

# RETURN TO PRACTICE

CAMPAIGN TOOLKIT

# INTRODUCTION

Recruiting former nurses isn't an easy task, but it is a vital one. We want to help make your job that little bit easier, which is why we've created this Return to Practice toolkit. It contains everything you need to support your recruitment activities, from leaflets and emails to event banners – saving you the time and effort of designing and writing them all yourself.

This toolkit also means that now the NHS' recruitment for former nurses will be unified across the UK – although which bits you use and how you adapt them is up to you.



## WHAT'S IN THE TOOLKIT?

### Items to print:

- Tri-fold leaflet
- Posters
- Pull-up banner
- Double-sided flyer

### Digital templates:

- Banner template
- Image suite for social use
- Tweet template
- Facebook template
- Email template
- Web copy template

## WHERE CAN I FIND THESE MATERIALS?

They're available to download from:

[www.healthcareers.nhs.uk/returning-nursing-toolkit](http://www.healthcareers.nhs.uk/returning-nursing-toolkit).

Some can be personalised with your own contact information, a helpful detail for those new to your area.

## HOW DO I USE THE TOOLKIT?

### Printed items

These are print-ready, so you can simply print them off – although the pull-up banners are large so would need to be printed at a professional printer. Use the flyers and leaflets to hand out wherever and whenever, while the posters and pull-up banners are perfect for local events.

The flyers, leaflets and posters come in two versions. One directs people to our online email guide for more information, while the other lets you write in your contact details.

### Digital templates

These are for all your digital communications and social activity. For instance, you might collate an email database at an event and want to follow up with an email. Or perhaps there are nurses you can reach more effectively on twitter? Use these digital templates as a base, amending and adding where you see fit.

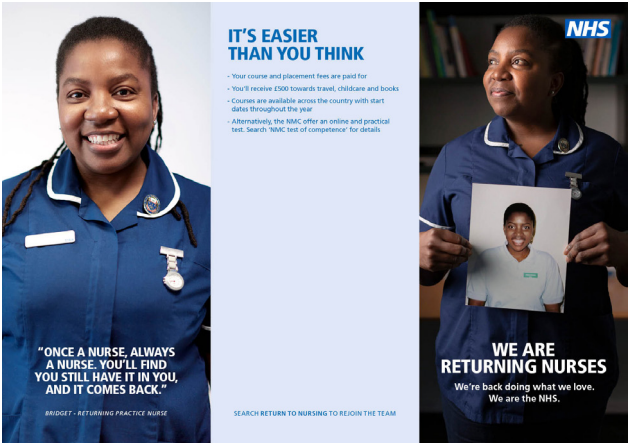
Also, when using images that have a 'Find Out More' call to action on it, just remember to hyperlink the images to the Return to Practice page:

[www.healthcareers.nhs.uk/nursing-careers/returning-nursing](http://www.healthcareers.nhs.uk/nursing-careers/returning-nursing)

# PRINT MATERIALS

# TRI-FOLD LEAFLET

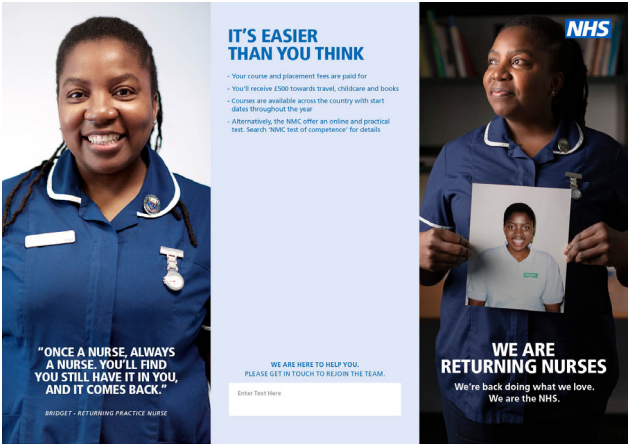
These outline the ways we're making it easier for people to return to practice. They offer more detail than our posters, and will direct people to online resources. They could also be displayed at local establishments or handed out at career events to people looking for more information.



Outer page



Inner page



Add your contact details in the white box provided.



# POSTERS

These are a simple way to encourage people to consider returning to practice. They could be displayed in public areas, such as cafes, GPs, and other local establishments.



Add your contact details in the white box provided.



# PULL UP BANNERS

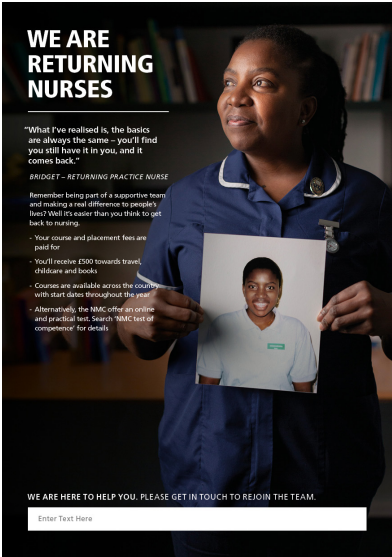
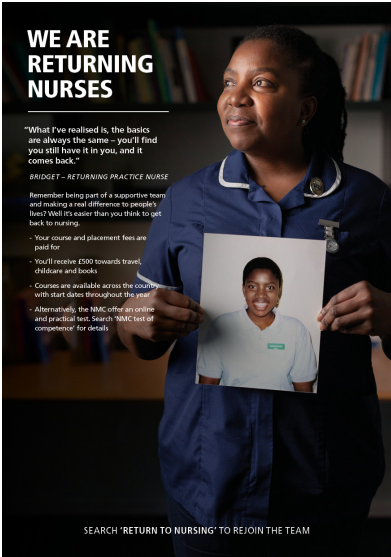
If you're hosting an event such as an information day, pull up banners are ideal way of dressing the event space or room quickly, as well as making a big impact.





# DOUBLE-SIDED FLYER

Similar to the posters and leaflets, you could display them at local cafes, GPs or distribute them to career advisors or universities to have available to hand out to anyone who might be interest in returning to nursing. These may also be suitable for people who are a little more familiar with what Returning to Practice involves, encouraging them to find out more online.



# **DIGITAL TEMPLATES**

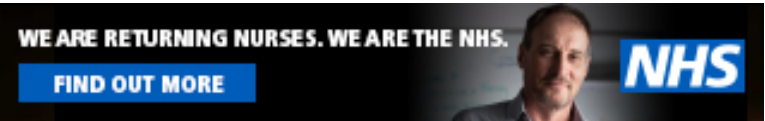
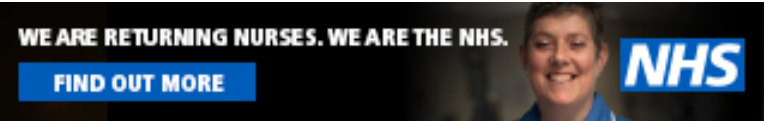
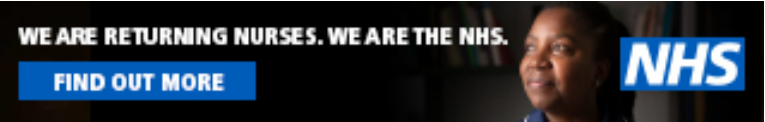


# BANNER TEMPLATE

If you'd like to advertise the Return to Practice programme on local websites, here are some digital banner examples you can use.

Use the below URL to direct people to the correct page to find out more about how to return to nursing:

[www.healthcareers.nhs.uk/nursing-careers/returning-nursing](http://www.healthcareers.nhs.uk/nursing-careers/returning-nursing)



# TWEET TEMPLATE

If you'd like to promote the Return to Practice programme on Twitter, here are some example tweets you can use.

Local trust @localtrust Feb 27

We are returning [#nurses](#). Find out about the fully funded [#ReturntoPractice](#) courses near you. [#WeAreTheNHS](#) [localwebsite.com](#)

Local trust @localtrust Feb 27

Get back to [#nursing](#). It's easier than you think with the fully funded [#ReturntoPractice](#) course at [@localUni](#) [#WeAreTheNHS](#) [Uni.ac.uk/rtp/](#)

Local trust @localtrust Feb 27

Come rejoin the [#nursing](#) team. It's easier than you think with the fully funded [#ReturntoPractice](#) course at [@LocalUni](#) [#WeAreTheNHS](#) [Uni.ac.uk/rtp/](#)



# FACEBOOK TEMPLATE

You can also use the headers images to promote the Return to Practice programme on Facebook.

We are returning nurses. Find out about the fully funded Return to Practice courses near you. #WeAreTheNHS [www.healthcareers.nhs.uk/nursing-careers/returning-nursing](http://www.healthcareers.nhs.uk/nursing-careers/returning-nursing)

Get back to what you love. It's easier than you think, with the fully funded Return to Practice nursing course at [Insert Local Uni] #WeAreTheNHS [www.healthcareers.nhs.uk/nursing-careers/returning-nursing](http://www.healthcareers.nhs.uk/nursing-careers/returning-nursing)

Come rejoin the nursing team. It's easier than you think, with the fully funded Return to Practice courses at [Insert Local Uni] #WeAreTheNHS [www.healthcareers.nhs.uk/nursing-careers/returning-nursing](http://www.healthcareers.nhs.uk/nursing-careers/returning-nursing)





**Health Careers**  
4 October 2019 · 🌐

We are returning nurses. Find out about the fully funded Return to Practice courses near you. #WeAreTheNHS

[www.healthcareers.nhs.uk/nursing-careers/returning-nursing](http://www.healthcareers.nhs.uk/nursing-careers/returning-nursing)



**WE ARE  
RETURNING  
NURSES**

**WE ARE THE NHS**

 12

12 shares

 Like

 Comment

 Share

# EMAIL TEMPLATE

If you'd like to email people about the Return to Practice programme, here are some examples of what you can say.

**Subject line:** <Name>, come and rejoin the team

**Pre-header:** It's easier than you think to return to nursing

**Subject line:** <Name>, your support to get back to nursing

**Pre-header:** All the help you need to return

**Subject line:** <Name>, do you miss nursing?

**Pre-header:** Get back to what you love

**Subject line:** <Name>, it was good to see you

**Pre-header:** We'll help get you back to nursing

**Header:** We are returning nurses.

If we can do it, so can you.



**Copy:**

Dear [name],

We're so glad you're interested in returning to nursing. Your skills and knowledge are really valuable to us, and we're here to make your journey back as simple as possible.

**What you need to know in a nutshell**

- Health Education England will pay for your course and any placement fees. **You'll get at least £500** towards travel, childcare and books.
- **Courses are 3-12 months**, depending on how long you've been away. They're a mixture of classroom and on-the-job learning. They include placements so that you can get hands-on experience back on the ward.
- You can find a course near home, at a time that's right for you. Check out the upcoming courses here. [link to <https://www.healthcareers.nhs.uk/explore-roles/nursing/returning-nursing/find-return-nursing-course>]

If you have any more questions, get in touch with me directly, or go to our website [placeholder URL website]. If you'd like to find out more about the Return to Practice programme, please sign up for our email guide [here](https://www.healthcareers.nhs.uk/nursing-registration). [link to <https://www.healthcareers.nhs.uk/nursing-registration>]

All the best and speak soon,

(your signature and contact details)



# WEB COPY TEMPLATE

If you'd like to talk about the Return to Practice programme on your local trust website, here's an example of what you can say.

## **The Return to Practice programme. What you need to know.**

### **You'll get financial support:**

- Health Education England will pay for your course and any placement fees.
- You'll get at least £500 towards travel, childcare and books.

### **You'll quickly regain skills and confidence:**

- Refresher courses are 3-12 months, depending on how long you've been away. They're a mixture of classroom and on-the-job learning. They include placements so that you can get hands-on experience back on the ward.
- There are courses up and down the UK, with different start dates and times. Check out the upcoming courses [here](https://www.healthcareers.nhs.uk/explore-roles/nursing/returning-nursing/find-return-nursing-course). [\[link to https://www.healthcareers.nhs.uk/explore-roles/nursing/returning-nursing/find-return-nursing-course\]](https://www.healthcareers.nhs.uk/explore-roles/nursing/returning-nursing/find-return-nursing-course)

### **You'll come back at an exciting time:**

- There's more flexibility around working hours, and you'll have a standard 37.5 hours a week, as well as generous holidays – 27 days a year.
- Now there's more teamwork than ever. You'll find yourself working with a whole range of specialists from all kinds of backgrounds.
- There are lots of opportunities to train, so you can move up a pay grade or into a new role.

If you'd like to find out more about The Return to Practice programme, **please sign up for our email guide here**. [\[link to https://www.healthcareers.nhs.uk/nursing-registration\]](https://www.healthcareers.nhs.uk/nursing-registration)