

Excerpt from: HWAB – Agenda and Papers for Meeting on 25 March 2022

Time	Agenda Item	Presenter	Paper
10.00am - 10.30am (30 mins approx.)	a. <b>Nursing Initiatives</b> 3a.i Return to Nursing Project	Clair Bosworth, Priscilia Martin and Nadine Gray	<b>Paper 3A.i</b>  PAPER 3A.i - Return to Nursing Project U
	3a.ii Nursing Campaign Project		<b>Paper 3A.ii</b>  PAPER 3A.ii - Nursing Campaign Project - O

### Paper 3A.ii

#### Nursing Campaign Project

Nurses are the largest registered health practitioner workforce in New Zealand. More nurses in all three scopes (Enrolled Nurses, Registered Nurses and Nurse Practitioners) are required to improve health outcomes for New Zealanders and to implement government policy.

The Nursing Campaign is expected to increase numbers of people choosing nursing as a career, increase numbers of nurses who return to practice after a period away from the nursing workforce, increase the diversity of the workforce, to educate on the opportunity and specialisation that nursing offers and to challenge stereotypes. The target audience for this campaign is students, Māori students, Pacific students, school leavers and nurses interested in returning to practice who live in Aotearoa.

The Ministry has commissioned Curative advertising agency to undertake further development of the Nursing Campaign following prior work commissioned by the New Zealand Nurses Organisation (NZNO). A cross sector nursing group that includes Ministry of Health, NZNO, DHB leadership, Aged Residential Care nursing leadership and education provider will provide oversight of and advice into the Campaign. The campaign will run for 12 months starting in April 2022.

The campaign will be delivered via a range of components:

#### Media

Curative has presented 2 different approaches to delivery of the campaign through media:

- Option 1 – Traditional Media

This media approach will include being on broadcast TV, radio, outdoor posters and digital environments (including video platforms, digital display, social media, paid search and remarketing).

- Option 2 – Media Integration

This approach allows for a push beyond a static advertising campaign and integrate the campaign into Shortland Street drama and leverage other TVNZ media properties (i.e. Breakfast, Seven Sharp, Te Karere, Tangata Pasifika) to extend the conversation. We are currently investigating this option and TVNZ will present the details of their media offering around late March.