



Consultation with Clients/Disabled people on the NHSNW Communications Campaign.

During the consultation we gathered information from disabled people worked for our employment department and also people who attended our open day on 29th October 2010 to see who chose not to work in the NHS and gather case studies from them as to why.

This report outlines the issues that people felt. During the process we asked the following questions: -

1. Have you thought about working in the NHS? Y/ N
2. If not, why not?
3. If yes, have you tried applying for jobs in the NHS?
4. What were the obstacles? Qualification? Experience?
5. Given opportunity would you re-consider working in the NHS?
6. If not, why not?
7. If all the responses are negative, ask what is your perception about the NHS?

Issues raised

Attendees from a job club delivered by Breakthrough said

“It is not an area they had considered as it wasn’t the line of work they were interested in.”

“Thought about becoming a hospital porter however the obstacle for this post was that you were required to have worked for the NHS/hospital previously so the person decided not to apply.”

Breakthrough as had experience of supporting an attendee to apply for a job with the NHS, the application was extremely long and required a lot of time and information. The person required a substantial amount of support to complete the application and the Employment Officer felt that this is a barrier to any person who may find it difficult to read or follow instructions.

We are aware there is the option now to apply online and information will be saved ready for when you may want to apply for another position. This however does make it difficult to anyone that doesn't have access or the ability to use computers.

Disabled people felt that the competition for jobs is strong with the situation the job market is under and therefore is hard to achieve the minimum standard required for an interview as they felt the bar had been lifted.

Other responses were: -

- I haven't worked within that type of role and unsure where to get the relevant up-skilling and haven't felt the need to look for other roles as happy in my present role
- I haven't got the experience or qualifications to undertake the roles. [It would be beneficial to look to see if all jobs need to have qualifications or could years of experience count and if so how this was marketed to potential employees is important.](#)
- There is a need to ensure that courses are available and a cost that people can afford. I would love to work for the NHS but as a single parent I have not got the resources to train.
- One person who has worked for the NHS for 33 years outlined that the application process over time has become more complicated to fill in and now they are all electronic and very often extremely time consuming to complete.
- Need for disabled people to feel confident to apply for NHS schemes like the graduate one

The launch of the NHS's national campaign in March to end stigma against NHS workers suffering from mental ill health called 'Open your Mind', will work to improve employment rates for those with mental health conditions and help NHS trusts create better working environments for all staff. Some clients with mental health find it difficult or impossible to feel confident to express the support they need and this campaign will only help to improve this

The key messages are

1. To ensure that the application process is more accessible for all.
2. To look to see if all jobs need to have qualifications or will transferable experience is satisfactory.
3. To look at how the key messages reach disabled people and in a format they can access

Further information

DRC investigation into access to professions including nursing, although it doesn't cover all areas of work of the NHS it outlines some of the issues disabled people have when accessing the NHS and make some important points in relation to the affect disabled people's disclosure of disabilities and long-term health conditions at different stages of the employment journey and how the tone of documents does not encourage disability equality

<http://www.leeds.ac.uk/disability-studies/archiveuk/DRC/Maintaining%20Standards.pdf>

Breakthrough UK's factsheet entitled - 'Making Communications Accessible' produced in January 2010 outlines how to ensure information is made accessible to disabled people and where to access information and support from