Nursing and Midwifery Careers

Nursing Midwifery
extraordinary, everyday

Mike Sabin
Programme Director
Nursing and Midwifery Careers

**Background:** Evidence generated from our programme of work supports a

- clear relationship between well-informed career choice amongst students
- the quality and structure of selection processes
- subsequent retention in Nursing and Midwifery pre-registration programmes

Determined to influence both student awareness of nursing and midwifery careers and support HEIs in attracting and selecting the right candidates.
Nursing and Midwifery Careers

Scotland's HEIs are currently moving to a Degree-only exit from pre-registration nursing programmes and both NES and SGHD are already working closely with them to support this transition.

By seeking to focus on both the attraction and filtering of potential candidates, we aim to support Scotland's HEIs in appropriate candidate selection and facilitate a more sustainable student profile for Nursing and Midwifery cohorts and better profiling of graduate nurses and midwives in the workforce.
Nursing and Midwifery Careers

The key elements of this work are to;

• develop a coherent national approach to supporting Nursing and Midwifery Careers

• work with HEIs, service, partnership and other stakeholders to ensure shared vision and develop an integrated campaign.

• coordinate support to facilitate uptake and involvement of stakeholders

• evaluate the relative effectiveness of different approaches to support maximum impact
Nursing and Midwifery Careers

Extra-ordinary – Everyday

The focus on Extra-ordinary – Everyday is on encouraging potential nurses and midwives to reflect on the values, attitudes and capabilities they may need to succeed in these professions in the 21st century Scottish education healthcare context.

The key focus is upon;

• Modernising the image of Nursing & Midwifery as positive career choices
• Attracting the right calibre of candidate who is committed to education, training and practising as a Nurse or Midwife
• Ensuring that potential candidates for nursing and midwifery programmes have a realistic image of the professions, the career opportunities and our support for lifelong learning and development
Extra-ordinary Everyday

The initiative will be launched on 2nd February 2012 at the Recruitment, Selection and Retention Event at the Beardmore Conference Centre.

Focussed on making new materials available to HEIs and Career staff, resources will be available on an open access web resource and will include

- Nursing and Midwifery Brand Guidelines and templates,
- New digital photography,
- Nursing & Midwifery Facts,
- ‘Got what it takes’
- Career pathway examples illustrated by video/text practitioner stories.
For more information....

Mike Sabin,
Programme Director,
NHS Education for Scotland,
Hanover Buildings,
Rose Street,
Edinburgh.
EH2 2NN

Tel: 0131 220 8695
Email; mike.sabin@nes.scot.nhs.uk