**Communications toolkit**

**Template article for local use**

**September 2016**

**Guidance note:**

This template article is provided to support local communications with nurses, nursing students and nursing stakeholders. Please adapt this draft to suit your audience and local circumstances.

The draft below is 246 words.

A logo and web banner for the 2030 Nursing Vision are also available.

**Have your say on the 2030 Vision for Nursing**

(*Name of organisation*) is taking part in a Scotland-wide project to develop a 2030 Vision for Nursing. The goal is to produce a vision for maximising the nursing contribution to health and well-being.

*(Local person says):* “We want to create a vision that sets out what nursing should look like by 2030 and capture the things we do well, along with the things that need to change and be done differently.”

Local engagement conversations are being held across Scotland so that nurses, student nurses and others can participate and have a say. The conversations are taking place over the next couple of months and will focus on 5 themes:

* + Modernising roles and public perceptions of nursing
	+ Staff experience
	+ Preparing nurses for future needs and roles
	+ Working in health and social care teams
	+ Nursing practice and health promotion/public health

If you are not able to participate in one of the local conversation you can still contribute through the on-line survey. The survey is available here [2030 Nursing Vision Survey](https://response.questback.com/scottishgovernment/gtv8az6aqn) (<https://response.questback.com/scottishgovernment/gtv8az6aqn>) and takes about 10 minutes to complete.

This work is being carried out in the context of the Nursing and Midwifery Council’s (NMC) Review of Standards for Education which is expected to begin later this year. Much of what is said in the discussions on the future of nursing in Scotland will be used to feed into the NMC review work.

The Chief Nursing Officer intends to publish the 2030 Nursing Vision in summer 2017.