

Integrated Urgent Care / NHS 111 Workforce Blueprint



Career
of Choice



Career of Choice, Health Ambassadors, Inspiring the Future

Since it was introduced, Integrated Urgent Care (IUC) / NHS 111 has faced a number of workforce challenges, specifically around recruitment and retention. IUC / NHS 111 call centre roles have often been seen as jobs rather than a career, which has added to the high turnover of staff and recruitment challenges.

The Career of Choice component aims to change this perception, as not only a desirable career path, but one for life. The initiative will be used to target people before they enter into the job market, such as school children, further and higher education students, and those already working within the healthcare landscape.

The Career of Choice programme has produced a range of tools, including role descriptors, a leaflet, infographic and case studies, which will be housed on the Health Careers website, a careers advice platform.

As part of the Blueprint component, providers and official Health Ambassadors, from the IUC / NHS 111 workforce, should utilise the toolkit to:

- raise the profile of the service
- actively recruit new staff
- promote IUC / NHS 111 as a career for life

For more on Career of Choice workforce and IUC / NHS 111, visit <http://www.healthcareers.nhs.uk>

This information can be made available in alternative formats, such as easy read or large print, and may be available in alternative languages, upon request. Please contact 0300 311 22 33 or email england.contactus@nhs.net.

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For more information about the Integrated Urgent Care / NHS 111 Workforce Blueprint, click [here](#).

