**Find Your Place toolkit**Encouraging new medical trainees to our region

**Introduction**

The Find Your Place campaign aims to promote the North East and North Cumbria region as a place to live, train, work and thrive with one key goal to attract more medical trainees (with a focus on specialty training).

The campaign, built on insights, used a research led approach to understand what drives trainee decision making, and how we can influence them to step outside their comfort zones and head north.

The campaign's success - which has seen year-on-year improvements in trainee fill rates - is very much down to the engagement of all organisations across the region – who have joined the 'find your place' movement to promote the quality of medical training, the support on offer for trainees who do choose us, as well as the lifestyle on offer.

We still need your support!

This guide sets out how you can access content which you can use on your own channels, provides top tips on how to access this content, as well as sample social media messages etc.

All assets are available to download here [**https://northeastnorthcumbria.nhs.uk/find-your-place-toolkit/**](https://northeastnorthcumbria.nhs.uk/find-your-place-toolkit/)and can be adapted within your own organisations.

We also have a dedicated Find Your Place website

[**https://www.nhsfindyourplace.co.uk/**](https://www.nhsfindyourplace.co.uk/)

**Build our movement**

Help us build our movement and raise awareness of the North East and North Cumbria region as a great place to train and live. Please feel free to create your own content and share it on your own channels. For example, this could be photos or videos from induction events or with your own trainees or short films with people within your organisations sharing their #toptipsfornewdocs. Find your place film book ends are also available in the toolkit.

Some questions you might want to ask?

* Why did you choose the North East and North Cumbria for your training?
* What advice would you give to new medical trainees who are about to start their training in our region?
* What's your top tip for places to visit and see when you get downtime?

**Remember to tag us in and follow us!**

For reference, our social media accounts can be found using the following handles and links:

**Facebook** - <https://www.facebook.com/nhsfindyourplace>

**Twitter** - @NHSFYP

**Instagram** - @nhsfyp

**LinkedIn** - @Find your place North East and North Cumbria

**TikTok** - @find.your.place.nenc

We ask that all trusts use our Twitter, Instagram, Facebook, TikTok and Linked in handles to tag us in all welcome posts to new medical trainees where possible.

**Hashtags for the campaign** - #findyourplace #medtrainees #northeastnorthcumbria

Please feel free to like and share from @NHSFYP across Twitter, Instagram and Facebook or schedule from your own social media accounts.

**For any queries please contact:**

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**The toolkit**

Includes the following:

1. **Specialty films**

These can be used to promote the fantastic medical specialty training offered by trusts throughout the North East and North Cumbria. Ideally aimed at foundation year doctors or year 4/5 medical students at universities.

Each film comes with a link to the relevant specialty page on our website.

Each specialty has a three minute video case study and two/three supporting 30 second films ideal for social media. The specialty's covered are:

* Histopathology
* Acute medicine
* Public health
* Dermatology
* Cardiology
* Trauma & orthopaedics
* Respiratory
* Psychiatry
* ENT
* Gastrointestinal
* Vascular surgery
* Anaesthetics
* Infectious diseases/microbiology
* Oncology
* Renal

1. **Quality of training content**

Contains content showcasing additional opportunities available to medical trainees in our region. Opportunities include:

* Clinical teaching fellowship films

These can be used to promote the clinical teaching fellowship teaching positions for foundation doctors who want to add to their portfolio.

* Digital health opportunity films

These can be used to promote the digital health research positions for foundation doctors who want to add to their portfolio.

* Academic clinical fellowships

These can be used to promote the academic research positions for foundation doctors who want to add to their portfolio.

* North East Mentorship Scheme

A wellbeing and development offer available to all medical trainees.

1. **Lifestyle content**

Contains content showcasing our region and things medical trainees can do in their downtime. Opportunities include:

* Getting the right balance animations

A series of animations promoting the affordable and quality lifestyle available in the North East and North Cumbria

* Affordable housing
* Great outdoors
* Easy connections
* Darkest skies
* Arts and culture
* Quality training
* Nightlife

Regional promotions:

* Hidden Gems and Dawn to Dusk films

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| **Content \*please edit to fit (twitter handles are included)** | **Image reference** | **Content description and possible tags** |
| Meet Emmy Abu, a year five histopathology trainee who chose the North East & North Cumbria for its mix of city life, nature, and supportive medical teams. Find out why she loves it here! Learn more #findyourplace  <https://www.nhsfindyourplace.co.uk/doctors/training/our-specialties/cellular-pathology/> |  | Histopathology film  @NHSFYP  @nenc\_nhs  @madeinheene |
| 👩‍⚕️ Meet Alisha Gupta, a foundation year trainee in acute medicine. She values the supportive team culture and unique two-year research programme in the North East & North Cumbria. Discover why she chose this region! Learn more #findyourplace  <https://www.nhsfindyourplace.co.uk/doctors/training/our-specialties/acute-medicine/> |  | Acute medicine film  @NHSFYP  @nenc\_nhs  @madeinheene |
| 🌍 Dr. Emer Cullen sees public health as a chance to make lasting changes at community level, focusing on prevention and behind-the-scenes impact. Find your place in this rewarding field! Learn more #findyourplace  <https://www.nhsfindyourplace.co.uk/doctors/training/our-specialties/public-health/> |  | Public health film  @NHSFYP  @nenc\_nhs  @madeinheene |
| 🏥 Dr. Mark Eisner shares why North East & North Cumbria is ideal for dermatology training—broad clinical exposure, research opportunities, and supportive mentors. Learn more #findyourplace  <https://www.nhsfindyourplace.co.uk/doctors/training/our-specialties/dermatology/> |  | Dermatology film  @NHSFYP  @nenc\_nhs  @madeinheene |
| Listen to @paul\_galaway, cardiology registrar talking about the care offered in the North East and North Cumbria❤️👨️👩‍  #findyourplace  <https://www.nhsfindyourplace.co.uk/doctors/training/our-specialties/cardiology/> | A person in blue scrubs smiling  Description automatically generated | Cardiology specialty film  @NHSFYP  @nenc\_nhs  @madeinheene |
| 🦴Interested in working in trauma & orthopaedics in the North East and North Cumbria? @MiloKostusiak shares insights on the supportive training on offer in our region that can shape your surgical career 💪🏥  #findyourplace  <https://www.nhsfindyourplace.co.uk/doctors/training/our-specialties/trauma-and-orthopaedics/> |  | Trauma and orthopaedics specialty film  @NHSFYP  @nenc\_nhs  @madeinheene |
| 🌟 Deciding which specialty to choose and in which region? Join Peter Ireland, a respiratory registrar, as he shares the opportunities for growth and impact in this specialty in the North East and North Cumbria 💨👨‍⚕️👩‍⚕️  #findyourplace  <https://www.nhsfindyourplace.co.uk/doctors/training/our-specialties/respiratory/> | A person standing in a room with a quote  Description automatically generated | Respiratory specialty film  @NHSFYP  @nenc\_nhs  @madeinheene |
| 👂👃👅 Amar Ragjor, an ENT registrar, highlights the incredible hands-on experience you can gain as a medical trainee in the North East and North Cumbria ENT department.  #findyourplace  <https://www.nhsfindyourplace.co.uk/doctors/training/our-specialties/ear-nose-and-throat/> | A person in scrubs and a medical gown  Description automatically generated | ENT specialty film  @NHSFYP  @nenc\_nhs  @madeinheene |
| 🔬 Deciding which specialty to choose and in which region? Jeevan Barn, gastroenterology registrar, discusses how his specialty allows you to work with a variety of organs, making each day a new and exciting experience! 🌟👩‍⚕️👨‍⚕️  #findyourplace  <https://www.nhsfindyourplace.co.uk/doctors/training/our-specialties/gastrointestinal/> | A person in scrubs and a stethoscope  Description automatically generated | Gastro specialty film  @NHSFYP  @nenc\_nhs  @madeinheene |
| Deciding which specialty to choose and in which region? Check out this film about what's on offer in our region from consultant vascular surgeon, @JamesMcCaslin. 🚑  #findyourplace <https://www.nhsfindyourplace.co.uk/doctors/training/our-specialties/vascular-surgery/> |  | Vascular surgery specialty film  @NHSFYP  @nenc\_nhs  @madeinheene |
| 🌡️ Join Julie James, a specialist trainee in anaesthesia, as she talks about the fantastic support network provided by the North East and North Cumbria anaesthetics teams. 🏥 This makes our region an ideal place for your medical training! 👩‍⚕️👨‍⚕️  #findyourplace  <https://www.nhsfindyourplace.co.uk/doctors/training/our-specialties/anaesthetics/> |  | Anaesthetics specialty film  @NHSFYP  @nenc\_nhs  @madeinheene |
| 🔍 Seeking a dynamic career in infectious diseases or microbiology? 🦠 Amy Belfield and Ashleigh McMaster have discover the unparalleled training opportunities in the North East & North Cumbria! And you can too!  #findyourplace  <https://www.nhsfindyourplace.co.uk/doctors/training/our-specialties/combined-infection-training/-> | A collage of women sitting and a person sitting  Description automatically generated | Infectious diseases and microbiology specialty film  @NHSFYP  @nenc\_nhs  @madeinheene |
| 🌟 Interested in becoming a clinical teaching fellow? Discover the unique world of clinical teaching fellowships! Jess has gained one-of-a-kind skills and experiences that enrich her journey in medical education! 📚👩‍🏫  #findyourplace  <https://www.nhsfindyourplace.co.uk/doctors/training/teaching-fellowships/> |  | Clinical teaching fellowships film  @NHSFYP  @nenc\_nhs  @madeinheene |
| 📚 Interested in becoming a clinical teaching fellow? Jonathon Foggin shares his story of how teaching in the North East and North Cumbria has boosted his self-confidence. 🌟👨‍🏫  #findyourplace  <https://www.nhsfindyourplace.co.uk/doctors/training/teaching-fellowships/> |  | Clinical teaching fellowships film  @NHSFYP  @nenc\_nhs  @madeinheene |
| 💻 Interested in digital health opportunities?! Explore opportunities that will shape your career and help you make a meaningful impact. 🚀👩‍⚕️👨‍⚕️  #findyourplace  <https://www.nhsfindyourplace.co.uk/digital-health-opportunities/> | A person in a gray shirt  Description automatically generated | Digital health opportunities film  @NHSFYP  @nenc\_nhs  @madeinheene |
| North East & North Cumbria medical trainees can dive into arts & culture for a wellness boost! 🎨✨ Unleash creativity and find inspiration beyond the clinic! #findyourplace #gettherightbalance  <https://www.nhsfindyourplace.co.uk/our-region/arts-and-culture/> | A pink sign with white text  Description automatically generated | Arts and culture animation  @NHSFYP  @nenc\_nhs  @madeinheene |
| 🌌 Stargazers, rejoice! 🌠 Come and do your medical training in the North East and North Cumbria & in your downtime experience the darkest skies in Europe! 🌙⭐  #findyourplace #gettherightbalance    <https://www.nhsfindyourplace.co.uk/our-region/star-attractions/> | A pink background with white text  Description automatically generated | Darkest skies animation    @NHSFYP  @nenc\_nhs  @madeinheene |
| 🌟 Want to do your medical training in a region consistently ranked highly in the GMC trainee survey? Join us in North East & North Cumbria! Exceptional medical training awaits you. 🏥💡 #findyourplace  <https://www.nhsfindyourplace.co.uk/doctors/> | A blue and white logo  Description automatically generated | Quality training animation  @NHSFYP  @nenc\_nhs  @madeinheene |
| 🏡 Are you a medical trainee looking for affordable housing? North East and North Cumbria have you covered! Your dream home awaits in this budget-friendly region! 🏠💰 #findyourplace  <https://www.nhsfindyourplace.co.uk/our-region/cost-of-living/> | A group of houses with white text  Description automatically generated | Affordable housing animation  @NHSFYP  @nenc\_nhs  @madeinheene |
| 🌿 Are you someone who likes exploring the great outdoors? Then head to the North East and North Cumbria! We are home to stunning landscapes, beaches, castles and hidden gems to explore, as well as quality medical training.🏞️🚵‍♂️  #findyourplace #gettherightbalance  <https://www.nhsfindyourplace.co.uk/our-region/going-off-road/> | A green background with trees and mountains  Description automatically generated | Great outdoors animation  @NHSFYP  @nenc\_nhs  @madeinheene |