



Healthcare Science

Promoting ourselves effectively

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Purpose of this workshop

A white circle with an orange outline, connected to the blue bar by a thin orange line.

Awareness of ongoing HCS workforce promotions

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Discuss how to improve engagement and resources

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Discuss ideas for improvement on our careers profiles

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



1.
Social media career stories
2.
Live and in person events
3.
Virtual events
4.
Career Videos

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

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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!



Workshop with JAMBOARD



Follow the instructions below in order to try adding your own sticky notes on the following pages!

1. Click on the sticky note tool over on the left-hand toolbar
2. You will be presented with the box below, select the colour of note and type your answer in the box

The image shows a screenshot of the Jamboard interface. On the left, a vertical toolbar contains various tools, with an arrow pointing to the sticky note tool. On the right, a dialog box titled "Sticky note:" is shown, featuring a row of colored circles (yellow, green, blue, pink, orange) for selection and a large yellow text area. At the bottom of the dialog are "Cancel" and "Save" buttons.

- 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?

Workshop with JAMBOARD



Question Page 2 –

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

Workshop with JAMBOARD



QUESTION – PAGE 3

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

Thank you for participating!



What are Healthcare Scientists?

Healthcare Scientists play an important role in the prevention, diagnosis and treatment as well as rehabilitation of patients.


At 5% of the NHS Workforce we healthcare science staff are essential members of the healthcare team.

Healthcare Scientists played a vital role in COVID-19:

- Development of a vaccine
- Development and delivery of testing using PCR
- Scientists were critical to ICU, cardiac and critical care
- We were involved in the PPE development and medical equipment

As Healthcare scientists we use Scientific knowledge by developing, evaluating, and introducing technologies into our NHS.

Healthcare Scientists are involved in 80% of all patient diagnosis and treatment pathways.



NHS SCOTLAND | Careers

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