

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:

Creative Content

- A refresh of existing material (3 videos and 10 images) to remove NZNO logos and other references – **completed**
- Creation of new materials that is specific to aged care nursing – **in progress**

Website

- The website acts as the “face” of the campaign, which helps simplify and strengthen the prospective nurse journey from consideration of study through to nursing tertiary provider application – **go live mid-April 2022**

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**.

The success of this programme is measured by the impact of the campaign by using media channels alongside workforce data to track the number of people engaging with the campaign, reading content, going to the website, and seeking further information about tertiary nursing programmes and nursing jobs.