

# Learning for Life

A guide to running your  
workplace learning campaign



# 1. Introduction

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## *A guide to running your staff-facing workplace learning campaign*

This guide has been written for HR Practitioners, Communications, Staff Engagement and Health and Wellbeing leads in NHS organisations across England. It sets out what material and resources are available to you to plan and implement a successful staff-facing workplace learning campaign.

This guide contains:

1. [Key message](#)
2. [Leading your campaign](#)
3. [Communications - resources](#)
4. [Links to useful resources](#)

## *What is the campaign and who is it for?*

Commissioned by the national Social Partnership Forum (SPF) and led by NHS Employers, this campaign aims to increase the level of awareness of training opportunities; the amount of training taking place; and the positive impact of training on patient care. We want to raise awareness and encourage learning skills development for all NHS staff, including those who may well not be receiving many opportunities currently.

The overarching objectives of this project are to:

- stimulate greater awareness and increased participation in learning at work for all NHS staff, especially those in Bands 1–4
- increase recognition by chief executives and board members that supporting the development of staff makes good business sense
- reinforce belief that investment in staff learning is an investment in the service
- increase the proportion of NHS staff who agree that workplace learning has had a positive impact on the quality of their work.

## *How has the campaign been developed?*

The campaign has been developed with significant input and feedback from colleagues across the health service and staff side. The national campaign branding is suitable for all staff across the NHS - it has been designed to stand out, grab attention and be memorable.

## 2. Key messages

### General messages

- Workplace learning underpins quality patient care - a positive organisational climate is associated with low and declining levels of patient mortality
- You should be encouraging employee engagement for workplace learning – we need to create a culture that supports a learning environment
- Workplace learning is for all staff, particularly those who may not currently take-up opportunities (i.e. pay bands 1-4)
- Although there is limited funding in education and training, there are numerous training products and opportunities available that your organisation can utilise, including co-investment strategies through positive working with trade unions who might be able to access sources of funding or appropriate resources
- Research evidence suggests that workplace training is associated with improvements in productivity, higher levels of innovation and better financial performance
- Staff in Bands 1 to 4 play an integral part in ensuring quality of service experienced by patients and users of health services
- In times of uncertainty, learning is more vital than ever – it can boost morale and enable people to manage change
- Improving your staff's skills in communication (including language), basic literacy, numeracy and IT is key to improving your patient's care and experience
- Finding out your workforce learning needs is vital
- Union learning representatives (ULRs) are trained to support workplace learning. They generate enthusiasm for learning and support reluctant learners contributing to a workplace learning culture. Agreements should be developed to underpin their statutory rights to support them to carry out their duties, for example ensuring all managers and supervisors understand the importance of their role and appropriate time off and resources are made available
- Workplace learning can:
  - help to ensure both flexibility and sustainability in workforce supply
  - aid retention of staff and encourage career/skills progression
  - enable you to widen participation to make your workforce reflect your local community as much as possible
  - assist you to meet requirements of the Knowledge and Skills Framework (KSF)
  - help you demonstrate organisational commitment to the staff pledges in the NHS Constitution.

### **Line Managers / Team Leaders key messages**

- Workplace learning is for all staff, particularly those who may not currently take-up opportunities (i.e. staff in bands 1-4)
- You should be encouraging employee engagement for workplace learning – we need to create a culture that supports a learning environment
- Workplace learning can have a positive impact on your staff's ability to do their current job and can help their self confidence
- Workplace learning underpins quality patient care
- In times of uncertainty, learning is more vital than ever – it can boost morale and enable people to manage change
- By supporting workplace learning and encouraging participation you will be helping ensure that your staff feel that they have a worthwhile job with chances to develop and that they have the opportunity to improve the way they work
- Staff should be encouraged to undertake learning during paid work time, especially if this directly benefits the job they are doing
- Finding out your staff learning needs is vital

### **Workforce key messages**

- Workplace learning is for everyone
- Workplace learning is not the same as school, you are not forced to learn and you can go at your own pace
- Training and skills are crucial as they can help you have more job satisfaction, better prospects and can ultimately lead to a better quality of life for you, your family, your colleagues and your patients
- Workplace learning can help with your reading, writing, maths, language and IT skills – this can help you in your work and at home
- Union Learning Reps are trained by trade unions to support you to access learning opportunities and help you with learning needs as well as explore possible funding for your learning
- It is possible to be given paid time during your working day to undertake training.

### 3. Leading your campaign

To make your campaign successful it will need senior leadership support.

We recommend that you use the toolkit and the case studies provided to prove to the board of directors that this 'Learning for Life' campaign is very important to your organisation. Research evidence suggests that workplace learning is associated with improvements in productivity, higher levels of innovation and greater staff engagement.

Once you have support from the top of your organisation, the message can be cascaded to staff. Directors and senior managers should keep Learning for Life on the agenda and send clear messages to managers - managers need to allow staff to undertake learning and support them with their learning needs.

#### Top tips

- Focus time on getting line managers on board - encourage positive attitudes towards workplace learning.
- Involve staff side. They are keen to support you to deliver your campaign, they can provide valuable input to the planning of your campaign and help you communicate effectively with many staff groups - so make use of their skills and networks.
- Consider having a Learning for Life Champion for each department.
- If you have a learning centre ensure that you remind employees it is there and that they should take advantage of having a dedicated learning zone.
- Use personal stories / experiences of staff in your campaign.
- Appeal to people's desire to improve their English, maths or IT not just for work purposes but also for their personal lives.
- Employees might not be aware of what learning resources are available to them - make sure this is included as part of your campaign.

## 4. Communications

To get as many staff engaged with workplace learning as possible you need to make sure that everyone knows what learning is available and that they are fully supported to undertake this.

Many organisations focus on using posters, flyers, emails and internal communication channels to promote their campaign. We have produced the following materials to help support you in delivering this campaign through your various local channels.

### Resources to support you



### Posters

We have created some posters to help support your campaign.

Each of the posters have titles that can't be altered, but there are blank spaces so that you can add your local messaging. In the section title 'Find out more' you should use this space to add the name and contact details of your Union Learning Rep(s) and/or opening times of your learning centre (for sites that have these).

#### Poster 1 - Multiply your skills

This poster has been designed to promote maths in your organisations.

Line 1 - suggested sentences:

- *Would you like to be able to help you child more with their maths homework?*
- *Would you like to improve your maths?*

Line 2 - suggested sentences:

- *We can support you to complete English, maths and IT training*
- *You can be given time during your working day to complete English, maths and IT training*
- *We value your learning and can help you improve your English, maths and IT skills*
- *We are committed to supporting your learning at work.*

[Download the poster template here:](#)



NHS\_Learning For Life\_A4 Poster\_num

[Download a sample poster here:](#)



NHS\_Learning For Life\_A4 Poster\_num

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### Poster 2 - Write your future

This poster has been designed to promote English in your organisations.

Line1 - suggested sentences:

- *Would you like to feel more confident with your language and writing skills?*
- *Would you like to improve your English reading and writing skills?*

Line 2 - suggested sentences:

- *We can support you to complete English, maths and IT training*
- *You can be given time during your working day to complete English, maths and IT training*
- *We value your learning and can help you improve your English, maths and IT skills*
- *We are committed to supporting your learning at work.*

[Download the poster template here:](#)



NHS\_Learning For Life\_A4 Poster\_literac

[Download a sample poster here:](#)



NHS\_Learning For Life\_A4 Poster\_literac

### Poster 3 - Click into action

This poster has been designed to promote IT in your organisations.

Line1 - suggested sentences:

- *Have you ever thought "I'd go for that promotion if only my IT skills were stronger ?*
- *Would you like to improve your IT skills?*

Line 2 - suggested sentences:

- *We can support you to complete English, maths and IT training*
- *You can be given time during your working day to complete English, maths and IT training*
- *We value your learning and can help you improve your English, maths and IT skills*
- *We are committed to supporting your learning at work.*

[Download the poster template here:](#)



NHS\_Learning For Life\_A4 Poster\_IT.do

[Download a sample poster here:](#)



NHS\_Learning For Life\_A4 Poster\_IT\_ex

### Poster 4 - Learning centre signage

This poster has been designed to help staff identify the training centre.

This poster does not contain any spaces for free text.

[Download the poster here:](#)



Learning centre poster.pdf

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## Web banners

These banners can be used on your intranet and in your email signatures.

If you have any problems using the web banners your IT department should be able to help.

[Download the web banners here:](#)

Small banner 180x50



web banner small.jpg

Medium banner 468x80



web banner medium.jpg

Large banner 520 x 170



web banner large.jpg



## Logo

The Learning for Life logo should be used for any workplace learning messages.

The Logo - Variations and File Types

### Variations

- **Colour**  
Full colour original - versions in ESP and JPEG file format
- **Grey scale**  
To be used when printing in black and white

### File Types

The following file type for the logo are available:

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- **EPS and AI**  
Vector graphics ideal for print and large format
- **JPEG**  
Ideal for low resolution printing, websites and screens

### Using the logo - Shape

- Do not stretch
- Do not change the colours
- Do not reformat
- Do not crop
- Do not pixelate

[Download the logos here:](#)

#### JPEG versions:

JPEG - colour



NHS\_Workplace  
Learning\_identity.jpg

JPEG - Grey scale



NHS\_Workplace  
Learning\_identity\_gre

#### EPS and AI versions:

EPS - colour



NHS\_Workplace  
Learning\_identity.eps

EPS - Grey scale



NHS\_Workplace  
Learning\_identity\_gre

AI



NHS\_Workplace  
Learning\_identity.ai

## 5. Useful resources

### Learning and development support

<http://hee.nhs.uk/>

Health Education England (HEE) is the national leadership body responsible for developing the new education and training system for the health and public health workforce.

[www.learndirect.co.uk](http://www.learndirect.co.uk)

Learndirect is a learning organisation that uses technology to transform the skills and productivity of the working age population.

[www.niace.org.uk](http://www.niace.org.uk)

The National Institute for Adult Continuing Education exists to encourage more adults to engage in learning of all kinds. NIACE is the largest organisation working to promote the interests of learners and potential learners in England and Wales.

[www.support4learning.org.uk](http://www.support4learning.org.uk)

This site contains links to resources for everyone involved in education, training and communities.

<http://www.electronicstaffrecord.nhs.uk/>

The Electronic Staff Record (ESR) gives NHS staff access to over 400 national e-learning courses and enables local organisations to manage their own e-learning content alongside classroom based courses.

<http://www.ukces.org.uk>

The UK Commission for Employment and Skills is a publicly funded, industry-led organisation providing strategic leadership on skills and employment issues in the UK.

<http://www.skillsforhealth.org.uk/>

Skills for Health is the Sector Skills Council, for all health employers; NHS, independent and third sector.

<https://nationalcareersservice.direct.gov.uk/account/Pages/default.aspx/>

This site promotes the importance of ongoing learning whether doing a course in work, or volunteering.

<http://www.eslsite.com/>

This site offers resources and teaching ideas for people for whom English is a second language.

### Funding

<https://www.gov.uk/career-development-loans/overview>

Professional and Career Development Loans are bank loans to pay for courses and training that help with people's careers.

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<http://skillsfundingagency.bis.gov.uk/>

The Skills Funding Agency is a partner organisation of the [Department for Business, Innovation and Skills](#) (BIS) and it exists to fund and promote adult further education (FE) and skills training in England.

<http://www.unionlearn.org.uk/about-unionlearn/union-learning-fund>

The Union Learning Fund (ULF) has supported more than 50 unions in over 700 workplaces and remains a flagship mainstream government programme - regarded as pivotal by unions, the Government, employers and partner organisations in the learning and skills world.

### **Union support**

Many unions have learning resources freely available to members, which within a learning agreement, for example, can be made available to other staff.

#### TUC UnionLearn

<http://www.unionlearn.org.uk/>

Unionlearn was established in 2006 by the TUC in order to provide an ongoing framework to support union led learning in England. It aims to help unions to support their members to access and progress through lifelong learning based on quality standards. It also seeks to engage with employers and providers to increase the quantity, quality and fairer distribution of learning opportunities.

#### RCN

<http://www.rcn.org.uk/development/learning/learningzone>

Contains online continuing professional development (CPD) resources relating to nursing care, career development and workplace issues. The resources are relevant to health care assistants, assistant practitioners, student and registered nurses across the range of care settings.

#### Unite the Union

[www.learnwithunite.org/](http://www.learnwithunite.org/)

This is Unite's own virtual learning and support site. It offers access to a wide range of online learning opportunities and support.

#### UNISON

[www.unison.org.uk/laos/](http://www.unison.org.uk/laos/)

UNISON Learning and Organising Services (LAOS) co-ordinates trade union education and lifelong learning opportunities for members. This includes training and development for union reps as well as personal and career development courses ranging from Skills for Life through to professional qualifications. They also offer learning discounts and a small educational grants scheme.

#### RCM

<http://www.rcm.org.uk/ilearn/>

This is the e-learning service for midwives and maternity support workers belonging to the RCM.