Communication Toolkit: The Oliver McGowan Mandatory Training on Learning Disability and Autism Animation

## Overview

In June 2023, NHS England, with partners, launched a [powerful animation about The Oliver McGowan Mandatory Training on Learning Disability and Autism](https://youtu.be/ouhKSOGm49g).

The animation was co-designed and co-produced with autistic people and people with a learning disability as well as partner organisations. It is aimed at helping staff and employers across health and social care to understand Oliver’s Training and why it is so vitally important.

The Oliver McGowan Mandatory Training on Learning Disability and Autism aims to provide the health and social care workforce with the right skills and knowledge to provide safe, compassionate, and informed care to autistic people and peoplewith a learning disability. This statutory requirement is set out in the Health and Care Act 2022.

NHS England wants to work with partners who can help share this animation and reach the health and social care employers and their workforce across England.

Your support could include:​

* Developing creative and authentic content to promote across your platforms​ using the branding and images provided in the wider communication pack
* Sharing our communication assets (below) via your channels and networks​

We are open to exploring ideas and welcome your expertise. By working together and utilising the influential voice and channels you hold.​

## Audience

The primary target audience for this animation will be health and social care employers and the workforce in England. This animation may also be useful for external stakeholders, members of the public, people with a learning disability and autistic people and their families and friends.

The target audience groups include:

* Leaders of CQC registered service providers
* Nursing workforce
* Allied health profession workforce
* Dental and oral health workforce
* Pharmacy workforce
* Psychological professions workforce
* Healthcare science workforce
* Medical and medical associate workforce
* Clinical support worker and carer workforce (non-registered)
* Social worker workforce
* Board members and executives
* Estates and facilities workforce
* Corporate, administration, and clerical workforce
* Higher Education Institutes and Medical Schools – Learners and Trainees.

## Suggested micro copy

**New film explaining The Oliver McGowan Mandatory Training on Learning Disability and Autism**

NHS England, with partners, has launched a [new animation about The Oliver McGowan Mandatory Training on Learning Disability and Autism](https://youtu.be/ouhKSOGm49g), aimed at helping staff and employers across health and social care to understand Oliver’s Training and why it is so vitally important.

To find out more, visit [The Oliver McGowan Mandatory Training webpage](https://www.hee.nhs.uk/our-work/learning-disability/current-projects/oliver-mcgowan-mandatory-training-learning-disability-autism/faqs-oliver-mcgowan-mandatory-training).

Ends – 53 words

## Suggested short copy

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Ends – 72 words

## Suggested long copy

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The Oliver McGowan Mandatory Training is the government’s preferred and recommended training for health and social care staff. It was named after Oliver McGowan, whose death shone a light on the need for health and social care staff to have better training. 400,000 people have already completed part one of the training, the elearning, and the reaction has been overwhelmingly positive: “The most powerful elearning I’ve done in my 20-year career.”

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Ends – 195 words

## Social Media

Please adapt the copy for social media copy. When promoting and sharing information about The Oliver McGowan Mandatory Training on Learning Disability and Autism, please use the hashtag #OliversCampaign in all posts and individually tag/mention NHS England’s and Paula McGowan’s social media accounts:​

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* Twitter: [@NHSE\_WTE](https://twitter.com/NHSE_WTE) and [@PaulaMc007](https://twitter.com/PaulaMc007)
* LinkedIn – [NHS England Workforce, Education and Training](https://www.linkedin.com/company/nhse-wte/?originalSubdomain=uk)
* Facebook – [@nhsewte](https://www.facebook.com/nhsewte/)
* Instagram: [@nhse\_wte](https://www.instagram.com/nhse_wte/)

## Assets

Please visit [The Oliver McGowan Mandatory Training on Learning Disability and Autism communication toolkit](https://healtheducationengland.sharepoint.com/:f:/s/MHPe/EgJnM2AcgftIjhjQHRXdxzsBjjtOgrhDO1eMJla9JkkJXQ?e=dzdBWu) for further assets such as imagery and posters.