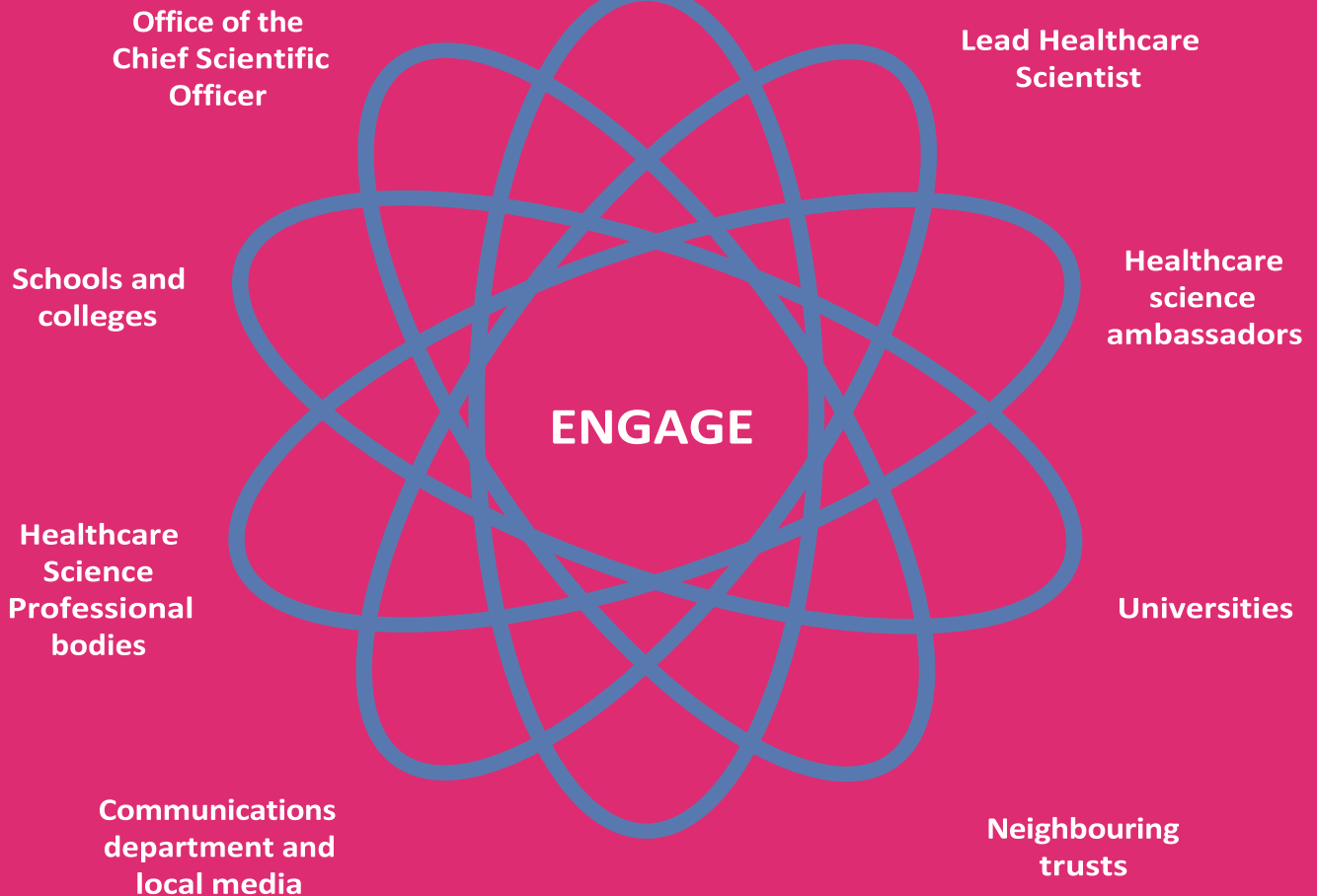


HEALTHCARE SCIENCE WEEK

ACTIVITY TOOLKIT

National Healthcare Science Week, run by the office of the Chief Scientific Officer, is an annual celebration and opportunity to raise awareness of the many diverse and interesting careers in healthcare science and inspire the scientific workforce of the future. It is a great opportunity to bring together the diverse professions and showcase the vital role they play in patient care, diagnosis and treatment to the public.

This toolkit aims to help you plan and develop effective celebratory events across your trust, region and local community to make the most of Healthcare Science Week. Use this toolkit to see who you should be engaging with, different activity ideas and top tips to get you started.



Who to engage with to ensure success, engage widely with stakeholders

THE OFFICE OF THE CHIEF SCIENTIFIC OFFICER

WHY: The national head of the profession for all healthcare scientists, this office leads the promotion and resource development for the week.

HOW: The office is keen to help promote your work and provide a platform to raise the profile of scientists within the NHS.

Ensure that you tag them in your tweets at **#WeHCSscientists #HCSweek20** and email your plans to **england.hcsweek@nhs.net**

LEAD HEALTHCARE SCIENTIST

WHY: Your trust's lead healthcare scientist can bring passion and expertise to the planning and delivery of your events and will be able to accurately represent science careers to the public.

HOW: Ensure you book dates in their diary early and support them to plan events. If you're not sure who your trust lead is, you can contact **england.cso@nhs.net** to find out.

HEALTHCARE SCIENCE AMBASSADORS

WHY: Healthcare science ambassadors work mainly with school age children from key Stage 1 all the way through to key stage 4 and beyond, bringing the world of science in health to life. They will have contacts with local schools in the area and be able to facilitate new relationships.

HOW: There are around 400 ambassadors across the country and you can find your local ambassador hub (and register to be one), by visiting www.stemnet.org.uk/ambassadors

SCHOOLS AND COLLEGES

WHY: Working with education providers is a fantastic way to inspire young people and promote the NHS as a leading

employer in your community. By engaging with this younger group, you can help to influence the subject choices they make which could inspire a future career in healthcare science.

HOW: Invite local schools to come to you, so students can see first-hand the environment they could potentially work in.

HEALTHCARE SCIENCE PROFESSIONAL BODIES

WHY: Professional bodies are always keen to promote the activities of their members.

HOW: Share your plans and they may feature your organisation in the next edition of their newsletter. Remember to include them in your Healthcare Science Week tweets and social media activity.

COMMUNICATIONS DEPARTMENT AND LOCAL MEDIA

WHY: Your communications colleagues can really help with raising awareness, engaging key staff and ensuring your activities are successful.

HOW: Work with your communications department to create a communication plan and engage with your local media to schedule your planned activity in the local newspaper or on the radio and engage as widely as possible in your local community.

UNIVERSITIES

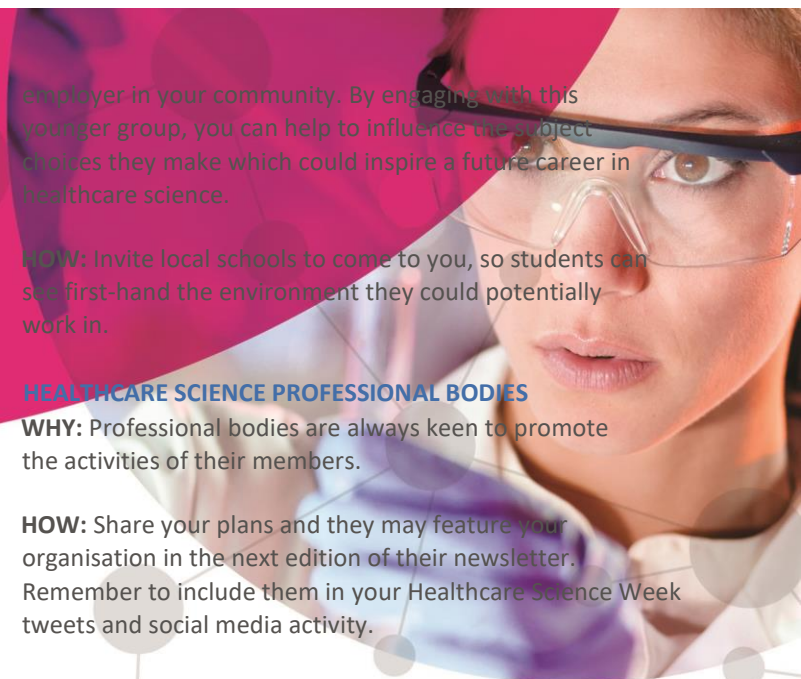
WHY: Here you can engage with those already interested in science and help to put healthcare science in the NHS at the forefront of their career aspirations.

HOW: Consider approaching science societies and clubs to ensure members are aware of the opportunities available in the NHS.

NEIGHBOURING TRUSTS

WHY: Linking up your activities with neighbouring organisations can pool resources and increase your audience reach and chance of success. Sharing capacity, knowledge and good practice are just a few examples of the benefits of working collaboratively for healthcare science week.

HOW: Contact your neighbouring counterpart and find out what activities they have planned.



Activity ideas

Make the most of the celebrations



HEALTHCARE SCIENCE ROADSHOWS

Visit your local schools and colleges. Fill these visits with interactive sessions, presentations and quizzes to teach students about the different roles available and the important part scientists play behind the scenes in patient care. Your local STEMNET ambassadors can facilitate links with local schools.



I'M A SCIENTIST, GET ME OUT OF HERE!

Take part in I'm a Scientist, Get me out of here! It's an online science engagement competition where you answer online questions from curious school students. It runs for two weeks every March, June and November.

It is an easy way to get involved in STEM engagement. Gain a fresh perspective on your work through showing students what it's really like to be a healthcare scientist. Students also vote for their favourite scientist, who wins £500 to fund more outreach activities.

Find out more, and apply at <https://imascientist.org.uk/scientists/>



SOCIAL MEDIA CAMPAIGNS

Every year healthcare scientists join the twitter conversation and this year you can take part by using **#HCSweek** and following **@WeHCSscientists**. Encourage your colleagues to share their experiences on social media. They can give invaluable insight into what the profession does and can network with the wider healthcare science community on a national scale. Social media is a great way to reach a wider audience, particularly younger generations.



CAREER EVENTS

Career events are a great way to inspire people to think about science careers in the NHS. Whether you hold your own or attend regional or national events such as the **Big Bang fair**, ensure your display stands out from the rest and highlights your trusts' unique selling point. Collaborate with neighbouring healthcare scientists to share knowledge and resources to give you the best chance of success.



DROP IN SESSIONS

Invite budding local scientists from colleges and universities to come and chat to you and your colleagues so they can get a real feel for the 52 specialisms and ask any questions about how to enter their chosen field. This could include career clinics or mentoring sessions to help interested students see your trust as an employer of choice.



TRUST DISPLAYS

Set up a display in the foyer or cafeteria at your organisation. Use the Health Careers leaflets which you can print at www.healthcareers.nhs.uk/hcsleaflet www.healthcareers.nhs.uk/hcsbooklet or you can place an order for hard copies by emailing advice@healthcareers.nhs.uk.

Print some information from Extraordinary You – a book profiling 50 of the best and brightest talents in healthcare science: Download at www.nwhcs.nhs.uk.

Manchester University NHS Foundation Trust hosted an informative morning event which included bite-sized lectures, interactive sessions and Q&A sessions. **Their agenda** provides some great inspiration for similar events.

Top tips:

1

Book some time with your lead healthcare scientist and other experts in your organisation such as communications and recruitment leads to begin planning your activity.

2

Decide who you would like to target, plan your activity and make the most of resources available.

3

Secure dates early with local trusts, schools, colleges and universities to ensure these can be communicated well in advance.

4

Ensure your activity is featured on the NHS Employers interactive map by emailing england.hcsweek@nhs.net and keep up to date with other trust activities.

5

Use social media, your trust website, the local press and events to spread the word. Follow and join in the discussions on twitter with [#HCSweek20](https://twitter.com/HCSweek20) and follow [#WeHCSscientists](https://twitter.com/WeHCSscientists) for inspiration and updates on events and news.

6

Celebrate and share instances of best practice in healthcare science and showcase what is possible with a positive healthcare science team.



Useful resources and links:

KEY RESOURCES:

The NHS Employers website hosts the interactive healthcare science **week map of events** which displays activities across the country. You can also use their Healthcare Science Week **poster** and look at the 2018 Twitter **summary**.

British Science Week offers information and guides to get started on planning and publicising your events and themed activity packs for all ages.

Health Careers has lots of resources and guidance including their **Healthcare Science Week** and **careers in healthcare science guides, leaflet** and **presentation slides** to help you deliver information. Place an order for the hard copies by emailing advice@healthcareers.nhs.uk

Their healthcare science ambassador toolkit provides ambassadors with everything required to deliver engaging sessions to the public.

USEFUL LINKS:



STEM NET

Free advice to employers to support the teaching of STEM subjects.



BIG STEM

Communicators Network - access news, discussion forums, training and events.



The Science in Public Research Network

An opportunity to share academic research in science and technology with the public.



British Science Association

Promotes science and scientific activities, to encourage science to become part of general culture.



STEMettes

An award-winning social enterprise focused on inspiring and supporting young women into STEM careers.



Involve

Advice on engagement and collaboration in science communication.



Women in Science and Engineering

Offers resources to encourage more girls into STEM careers.



In the Zone (Wellcome trust)

Free science investigation kits for all schools in the UK, an interactive exhibition, a sports science event pop-ups and training for their network of In the Zone ambassadors.



The Big Bang Fair

The UK's largest celebration of science and engineering for young people, takes place 13-16 March.



Inspiring the future

Organisation which connects schools with volunteers from different sectors to speak to young people about their career and educational route.



Think future

A campaign that supports NHS organisations to bring more young people into the workforce and gives a range of tools and resources.

