

Barking, Havering and Redbridge Hospitals

The Good & The Bad News Campaign.

Background to the Project

These two NHS trusts are based in Romford, Essex, and include King George's Hospital and The Queen's Hospital. The Queen's Hospital is a brand new building with up-to-date technology, a trendy building and 950 beds. Locally, the hospital has had some very bad press and its reputation had suffered badly.

Objective

We aimed to recruit different levels of Nurses across different departments in the hospital. We initially placed adverts for the A&E department – followed by campaigns for theatre staff and general posts. We wanted to encourage Nurses to leave their current posts – and consider joining the Trust. We also had to try and change public opinion about the hospital itself, generating good press to counteract all the bad publicity. While this could not be achieved by recruitment advertising alone, we could certainly contribute to the process.

Methodology

There was no escaping the fact that the hospital had received a lot of negative coverage. Locally patients and their families were worried about the levels of care they would receive, and this made the challenge of persuading professional nurses to bring their expertise to the Trust all the more difficult.

We presented three campaigns to the client. Two of these were relatively safe, emphasising the positive aspects of this Trust – its commitment to individual patient care, and its determination to employ the best and most patient-focused Nurses. However, the client actually went for the third and bravest campaign, which addressed the bad coverage they'd been receiving head-on. This campaign was indirectly saying to readers – yes, we know we've had problems and bad press in the past, but we're changing out of all recognition. This campaign used typographical adverts, which were extremely eye-catching, and ran as full pages. We took some of the negative facts, and used these on the 'bad news' side of the page. This way, we were drawing attention to the new, open and honest approach of the Trust, while confronting head-on the challenges all staff would face in the coming months. To counterbalance this, we had lots of copy on the 'good news' side. Clearly showing that the good news far outweighed the bad. We described the amount of investment that was going into making the hospital better with a view to entice Nurses to come along and be part of making those changes.

Results

The client managed to recruit up to seven Sisters from the first campaign we put together, as well as 16 Junior Staff Nurses and around 100 Staff Nurses. We have since run a further series of adverts in this campaign.



THE BAD NEWS

We've got the busiest A&E service in London & the South East.

THE GOOD NEWS

We're changing for the better in a big way by investing £1 million in extra A&E Nurses. Taking a whole new look at the way we approach things and developing a clearer nursing focus – including investing in and developing our staff. We're now seeking more adult and paediatric Staff Nurses (Band 5), Senior Staff Nurses (Band 6) and Sisters/Charge Nurses (Bands 7) to join us, and be part of our ongoing success.

At Band 7, you'll need excellent A&E experience and qualifications and be able to provide sound clinical leadership; at Band 6 you'll need at least 18 months' A&E experience and have completed or be working towards the A&E course; at Band 5 you will ideally have 6 months' acute adult or paediatric experience but newly qualified applicants will be considered. You will be a nurse who is clinically competent with the ability to communicate effectively in stressful situations whilst at the same time being highly motivated to juggle the delivery of heart-felt care and compassion for our patients while helping us to achieve the 4 hour A&E target. All roles will involve team working over a 24-hour rotation – and because we're so busy, you'll be able to build immense experience and benefit from a range of educational opportunities.

There's never been a better time to join us. With a spectacular new hospital in Romford, the 950 bed Queen's Hospital, and the well-established 450 bed King George's Hospital in Ilford, we're optimistic that with your help we're ready to give the diverse population of East London and South Essex an A&E service they can be proud of.

Come and help us make the good news. To apply online please visit www.jobs.nhs.uk with reference 1622287 (Band 5), 1622422 (Band 6) or 1622226 (Band 7). Alternatively you can call to arrange an informal visit or with any questions on 020 8970 4292 (PA to Caroline Moore, Associate Director of Nursing). Closing date for applications: 23rd April 2008. Initial interviews: 29th April 2008. Final interviews: 2nd May 2008. Visit us at www.bhrhospitals.nhs.uk

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NHS Trust