

Do we need to strengthen the communications around children's and young people nursing?

Darren Aldrich, strategy and communications lead, Health Careers

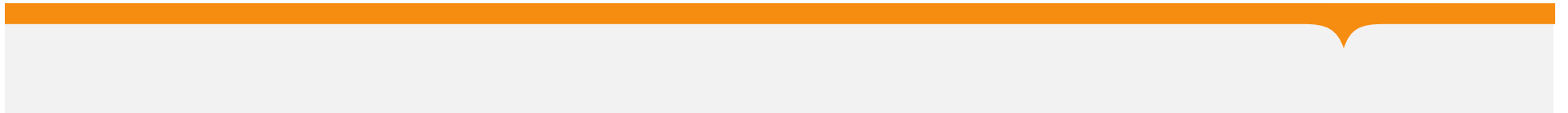
7 February 2017

What are the risks?

- Negative image
- Lack of understanding and exposure to roles
- A personal relevance
- Changes to education funding and routes

What's the solution?

- Increasing exposure (work experience, volunteering, work tasters)
- Marketing campaigns to change attitudes and behaviours



Simple steps

- Clear information on skills needed, entry requirements and education routes
- Inspirational stories of real nurses that challenge stereotypes
- Champions and brand ambassadors

Marketing campaign

Raise awareness

- Advertising (digital and social media)
- Direct marketing
- Sponsorship
- Media partnerships

Support career consideration

- Digital content (job roles, real-life stories, podcasts, video, infographic)

Expression of interest

- Registrations to the website
- Enquires to helpline/coupon receipt
- Enquiries/interaction on social media

Cultivation

- Direct marketing (mail/email)
- Targeted content (podcasts, presentations, infographics)
- Social media
- Webinar/webchats

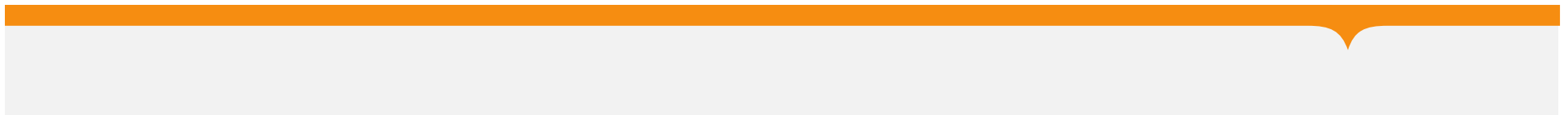
Inspire action

- Email marketing
- Outbond calling
- SMS messaging
- Social media

Need to understand the market first...

Discussion

- What are the motivators and barriers to choosing a career with children and young people?
- What are the myths about working with children and young people that we need to shatter?





Health Education England

<https://www.youtube.com/watch?v=qv8VZVP5csA>

