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LOVE OUR LEARNERS

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“Health Education England will need to establish mechanisms to ensure that ongoing engagement takes place with a wide range of partners including students, trainees and staff representing the health and care workforce.”

Health Education England Mandate (6.78) May 2014

Love Our Learners is a programme of communication and engagement, running through all functions of Health Education East Midlands, working towards attracting and retaining learners (students and trainees) in the East Midlands and its healthcare workforce. The programme aims were to build rapport, aid an understanding of the NHS and encourage the learner to have a voice.

As a live programme that is one year old, Love Our Learners has shared its key messages about the work of Health Education England, Health Education East Midlands and the role of the learner in the NHS. This was achieved through a network of ambassadors working closely with Trusts and Higher Education Institutions, attending events, inductions, and staff recognition ceremonies. Through these activities the programme reached 2,900 learners and 15,000 healthcare professionals. With a presence on social media, in the first year there were 1,378 separate mentions of #loveourlearners on Twitter which generated 150,000 impressions.

Further recommendations have also been made to add to the programme based on feedback gained and practice in other regions. Work is also underway to share this approach, and consider how best practice from other Local Education Training Boards and teams within Health Education England can be incorporated into future work.