

# Introducing the new NHS workplace learning campaign...



# Background



Last year the Social Partnership Forum (SPF) tasked NHS Employers with delivery of a workplace learning campaign.

At the end of July 2013 NHS Employers, in partnership with NHS Trade Unions, Skills for Health and the Department of Health launched the new workplace learning campaign - Learning for Life.

Aiming to embed a culture of learning across the NHS, this campaign supports employees in their personal development, their employment role and career progression.



# Dr Dan Poulter MP

**Commenting on the launch of the campaign, Health Minister and Chair of the National SPF, Dr Dan Poulter MP said:**

*“I am very pleased to support the SPF-led NHS workplace learning campaign – ‘Learning for Life’. The campaign aims to increase the level of workplace learning in the NHS, which is instrumental in motivating and empowering staff, giving them valuable skills and experience. We already know that patients receive the high quality care they deserve from motivated staff so I urge employers and trade unions to use the campaign materials and work together to build a culture of workplace learning in the NHS for the benefit of patients and staff.”*

# The business case



## Why support workplace learning?

- There is a clear business case for encouraging workplace learning: investing in your workforce supports long-term productivity and contributes towards better patient care. There is evidence to demonstrate that when staff receive good quality appraisal, learning and skills training, and are properly equipped to undertake their job role, this impacts positively on the patient experience and the quality of health outcomes.

# The benefits



Some of the benefits of workplace learning are:

- Improved patient care and safety
- Improved reputation as a local employer
- Demonstrates commitment to equality and diversity
- Improved English, maths and IT skills
- Increased efficiency of the workforce
- Higher staff engagement

# Where do I start?



- Establishing and utilising to full effect a strong network of Union Learning Representatives (ULRs) - ULRs can help articulate the learning needs of staff who may not feel comfortable discussing them directly with their line managers
- Developing (or reviewing) a Learning Agreement - the agreement sets out each party's commitment to learning in the workplace, and the organisational support, resources and expertise required to deliver effective and engaging learning and development
- Ensuring you have a learning centre that fully supports workplace learning - despite changes to funding and learning provision, an onsite learning centre remains a fantastic resource that can help you overcome a number of barriers to learner engagement.

# Supporting materials



NHS Employers have developed various materials to support the campaign including:

- A business case summary
- A toolkit that includes a number of case studies
- A guide to running your campaign – this includes promotional materials inc posters, logos and web banners
- FAQs
- Podcast

# The toolkit

The toolkit offers further details about:

- The business case and how to make it
- How to embed workplace learning
- How to overcome barriers
- How you can demonstrate the benefits

The full toolkit and the guide to running your campaign are available to download at [www.socialpartnershipforum.org](http://www.socialpartnershipforum.org)

# Guide to running your campaign



The guide supports HR practitioners, communications, staff engagement and health and wellbeing leads to plan and implement local workplace learning campaigns. It includes:

- Key messages
- Leading your campaign
- Communications – resources (posters, logos)
- Links to useful resources – learning and development support, funding, union support

# Further information



Website [www.socialpartnershipforum.org](http://www.socialpartnershipforum.org)

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