration)

### **Overarching messages - We are the NHS**

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- NHS staff touch the lives of the 1.4 million patients treated in England every 24 hours, caring for each and every one of them with care and compassion when it matters most
- The NHS has grown to become the single biggest employer the UK, with 1.3 million workers employed by NHS England alone
- The We are the NHS campaign is the biggest recruitment campaign in its 70-year history
- We are the NHS supports commitments made in the NHS Long Term Plan to recruit more people into the workforce. This includes encouraging more healthcare professionals to return to the NHS and ensure that all have rewarding jobs and work in a positive culture, with opportunities to develop their skills and use state of the art equipment.
- The latest 'We are returning nurses' phase of the campaign encourages nurses to return to practice. It follows phases of the wider We are the NHS campaign that aimed to recruit more student nurses and increase applications to IT and support roles.

- We are returning nurses is designed to support recruitment national and locally with resources to support activity
- Nationally, the campaign includes a partnership with Mumsnet who will help find the qualified nurses in their communities who are not currently practising and make them aware of the fantastic opportunities available to help them return
- It also features real nurses who have recently returned talking about their journey back to practice

### **Key messages – returning to nursing**

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- Your nursing skills and experience are needed more than ever before. There has never been a better time to return to nursing and it is easier than you might think.
- Around 40 fully-funded return to practice courses are available across England
- As well as having your course fees paid, you'll receive at least £500 to help with travel, childcare and book costs
- You'll also get help from mentors and tutors throughout your course to build your confidence and get you ready to come back
- The length of your course will depend on how long you have been out of practice, but will take no longer than 12 months
- Find out more about returning to nursing by searching 'return to nursing'
- Get our email guide on returning to nursing, including top tips from our experts at [www.healthcareers.nhs.uk/nursing-registration](http://www.healthcareers.nhs.uk/nursing-registration)
- We are returning nurses. Get back to what you love!

### **Template article**

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#### **We are the NHS campaign turns attention to returning nurses**

Last summer, the NHS launched its first recruitment drive in over a decade - We are the NHS - with an initial priority to increase the nursing workforce. The £6 million campaign led to a 4.5% increase in applications to nursing degrees. It is now turning its attention to getting more nurses back into practice and back into the NHS workforce.

Nurses leave the profession for a variety of reasons. Some have children or start a new career, while others retire. Many want to come back but don't know they can or where to start.

This campaign is about reminding nurses why they fell in love with their profession and then supporting them on their journey back with useful information on financial support, where to find courses and tips on applications and interviews.

### Courses and financial support

Return to practice courses are available across the country, including at **(INCLUDE NAME OF LOCAL UNIVERSITY/NHS TRUST RUNNING COURSES IN YOUR AREA)** and course fees are paid by Health Education England. You'll also receive at least £500 to help with travel, childcare and book costs

Get back to what you love! Search 'return to nursing' or sign up to and email guide on returning to nursing at [www.healthcareers.nhs.uk/nursing-registration](http://www.healthcareers.nhs.uk/nursing-registration)

### **Social media advice**

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Social media is a key element of any recruitment campaign as it enables us to spread the important messages.

Please use the suggested posts below to communicate the key messages to your audiences. Please use the campaign hashtag #WeAreReturningNurses on Twitter and please share any posts on the campaign.

Films and imagery to support your posts are in the [campaign assets section](#).

Please share these posts from **30 MAY 2019** on your social channels to help amplify support for the campaign and follow Health Careers on Twitter ([@HealthCareersUK](#)) and Facebook ([@HealthCareersUK](#)) and retweet/share where possible.

### **Twitter**

- We are supporting the @NHS\_HealthEdEng #WeAreReturningNurses campaign to encourage more nurses back into practice. Find out how you can get back to what you love. <https://bit.ly/2UK0iA8>

- Are you thinking about returning to a nursing career? Register for your step-by-step email guide to receive all the info you need [www.healthcareers.nhs.uk/nursing-registration](http://www.healthcareers.nhs.uk/nursing-registration) #WeAreReturningNurses #WearetheNHS
- Come back to what you love. Return to nursing. Get your step-by-step email guide with info on courses and financial support <https://bit.ly/2V6P0pc> #WeAreReturningNurses #WearetheNHS
- Your return to practice course might be closer than you think. Find courses across the country with @HealthCareersUK course finder <https://bit.ly/2RV3nYn> #WeAreReturningNurses #WearetheNHS

### Facebook

- We are supporting Health Education England's We Are Returning Nurses campaign to encourage more nurses back into practice. Find out how you can get back to what you love <https://bit.ly/2UK0iA8>.
- Are you a nurse who is thinking about returning to practice? Find out about financial support, courses, work placements and more with our step-by-step email guide. Sign-up now. <https://bit.ly/2V6P0pc>
- Come back to what you love. Returning to a nursing career might be easier than you think. Get your step-by-step email guide with information on courses and financial support. <https://bit.ly/2V6P0pc>.
- Did you know there are return to practice courses across the country? Your course might be closer than you think. Come back to what you love. Return to nursing. <https://bit.ly/2RV3nYn>

### LinkedIn

- We are supporting #WeAreReturningNurses campaign to encourage more nurses back into practice. Find out how you can get back to what you love. <https://bit.ly/2UK0iA8> #WearetheNHS
- Are you thinking about returning to a nursing career? Register for your step-by-step email guide to receive all the info you need <https://bit.ly/2V6P0pc> #WeAreReturningNurses #WearetheNHS
- Come back to what you love. Return to nursing. Get your step-by-step email guide with information on courses and financial support available <https://bit.ly/2V6P0pc> #WeAreReturningNurses #WearetheNHS
- Your return to practice course might be closer than you think. Find courses across the country with @HealthCareersUK course finder <https://bit.ly/2RV3nYn> #WeAreReturningNurses #WearetheNHS

### Campaign assets

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We have several assets available for you to help publicise the campaign across your relevant digital channels:

- Films – available as 90, 60, 30 and 10 second videos
- Still photography

### Films

You can access the 90 second and 60 second videos on YouTube below and can be embedded into your website.

- <https://youtu.be/gi3xotVbri4> - 60 second film
- <https://youtu.be/m3GXRrlzPU> - 90 second film

Ten and thirty second films are available to download at the links below and can be used directly on your social media channels

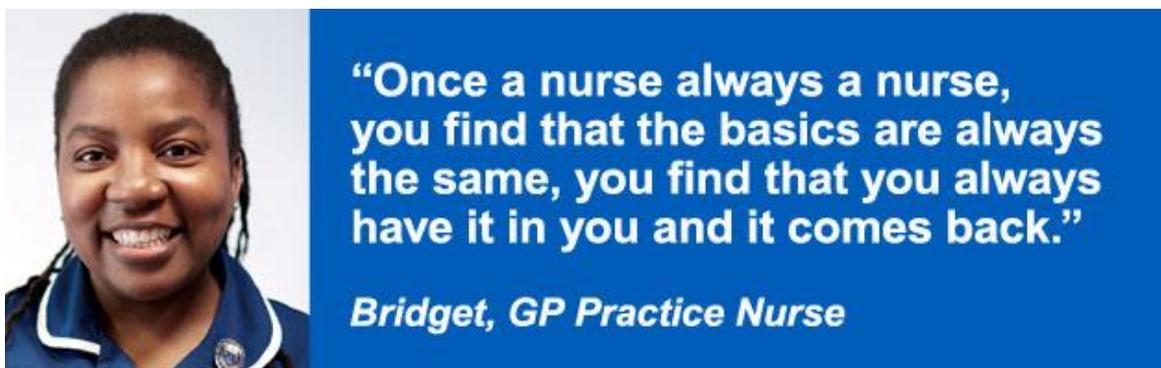
- [Three ten second films \(zip file\)](#)
- [Bridget – 30 second \(zip file\)](#)
- [Raych - 30 second \(zip file\)](#)
- [Mark – 30 second \(zip file\)](#)

### Still imagery

A range of stills from the films are also available for you to download for use in digital media including your websites and social media. Examples are below and can be downloaded from the Health Careers website as a zip file at the link below:

- [Still imagery \(Zip file\)](#)

*Example images:*





**“The biggest motivator for coming back to nursing was my heart, over everything else, it’s what I needed to do.”**

***Mark, Lead Practitioner, Early Intervention Psychosis***