

Nursing Campaign Initiative

Health Workforce Directorate

Presented to the Health Workforce Advisory Board, 25 March 2022

The Initiative



- New Zealand is not producing enough nurses and has increasingly relied on internationally trained nurses (IQNs) to fill nursing positions.
- The Nursing Campaign initiative is expected to increase nursing workforce supply in the longer term.
- Curative advertising agency is undertaking further development following prior work commissioned by NZNO.
- A cross-sector nursing group has been providing oversight and advice into the Campaign.
- The Campaign will run for 12 months.

Outcomes



- Increase the profile of the Nursing profession
- Increased awareness of extensive opportunities in nursing
- Increased applications to tertiary nursing programmes
- Increased uptake of NZ trained and internationally qualified nurses to apply for funding under the Return to Nursing programme.

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.

Campaign Components



Creative Content

- A refresh of existing material
- Creation of materials specific to aged care nursing

Website

- The website acts as the "face" of the Campaign
- The website's contents are being reviewed in collaboration with OCCO

Media

- Curative has presented two different media strategies

Campaign Components - Website



**REAL
STRENGTH
REAL
ADRENALINE**

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SPECIALISATIONS START YOUR JOURNEY

Denyse Lavea
Plastic Surgery

SPECIALISATIONS START YOUR JOURNEY

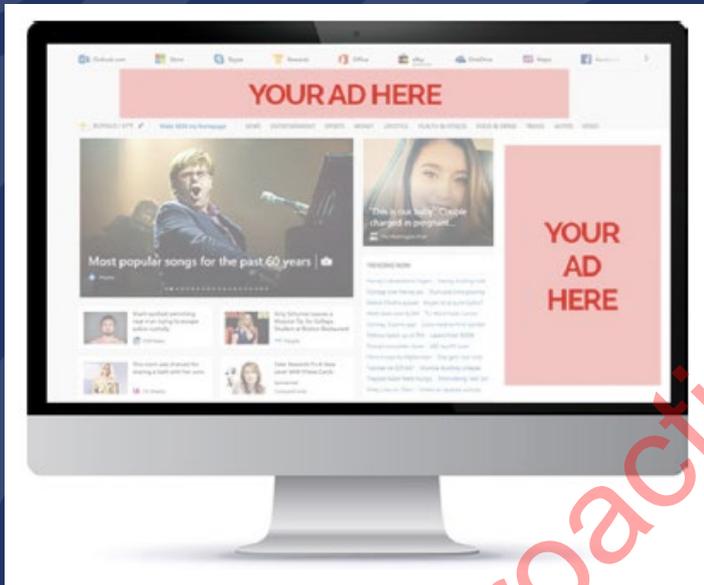
**THE REAL SIDE
OF NURSING**

SPECIALISATIONS START YOUR JOURNEY

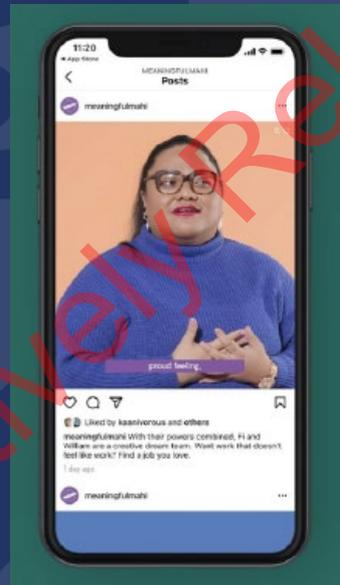
**TRAIN TO
BECOME A NURSE**
Find a training provider

**LOOKING
TO REJOIN?**
Find a job

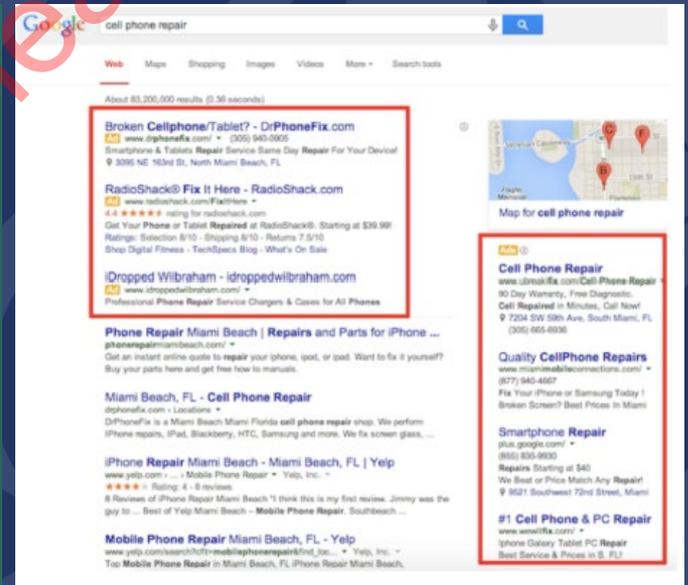
Campaign Components - Digital



Digital Advertising



Social
Media



Paid search

Comms & Engagement



- Ministry of Health intranet story
- Ministry of Health social media post
- Media release from Ministry of Health or the Minister's Office (TBC)
- Ministry Newsletters
- Minister's weekly report
- Internal and external reporting following successful delivery of key milestones

Proactively Released

Links to other Nursing Initiatives



- The general nursing campaign website will feature mental health campaign content.
- The Campaign will provide a reference and link to the Return to Nursing online information hub.
- The Ministry has provided funding for TAS to deliver a campaign targeting Critical Care nurses based overseas to come home.

What's next?



- Website go-live in mid-April
- TVNZ is presenting their detailed media offering to the Ministry on 5 April
- Funding only available for 12 months – consideration for further funding
- Any feedback, anything else to consider, concerns regarding the approach?

Proactively Released

Return to Nursing Initiative - update

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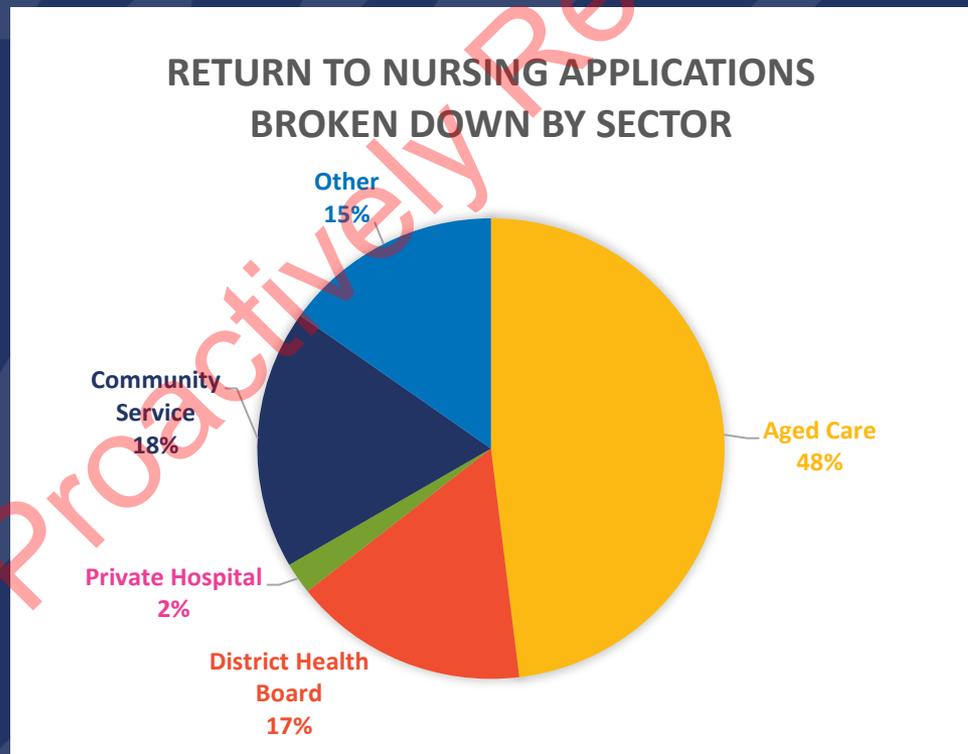
The Initiative



- The Return to Nursing workforce support fund is a targeted initiative that encourages nurses to re-enter the workforce.
- There are more than 20,000 nurses registered but not practising in New Zealand, including 9,736 Registered Nurses (RNs) who have been out of nursing for between 5 to 10 years.
- In 2021, there were over 1000 caregivers /health care assistants (HCAs) working in aged care that have international nursing qualifications but do not work as RNs in New Zealand.
- A capped amount of \$5,000 per nurse will be available for up to a total of 200 nurses.

Outcome of First Round of Applications

- The first applications round was open between 14 February 2022 and 14 March 2022.
- Total applications received for the first round is 362.



Next Steps



- Internal moderation process using a prioritisation framework is underway.
- The outcome of the funding will be announced on 11 April 2022
- We have ongoing engagements with Nursing Council of New Zealand, the Nursing Pipeline Group, Education Providers, Immigration New Zealand and the Ministry of Social Development throughout the duration of this initiative.
- We will conduct a review and debrief with internal and external stakeholders.
- The second round of applications (should funding allow) is timed to coincide with the launch of the Nursing Campaign.
- Potential need for more funding beyond \$1M due to overwhelming response, sector expectations and ongoing workforce pressures.