# Healthcare Science

#### Promoting ourselves effectively

Sarah Smith, Healthcare Science Professional Advisor, Chief Nursing Officers Directorate Scottish Government

Claire Cameron, Principal Lead, Healthcare Science Team, NES Martin Bryce Digital Content Lead, Workforce Infrastructure Team, NES



### Purpose of this workshop

Awareness of ongoing HCS workforce promotions

Discuss how to improve engagement and resources

Discuss ideas for improvement on our careers profiles

### **SLIDO**





JOIN US at Slido.com with CODE #3777744







## Rate which one you think best engages the public for raising awareness of Healthcare Science

Social media career stories

2. Live and in person events

3. Virtual events

4. Career Videos







In one or two words, how would you describe Healthcare Science careers to the general public?







Tell us about a good Healthcare science promotion that got your attention/engaged



### Background

- 2021 2022: Baseline Review of education and training
- Recognition of HCS is an issue
  - In Health Boards
  - Future Workforce
- 2021: Short Life Working Group
  - NES HCS Team
  - NES Marketing
  - Scottish government representation
  - Board representation



### Progress so far

- NHS Scotland Careers Website
  - Review of disciplines/Roles
  - Update and refresh of information
  - New profile development
- Campaigns
  - Development of a HCS Specific timetable Social media
  - Development utilising other social media platforms—TikTok to engage with a younger audience
- Resources
  - Development of Careers booklet
- HCS Week campaign NES & SG
  - Live events
  - Social media



### Workshop with JAMBOARD

Jamboard link for online computer use (link also in the Teams chat):

https://jamboard.google.com/d/1d4jTB3XSvRWAFh048VEhL6zgmr\_6wWt6G7SBOt9CWB0/edit?usp=sharing

QR code for in person/smartphone use, this works better if you

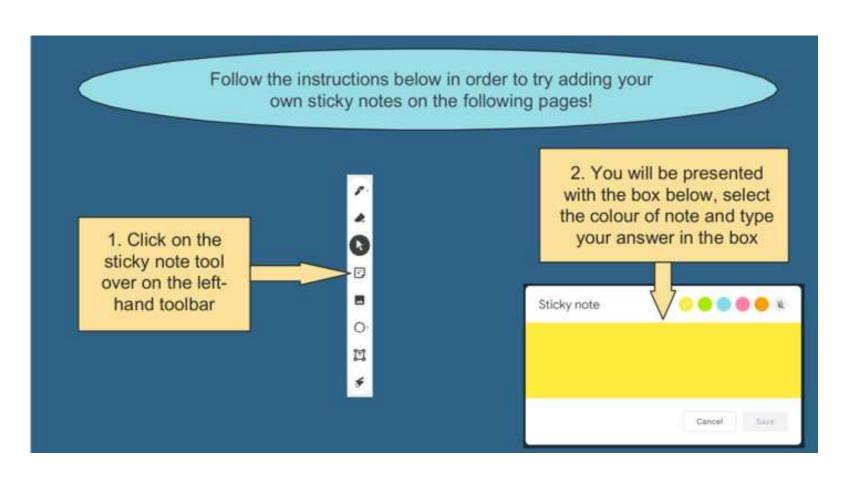
download the free app.

We are also happy to type into the Jamboard for anyone who would like to shout out their thoughts!









- Using the App
- you will see an edit
  button on the bottom
  left which will give you the
  option to add a 'Sticky
  note' if you press the +



### Workshop with JAMBOARD

Question Page 1

Where do we need to focus our promotional activity and How do we do this?





Question Page 2 –

Resources – we would like to start to develop packages to support engagement. What kind of things do we need?



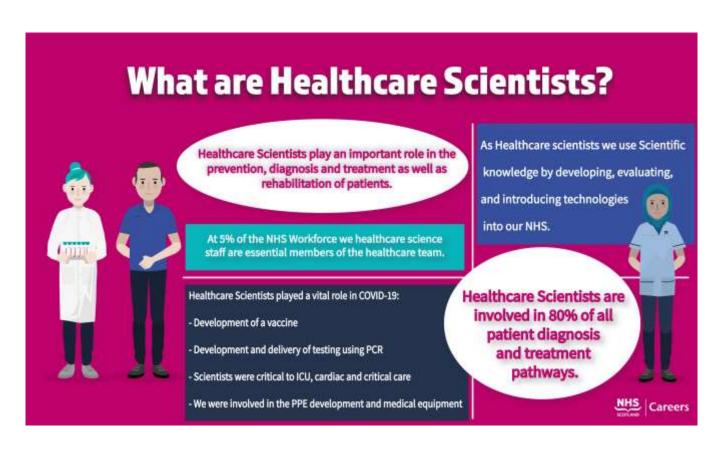


QUESTION - PAGE 3

NHS Careers website - what would you like to see on the website to encourage young people into the profession?







We are always looking for willing volunteers to help with our HCS career promotions.

If you would like to volunteer and help promote Healthcare Science – get in touch with us at: hcs@nes.scot.nhs.uk