

# New campaign aims to encourage more young people to consider a career in nursing

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23 May 2018

Young people aged between 16 and 18 are the target of an eye catching new campaign to attract more people to study for degrees in nursing and the allied health professions (AHP). The campaign will look to increase applications through Clearing 2018 and ahead of the UCAS applications deadline in January 2019.

Spearheaded by Health Education England (HEE), the campaign will run primarily across social media and digital platforms to inspire and inform sixth form and college students about what degrees in nursing and the allied health professions have to offer.

The campaign will put the spotlight on the benefits of these degrees and resulting careers, including:

- a social purpose ? the chance to make difference to people?s lives;
- high graduate employment ? 94% of graduate nurses find employment in a nursing job within six months of finishing their degree;
- the opportunity to work anywhere in the country; and
- career development opportunities such as teaching, research and team leadership

A team of student and newly-qualified nurses and allied health professionals from across the country have been recruited as ambassadors to spread the word about their professions, talk about their experiences and provide first-hand advice to those thinking about doing a nursing or AHP degree.

Launching the campaign, Ian Cumming, Chief Executive Health Education England said:

?We want more young people leaving sixth form or college to consider a career in nursing and the allied health professions. These are highly valued and rewarding careers that we want young people to consider. These are roles that whilst challenging, offer a chance to make a real difference to people?s lives. These degrees offer some of the best rates of employability and a guaranteed job for life.

?We are committed to delivering the workforce of the future so it is right that we do everything we can to inspire young people at this pivotal time in their lives when they're deciding what career path they want to take.?

Yvonne Hawkins, Director of Teaching Excellence and Student Experience at the Office for Students, said:

"Ensuring prospective students have access to information advice and guidance to inform their study choices is a priority for the OfS. We are delighted to be working with Health Education England and others to raise awareness about the nursing, midwifery and allied health courses which can lead to professional roles in the NHS and the wider health economy. These courses offer a route into fulfilling careers with a social purpose and excellent employment opportunities."

Campaign Ambassador and Mental Health Nurse, Cherie Lawrence said:

?I'm really proud to have been chosen as an ambassador for this exciting new campaign. It's vital that we inspire more young people who are choosing their future career paths to study these degrees and educate them on the huge range of opportunities that careers in nursing offer. Not only does studying nursing make you highly employable, in fact I was offered a job before I'd even finished my degree, but it's hugely rewarding ? as a mental health nurse I get to make a real difference to people's lives every day. ?

For more information about the campaign visit: <https://www.healthcareers.nhs.uk/knowaboutnursing> [6]

Facebook - <https://www.facebook.com/healthcareersuk> [7]

Twitter ? <https://twitter.com/Healthcareersuk> [8]

Youtube ? <https://www.youtube.com/user/NHSCareers> [9]

Instagram - <https://www.instagram.com/healthcareers/> [10]

## Related Documents

- [NHS Poster Final Courtney\\_1 \(.pdf\) 8.18 MB](#) [11]
- [NHS Posters Final Cherie \(.pdf\) 5.02 MB](#) [12]

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### Links

- [1] <https://www.hee.nhs.uk/our-work>
- [2] <https://www.e-lfh.org.uk/>
- [3] <https://www.healthcareers.nhs.uk/>
- [4] <https://www.hee.nhs.uk/news-blogs-events>
- [5] <https://www.hee.nhs.uk/about>

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[7] <https://www.facebook.com/healthcareersuk>

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[10] <https://www.instagram.com/healthcareers/>

[11] [https://www.hee.nhs.uk/sites/default/files/documents/NHS%20Poster%20Final%20Courtney\\_1.pdf](https://www.hee.nhs.uk/sites/default/files/documents/NHS%20Poster%20Final%20Courtney_1.pdf)

[12] <https://www.hee.nhs.uk/sites/default/files/documents/NHS%20Posters%20Final%20Cherie.pdf>