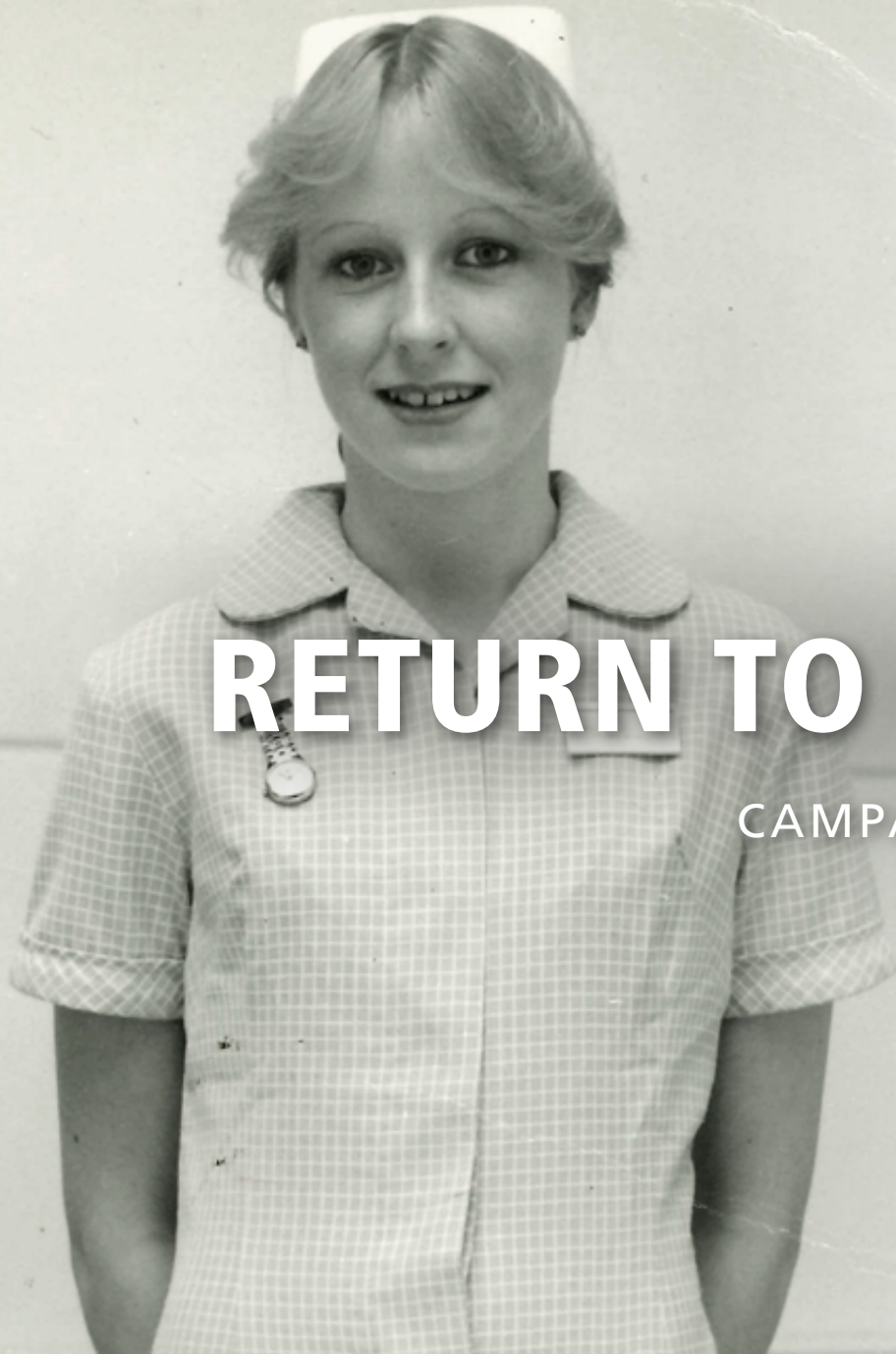


# RETURN TO PRACTICE 2022

CAMPAIGN TOOLKIT



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# CAMPAIGN OVERVIEW

Being a nurse or midwife is something that never really leaves you. It's part of who you are.

This is the starting point of our Return to Practice campaign and what all the assets in this toolkit revolve around.

By using the stories and photos of real nurses and midwives, our assets aim to inform and inspire other former nurses and midwives to rejoin the NHS.

This toolkit contains everything you need to support your recruitment activities, from films and social posts to share online, to posters and informative leaflets to place in NHS organisations.

The toolkit contains a broad range of assets belonging to the campaign, but which ones your NHS organisation uses will be up to you.



# HOW TO USE THE CAMPAIGN ASSETS

## PRINTED ASSETS

- The posters and flyers in this toolkit are in print-ready PDF files, so you can simply print them off (either in your organisation, or at a professional printer).
- If it's necessary to tweak the wording to include your local offer, an InDesign file is also available.
- The flyers and posters come in two versions; a clean version, and a customisable version.
- The "clean" versions can be hung, shared and placed in your organisation as they are.
- The customisable versions have a white box at the bottom for you to write your contact details in.

## DIGITAL ASSETS

- Social media activity is always an important part of our campaigns, as we know there is a strong online community of midwives and nurses who have previously left their roles in the NHS.
- The films and social media images in this toolkit are ready to be shared on your organisation's Facebook, Twitter and Instagram pages.
- The films can also be included in your newsletters and on your website.
- For ease, the accompanying text to go along the social media posts has already been written.
- There are two accompanying text options per image, but our recommendation would be to use the first options, as they help tell the individual stories of our nurses and midwives.
- Please note that as the posts call the midwives and nurses by name, so it is important not to mix them.
- The accompanying post texts also include hyperlinks to the specific nursing and midwifery Return to Practice pages, so potential returners can continue their journey back to practice.
- Please refer to the following pages for the correct use of each of the social assets.



# RETURN TO NURSING ASSETS

# POSTER

These are a simple way to inspire and encourage former nurses to return to practice.

They could be displayed in public areas such as cafes, GPs and other local establishments.





# CUSTOMISABLE POSTER

The toolkit also includes an alternative version of the poster with a white box at the bottom. Here you can easily write in your contact details.





# DOUBLE-SIDED FLYER

These double-sided flyers give more specific information about the different routes back to practice.

Like our posters, they also direct people to online resources.

They can be displayed at GPs, local establishments or handed out at career events to people interested in returning to nursing.



FRONT



BACK

# CUSTOMISABLE DOUBLE-SIDED FLYER

As with the posters, the flyers are also available as customisable versions, so you can add your contact information and local offer if needed.



FRONT



BACK



## NURSING FILM

The film is an emotional and effective way to inspire nurses to consider returning to practice.

The film can be shared on social media, as well as in newsletters and on your website.

The films are available with and without subtitles.





# STATIC SOCIAL POST (DAMIAN)

## RECOMMENDED POST TEXT

Damian came back to nursing after 16 years. You could do the same. Find the best route back for you and bring your skills back to a job you love.

#WeAreTheNHS

[www.nhs.uk/returning-nurses](http://www.nhs.uk/returning-nurses)

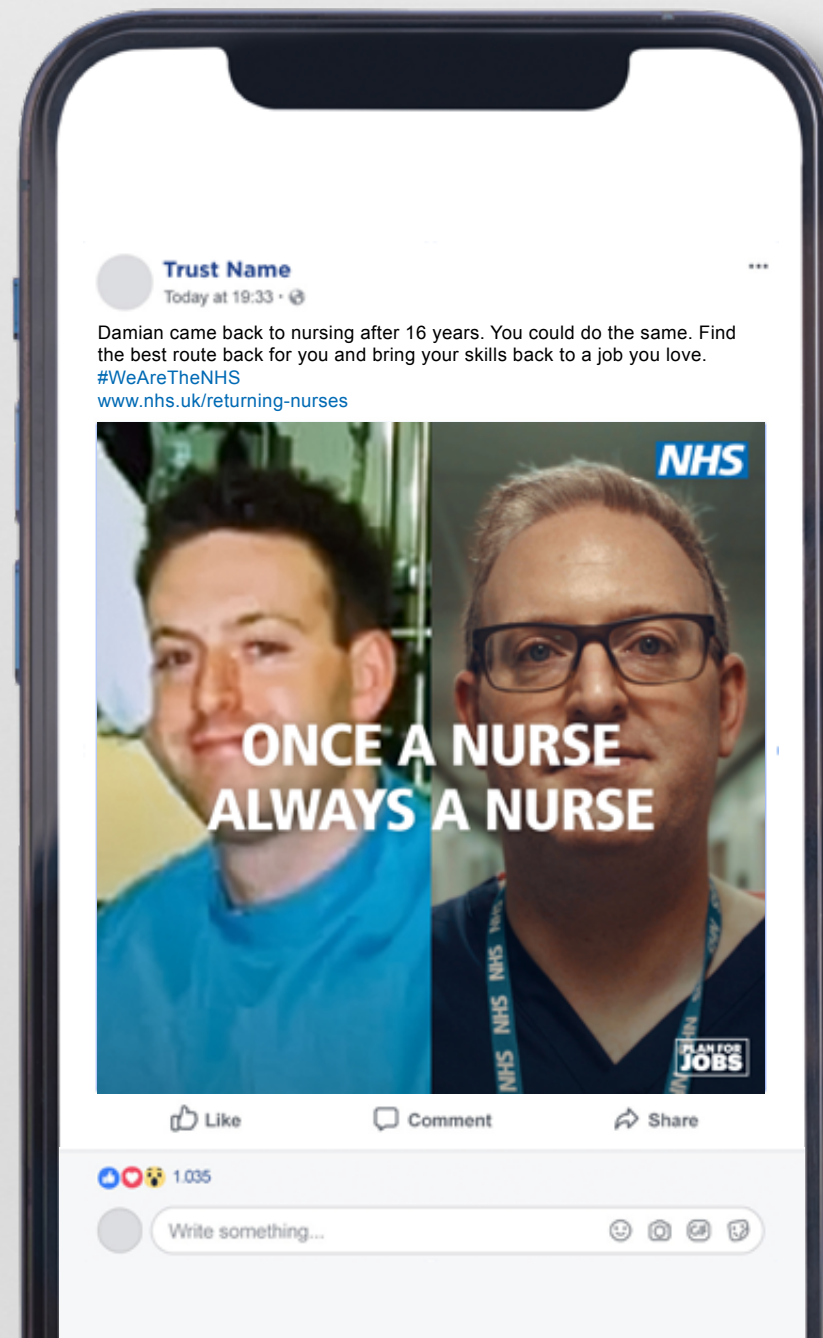
## ALTERNATIVE POST TEXT

You never stop being a nurse. Find the best route back for you and bring your skills back to a job you love. It's easier than you think.

#WeAreTheNHS

[www.nhs.uk/returning-nurses](http://www.nhs.uk/returning-nurses)

All social assets are provided in both 1:1 (square) and 16:9 (landscape).



# STATIC SOCIAL POST (SHARON)

## RECOMMENDED POST TEXT

Sharon came back to nursing after 20 years. Join our returning nurses and bring your skills back to a job you love. It's easier than you think.

#WeAreTheNHS

[www.nhs.uk/returning-nurses](http://www.nhs.uk/returning-nurses)

## ALTERNATIVE POST TEXT

You never stop being a nurse. Find the best route back for you and bring your skills back to a job you love. It's easier than you think.

#WeAreTheNHS

[www.nhs.uk/returning-nurses](http://www.nhs.uk/returning-nurses)

All social assets are provided in both 1:1 (square) and 16:9 (landscape).





# STATIC SOCIAL POST (GERTRUDE)

## RECOMMENDED POST TEXT

Gertrude came back to nursing after 7 years. You can also bring your skills back to a job you love. Find the best route back for you on the link.

#WeAreTheNHS

[www.nhs.uk/returning-nurses](http://www.nhs.uk/returning-nurses)

## ALTERNATIVE POST TEXT

You never stop being a nurse. Find the best route back for you on the link below and bring your skills back to a job you love. It's easier than you think.

#WeAreTheNHS

[www.nhs.uk/returning-nurses](http://www.nhs.uk/returning-nurses)

All social assets are provided in both 1:1 (square) and 16:9 (landscape).





# STATIC SOCIAL POST (RHYMES)

## RECOMMENDED POST TEXT

Rhymes came back to nursing after 8 years. You could do the same. Find the best route back for you and bring your skills back to a job you love.

#WeAreTheNHS

[www.nhs.uk/returning-nurses](http://www.nhs.uk/returning-nurses)

## ALTERNATIVE POST TEXT

You never stop being a nurse. Rejoin the NHS team and bring your skills back to a job you love. Find the best route back for you on the link below.

#WeAreTheNHS

[www.nhs.uk/returning-nurses](http://www.nhs.uk/returning-nurses)

All social assets are provided in both 1:1 (square) and 16:9 (landscape).



# MOVING SOCIAL (DAMIAN)

## RECOMMENDED POST TEXT

Damian came back to nursing after 16 years. You could do the same. Find the best route back for you and bring your skills back to a job you love.

#WeAreTheNHS

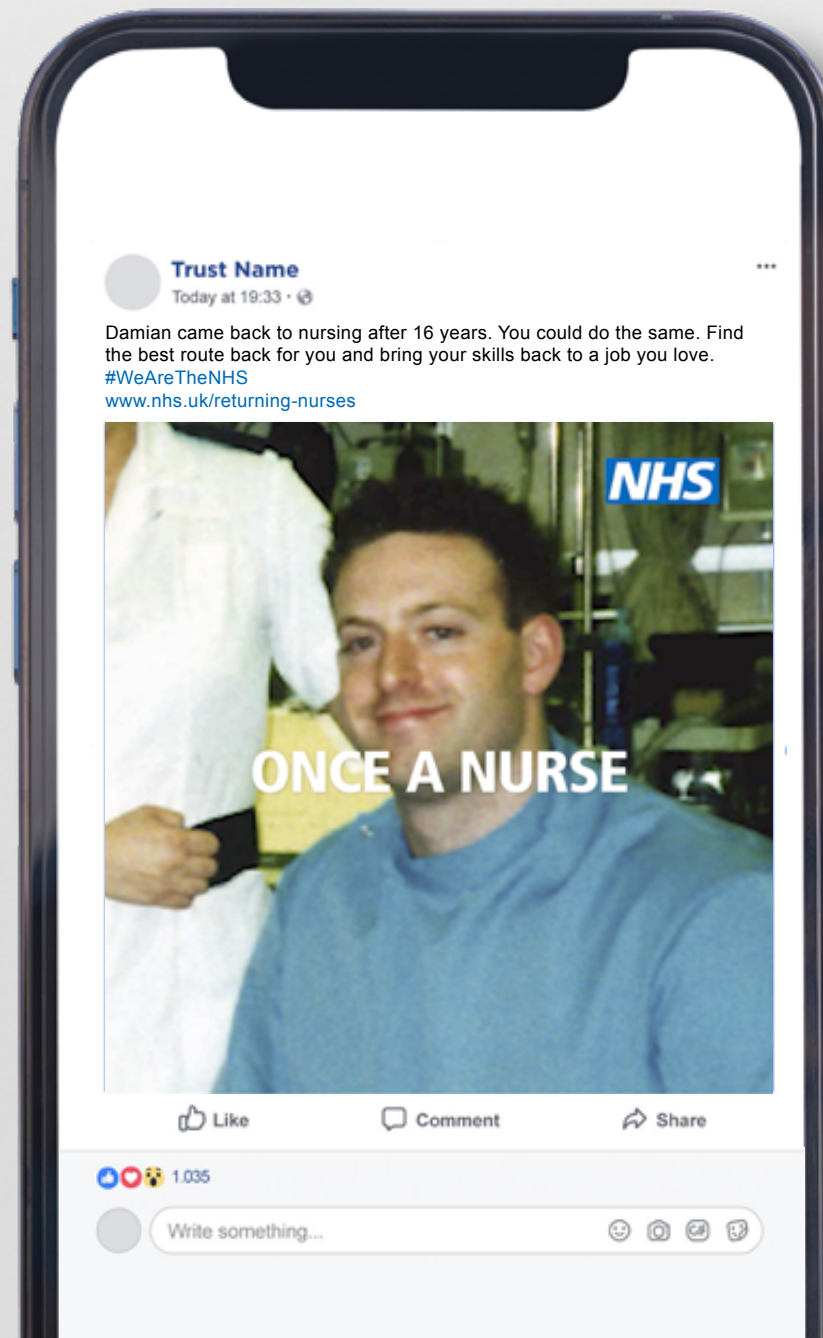
[www.nhs.uk/returning-nurses](http://www.nhs.uk/returning-nurses)

## ALTERNATIVE POST TEXT

You never stop being a nurse. Find the best route back for you and bring your skills back to a job you love. It's easier than you think.

#WeAreTheNHS

[www.nhs.uk/returning-nurses](http://www.nhs.uk/returning-nurses)



# MOVING SOCIAL (GERTRUDE)

## RECOMMENDED POST TEXT

Gertrude came back to nursing after 7 years. You could do the same. Find the best route back for you and bring your skills back to a job you love.

#WeAreTheNHS

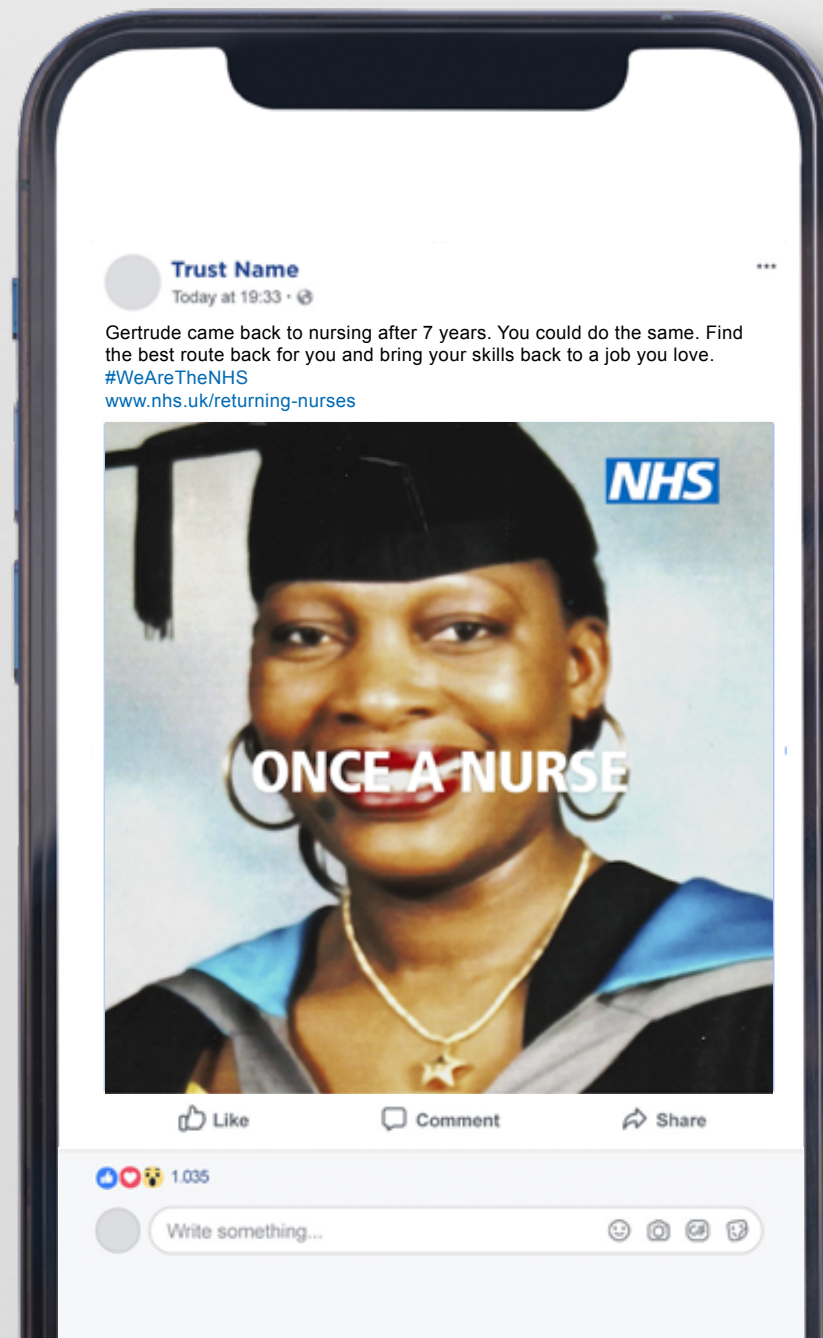
[www.nhs.uk/returning-nurses](http://www.nhs.uk/returning-nurses)

## ALTERNATIVE POST TEXT

You never stop being a nurse. Find the best route back for you on the link below and bring your skills back to a job you love. It's easier than you think.

#WeAreTheNHS

[www.nhs.uk/returning-nurses](http://www.nhs.uk/returning-nurses)





A midwife in a clinical setting is holding a newborn baby. She is wearing a white short-sleeved uniform with dark blue stripes on the cuffs, a blue surgical mask, and a clear face shield. The baby is wrapped in a light blue blanket and wearing a pink and white knitted hat. The background is a light blue wall with faint, repeating geometric patterns. The overall scene is brightly lit and professional.

# RETURN TO MIDWIFERY ASSETS

# POSTER

These are a simple way to inspire and encourage former midwives to return to practice.

They could be displayed in public areas such as cafes, GPs and other local establishments.





# CUSTOMISABLE POSTER

The toolkit also includes an alternative version of the poster with a white box at the bottom. Here you can easily write in your contact details.



# DOUBLE-SIDED FLYER

These double-sided flyers give more specific information about the different routes back to practice.

Like our posters, they also direct people to online resources.

They can be displayed at GPs, local establishments or handed out at career events to people interested in returning to midwifery.



FRONT



BACK



# CUSTOMISABLE DOUBLE-SIDED FLYER

As with the posters, the flyers are also available as customisable versions, so you can add your contact information and local offer if needed.



FRONT



BACK

## MIDWIFERY FILM

The film is an emotional and effective way to inspire midwives to return to practice.

The film can be shared on social media, as well as in newsletters and on your website.

The films are available with and without subtitles.





# STATIC SOCIAL POST (DAKSHA)

## RECOMMENDED POST TEXT

Daksha came back to midwifery after 21 years. Join our returning midwives and bring your skills back to a job you love. It's easier than you think.

#WeAreTheNHS

[www.nhs.uk/returning-midwives](http://www.nhs.uk/returning-midwives)

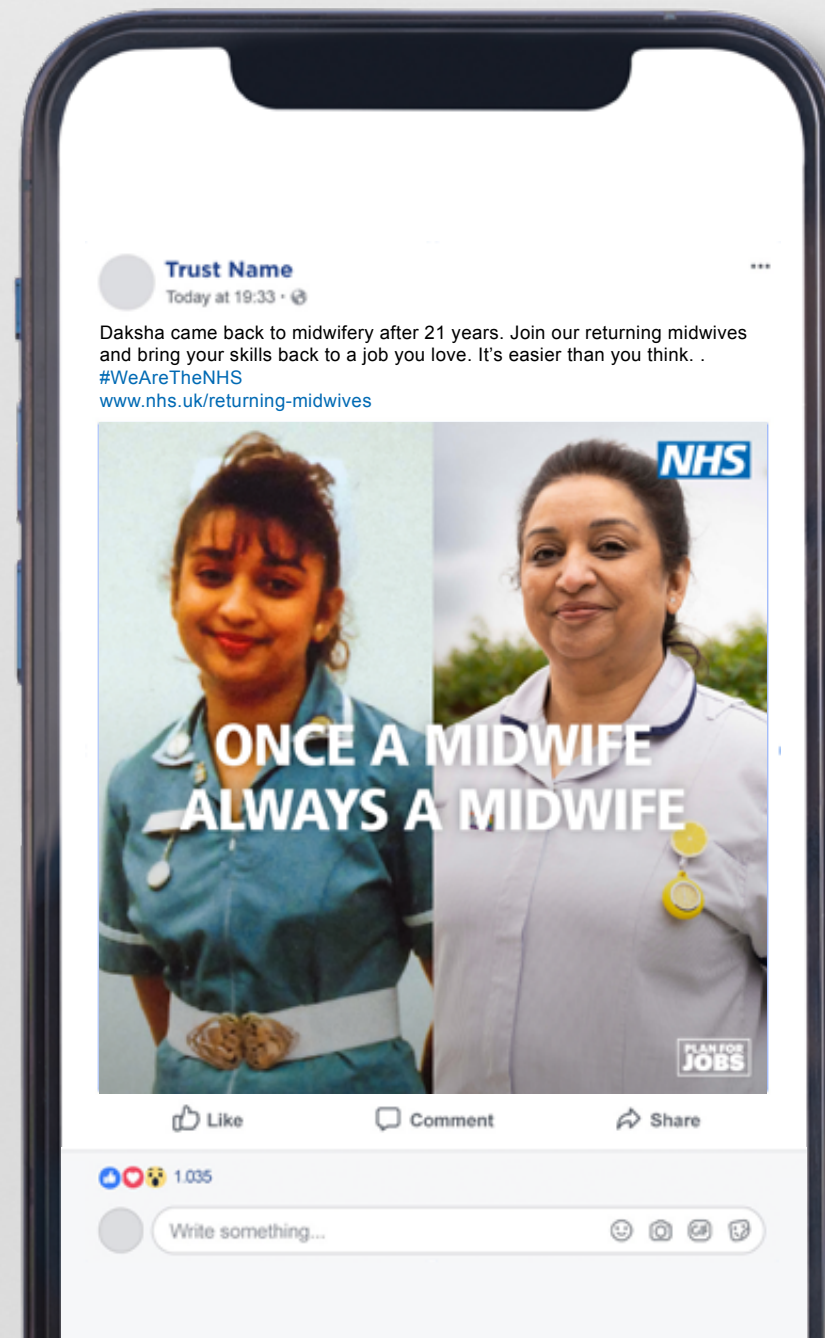
## ALTERNATIVE POST TEXT

You never stop being a midwife. Rejoin the NHS team and bring your skills back to a job you love. It's easier than you think.

#WeAreTheNHS

[www.nhs.uk/returning-midwives](http://www.nhs.uk/returning-midwives)

All social assets are provided in both 1:1 (square) and 16:9 (landscape).



# STATIC SOCIAL POST (DAKSHA)

## RECOMMENDED POST TEXT

Daksha came back to midwifery after 21 years. Join our returning midwives and bring your skills back to a job you love. It's easier than you think.

#WeAreTheNHS

[www.nhs.uk/returning-midwives](http://www.nhs.uk/returning-midwives)

## ALTERNATIVE POST TEXT

You never stop being a midwife. Rejoin the NHS team and bring your skills back to a job you love. It's easier than you think.

#WeAreTheNHS

[www.nhs.uk/returning-midwives](http://www.nhs.uk/returning-midwives)

All social assets are provided in both 1:1 (square) and 16:9 (landscape).





# MOVING SOCIAL (LAURA)

## RECOMMENDED POST TEXT

Laura came back to midwifery after 10 years. Join our returning midwives and bring your skills back to a job you love. It's easier than you think.

#WeAreTheNHS

[www.nhs.uk/returning-midwives](http://www.nhs.uk/returning-midwives)

## ALTERNATIVE POST TEXT

You never stop being a midwife. Rejoin the NHS team and bring your skills back to a job you love. It's easier than you think.

#WeAreTheNHS

[www.nhs.uk/returning-midwives](http://www.nhs.uk/returning-midwives)



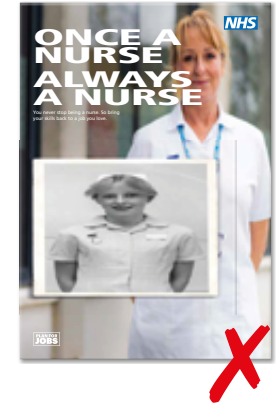
# DOS AND DON'TS

This campaign toolkit has been created with NHS organisations at the centre of it, so we're keen that the assets are changed as little as possible. With that in mind, we have covered a few watch-outs below to give guidance for when you need to use the assets for your organisation.

## PLEASE DO NOT PRINT ANY OF THE ASSETS IN BLACK AND WHITE



## PLEASE DO NOT ALTER OR MANIPULATE THE IMAGES AND OTHER ELEMENTS OF THE LAYOUT



## PLEASE DO NOT CHANGE THE HEADLINE OR IMAGES ON ANY OF THE ASSETS



## PLEASE DO NOT MIX THE SOCIAL POSTS COPY AND IMAGES - PLEASE REFER TO THIS DOCUMENT FOR THE CORRECT USE OF THE ASSETS.



# WHERE TO FIND THESE ASSETS

## **The NHS Campaign Resource Centre**

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

## **The PHE Campaign Resource Centre**

<https://campaignresources.phe.gov.uk/resources/campaigns/77-nhs-recruitment->

