

**Healthcare Science Week
27 November – 3 December 2006
introduces:**

The Bacteriathon Challenge
www.nhscareers.nhs.uk/bacteriathon
(Website launching 13 November 2006)

Stakeholders' Information Pack



bacteriathon challenge

**Healthcare Science Week
27 November - 3 December 2006**

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Dear Colleagues,

Healthcare Science Week 2006 (27 November – 3 December), supported by the Department of Health is fast approaching, and I am writing to ask for your involvement in the exciting activity we have planned.

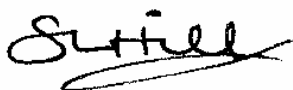
Healthcare Science week exists to raise the profile of Healthcare Scientists working in the NHS, and create opportunities for young people in schools to learn more about science, and get them thinking about entering into the world of Healthcare Science.

Scientists in health are at the very core of the NHS, offering high quality evidence-based scientific services for thousands of people every year, and tackling some of our major priorities in health like cancer, coronary heart disease, stroke, COPD and other long-term conditions, and moving services closer to patients. There are around 50,000 Scientists working in the NHS including the National Blood Service and the Health Protection Agency, more than in many other areas outside academia, including the pharmaceutical and chemical industries.

This year we are inviting students to take part in a national Bacteriathon where they will use prepared Petri dishes containing agar medium and nutrients to grow bacteria from everyday items, like pencils, coins, mobile phones and computer keyboards, as a starting point for engaging with NHS Scientists via the internet. Details of how you can get involved in this fun and interactive educational event are given in this pack.

Healthcare Science Week provides us all with a real opportunity to impart our enthusiasm for, and knowledge of, our chosen fields to the next generation to ensure a bright future for science in health in the NHS. Roll-on the Bacteriathon and the opportunity to showcase the varied and diverse fields of Healthcare Science in the NHS, which have physics, genetics, chemistry and engineering at their core.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Sue Hill', with a horizontal line underneath.

Professor Sue Hill, OBE
Chief Scientific Officer, Department of Health

What is Healthcare Science Awareness Week?

Healthcare Science Awareness Week, supported by the Department of Health, is an opportunity to acknowledge the important contribution made by all the healthcare Scientists in the NHS, as well as to educate young adults, the media and other NHS staff about the different roles played by healthcare Scientists in healthcare today.

Young people need to know about all the different career options for their future, and Healthcare Science week is the perfect opportunity to educate students about the wide array of science careers that can be made available to them in the future

Throughout the week activity will be taking place across England to raise the profile of Healthcare Science professions from all disciplines. Healthcare Scientists will be encouraged to visit schools to talk about their jobs, what they entail and how they got into their careers in the first place.

**Healthcare Science Awareness Week 2006 will take place from
27 November – 3 December 2006.**

What is the Bacteriathon Challenge?

The Bacteriathon Challenge is the flagship event for this year's Healthcare Science Week.

Students will use prepared Petri dishes containing agar medium and nutrients to grow bacteria from everyday items, like pencils, mobile phones and computer keyboards. The Petri dishes will be monitored and photographed as the bacteria grows by the students who will then submit their findings, results and photographs by sending an e mail to: bacteriathon@munroforster.com

A selection of the photos and findings will then be posted on to the Bacteriathon website www.nhscareers.nhs.uk/bacteriathon which will launch on Monday 13 November. Teaching resources, such as an educational quiz and information careers cards, will also be posted as downloadable PDFs on the website.

Throughout the week we are encouraging practising NHS Scientists from all fields (such as pathology, embryology, microbiology, etc.) to visit schools to talk about what their careers entail and possibly comment on the experiment findings and images. Please email victoria.webster@munroforster.com or call Victoria Webster on 020 7815 3974 if you'd like to take part.

All schools that take part will be entered into a prize draw to win a light microscope and digital camera for use within the classroom.

Fitting into the curriculum, the Bacteriathon Challenge will help students understand how healthcare Scientists use analysis and results to reach conclusions for diagnoses and treatment. It will also enable them to interact with real working healthcare Scientists, whilst creating more understanding, through science.

The bacteriathon is primarily aimed at groups of up to 30 students aged 11-14.

Which schools are we targeting?

Initially we are targeting schools that are members of the The Specialist Schools and Academies Trust (SSAT), specifically those for Science. However after the 27 November launch the Challenge will be open for all secondary schools to get involved for a period of two weeks.

Promoting Healthcare Science – How to get involved if you are: A Healthcare Scientist

Healthcare Scientists are the backbone of the NHS. They are an essential part of the whole healthcare team but often go unnoticed because many work behind the scenes. There is a need to attract more young people to a career in Healthcare Sciences but young people are often not aware of the work that they do.

The Bacteriathon Challenge, although directly related to Microbiology, is designed to excite young people about all disciplines of Healthcare Science and so we are encouraging Healthcare Scientists from all disciplines to get involved.

Showcasing the work that you and your department are doing will help to raise awareness and there are a number of ways you could take part in the activity this year **including visiting secondary schools to discuss your profession** (particularly those that are participating in the Challenge). If you would like to visit a school please contact Victoria Webster at victoria.webster@munroforster.com or 020 7815 3974.

Alternatively you could invite work experience students into your work place or take part in local job fairs.

As well as actively pursuing stories in the media about Bacteriathon, we will also be looking to promote Healthcare Science in general. This will enable us to create a better understanding amongst society in general of how Healthcare Science impacts on, and benefits, the health community.

To help us illustrate such features and news items, it is important for us to have access to 'real life' stories from 'real life' NHS Healthcare Scientists of all ages and from all areas of science in health. To help us with this you can:

- Become a **case study**
- Become a **spokesperson**
- Give **advice** and supply supportive **quotes**

Please see below a case study form to fill in if you would like to help out in this way. Please distribute this as widely as you can amongst Healthcare Science departments. Alternatively you can email brief details to Victoria Webster at victoria.webster@munroforster.com or discuss them with her on 020 7815 3974.

Healthcare Scientists – 2006 case study form

You must be willing to be interviewed and/or photographed by the media, featured in NHS Careers/Healthcare Science publications or in campaign media releases. We will not pass on your details to anyone without having contacted you first in each case.

Name	
Career Group	E.g. Life Science or Clinical Physiology or Clinical Engineering and Physical Science
Job Title	
Employer	
Department	
Day time Tel	
Mobile	
Email	
Photo attached	YES NO
Brief career/work background	
Private passions or Your best bit E.g. Outside work, do you have a hobby or interest that you are passionate about? Are you a singer, artist or sculptor, marathon runner, deep-sea diver or rabbit breeder? Let us know! Or What do you love most about your work?	
Department Manager	Name: Telephone: Email:
Employer Communications contact	Name: Telephone: Email:

Please return to victoria.webster@munroforster.com
or call 020 7815 3974 for more details

Promoting Healthcare Science – How to get involved if you are: A key stakeholder

Promoting Healthcare Science at both national and local levels is integral to educating and engaging young people in the profession. There are actions you can take to support the Bacteriathon activity and also publicise Healthcare Science as a career path throughout the week.

Bacteriathon support

To support the Bacteriathon Challenge, you could promote the project internally through relevant bulletins or newsletters that are sent out to members or are available on your website. Additionally, you could approach your trade media to report on the Challenge.

There is also the possibility of working with schools in your area that are involved in the Challenge by giving a talk about your organisation and its relation to Healthcare Science.

Healthcare Science Week general support

There are a number of ways you could publicise Healthcare Science as a career option generally, throughout the week and throughout the year:

- At careers fairs
- Funding regional or local advertising (please contact the COI if you are a governmental organisation)
- Media relations (if you would like help in writing a media release please contact Victoria Webster at victoria.webster@munroforster.com or 020 7815 3974)

Media campaign

The media PR campaign will focus on generating coverage of the Bacteriathon Challenge and Healthcare Science careers across the following channels:

- National and regional print, broadcast and online
- Specialist science, healthcare and education media

We will be targeting the following contacts:

- Science
- Education
- Careers
- News
- Features

The week will launch on Monday 27 November at the 3rd annual Chief Scientific Officer's Conference in London, and coverage will be planned to coincide with this date, throughout the week and ongoing. It is important that we receive case study support well in advance so that we have the opportunity to set up feature pieces.

Key messages for all media coverage are:

- Healthcare Science Week (27 November - 3 December 2006) aims to encourage students to consider a career as an NHS scientist
- There are a number of exciting career options as an NHS Scientist that focus in three areas: life sciences; physiological sciences; clinical engineering and physical sciences

- ☀ Part of Healthcare Science Week, the Bacteriathon Challenge invites secondary school students to grow bacteria in Petri dishes and photograph the results
- ☀ Log on to www.nhscareers.nhs.uk/bacteriathon to take part in and find out more about the Bacteriathon Challenge

If you would like to receive a template media release that you can amend and distribute to your media, please make a request to Victoria Webster by emailing victoria.webster@munroforster.com or calling 020 7815 3974.

Please note there is no planned national advertising this year.

Resources

There are a number of resources you can access to support your Healthcare Science Week activity. These include:

Healthcare Science Recruitment and Resource Centre materials such as

- A booklet entitled 'How you can help raise the profile of Healthcare Scientists'
- Folder with 8 inserts covering Healthcare Science, working for the NHS etc. Aimed at a key audience of young people

Please contact your local Strategic Health Authority for resource availability

Copies of "More than doctors and nurses" video/DVD which you can order on any format from: Melissa Brown, Campaign Productions on 0207 258 9688 or melissab@campaignproductions.com.uk

Costs will depend on quantities ordered. Just one copy will cost £35 however if you order:

- Up to 5 copies @ £18.75 per copy
- Up to 10 copies @ £12.75 per copy
- Up to 20 copies @ £9.35 per copy
- 20+ copies @ £6.25 per copy

NHS Careers literature, booklets, factsheets, posters and merchandise.

Log on to www.nhscareers.nhs.uk/resources using:

Username: **nhscareers**

Password: **resources**

Key contacts

Strategic Health Authority Leads 2006

SHA region	E-mail address
North East	Andrew.black@northeast.nhs.uk
North West	Helen.liggett@northwest.nhs.uk Kerry.hemsworth@northwest.nhs.uk Neil.mclauchlan@northwest.nhs.uk
Yorkshire and The Humber	Kath.Hinchliff@yorksandhumber.nhs.uk
East Midlands	Simon.brewer@eastmidlands.nhs.uk
West Midlands	Anne.gilford@westmidlands.nhs.uk
East of England	Gail.murray@eoe.nhs.uk Judith.croot@eoe.nhs.uk Ian.Sturdgess@bedfordhospital.nhs.uk
London	Gary.dakin@nclondon.nhs.uk chris.houghton@nelondon.nhs.uk Obi.Maduako@selwdc.nhs.uk Catherine.martin@nwlondon.nhs.uk Moira.wilson@nwlondon.nhs.uk David.spratt@epsom-sthelier.nhs.uk Ian.johnson@swlha.nhs.uk
South East Coast	Amanda.allen@southeastcoast.nhs.uk Andrea.lawson-chalcraft@southeastcoast.nhs.uk
South Central	Gordon.willing@southcentral.nhs.uk Lynn.day@hwph-tr.nhs.uk
South West	Julie.Richards@southwest.nhs.uk

Organisations for young people

Organisation	Website
SETNET	www.setnet.org.uk
Connexions Partnerships	www.connexions.gov.uk