**Join our learning academy**

**Toolkit for trusts, local authorities and voluntary sector services**

(v4. 18/10/24)

**The toolkit**

This toolkit is designed for communications teams within NHS trusts, local authorities, and the voluntary, community, and social enterprise (VCSE) sector. It contains web copy and social media resources to support you to promote the new [Boost learning academy](https://northeastnorthcumbria.nhs.uk/boost-toolkit/) across your own channels for staff in your organisations.

**What is the Boost learning academy?**

The learning academy is part of Boost, our learning and improvement community, which is dedicated to providing continuous learning and improvement for people working in health and care in the North East and North Cumbria.

The learning academy offers a wide range of courses, seminars, and events, all designed to support our collective commitment to delivering the highest standards of care to the population we serve.

The academy is open to all those working or volunteering in health and care across the North East and North Cumbria, including colleagues in the NHS, local authorities, public health, the voluntary, community and social enterprise sector, and private care.

It offers a wide range of learning opportunities, from leadership and improvement courses to health prevention and addressing inequalities programmes using a making every contact count approach, and more. Plus, there's the opportunity to connect and learn together with like-minded people from across the region.

**Help build our community**

Please help spread the word about the Boost learning academy across your own networks and channels.

We have developed some assets and content to help you do this.

**Assets available include:**

* Copy you can use in staff bulletins and intranets
* Social media graphics and social media messages for staff channels
* Video promoting the learning academy
* Short animation for use on staff social media channels

All assets are available for display/use across your channels to help promote the Boost learning academy and can be downloaded from our website [here](https://northeastnorthcumbria.nhs.uk/boost-toolkit/). Your support in sharing these messages is greatly appreciated.

You can view the academy [here](https://academy.boost.org.uk/programmes).

If there are any further assets that may be useful, please contact: Alastair Railton at [alastair.railton2@nhs.net](mailto:alastair.railton2@nhs.net) .

**Syndicated copy for staff news and intranet**

**Launch of the Boost learning academy**

The [Boost learning academy](https://boost.org.uk/learning-academy/) is now available, serving as a key resource for training and development. The learning academy offers a wide range of courses, seminars, and events, all designed to support our collective commitment to delivering the highest standards of care to the population we serve.

The Boost learning academy is open to all those working or volunteering in health and care across the North East and North Cumbria, including colleagues in the NHS, local authorities, public health, the voluntary, community and social enterprise sector, and private care providers.

It offers a wide range of learning opportunities, including courses on leadership and health improvement to programmes on reducing health inequalities and prevention, using a "making every contact count" approach. Topics cover key areas in population health, such as alcohol, tobacco, mental health, poverty, and more. Plus, there's the chance to connect and learn with others across the region.

Whatever stage of your career journey you are at, the academy provides valuable resources to enhance your knowledge, skills, and confidence. Our aim is to help you continue making a meaningful impact in your role and for us all to be the best at getting better.

Please take time to look at what's on offer. If you have any questions or would like more information about the academy, please contact the Boost team at [info@boost.org.uk](mailto:info@boost.org.uk). We encourage you to take advantage of this opportunity for your growth and development.

**Social media messaging**

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|  | **Message** | **Static visual (all videos can be downloaded** [**here**](https://northeastnorthcumbria.nhs.uk/boost-toolkit/)**)** |
| 1.  Graphic | Unlock your potential with the Boost learning academy! 🚀 Join a community dedicated to continuous learning and improvement in health and care. Ready to make a difference? Visit <https://boost.org.uk/learning-academy/> today!  #BestAtGettingBetter | Static social media |
| 2.  Graphic | Enhance your career with Boost learning academy! 🌟 Access resources, workshops, and events to elevate your skills and knowledge. Discover more at <https://boost.org.uk/learning-academy/>  #BestAtGettingBetter | Static social media |
| 3.  Animation | 🚀 What is the Boost learning academy? 💡 Watch our film to find out how you can give your skills and knowledge a boost. Visit <https://boost.org.uk/learning-academy/> today!  #BestAtGettingBetter | Animation |
| 4.  Video | Learn more about the Boost learning academy from Samantha Allen, chief executive of North East and North Cumbria Integrated Care Board, as she launches our new learning academy🤝  Visit <https://boost.org.uk/learning-academy/> for more information!  #BestAtGettingBetter | Film |