Step into Health @ QMU programme

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Overview

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• Our Aims and Approach

Part 2: Student Ambassadors
• Inputs, recruitment and training
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• Outcomes of working with ambassadors
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Challenges

Covid 19!

• University wide recognition of the difficulty senior phase students would face to gain any FE/HE experiences
• QMU has the largest range of professional Allied Healthcare courses of any university in Scotland - how to promote in Lockdown?
• Other universities had successfully moved programmes online
Challenges

Students who fit WP criteria are in the minority of competitive applications!

- Lack support from friends and family
- Can have an unstable relationship with school
- Do not have the knowledge or network to gain work/life experience of Health profession roles
Target Audience

Open to all S5 Eligible students who met WP Criteria

Year 21/22
Currently 19 pupils enrolled-
• 6 LEAPS 1/1+
• 13 SIMD 10/20
• 7 EMA
• 12 First Generation
• 3 Carers

Year 22/23
16 students enrolled
• 6 LEAPS 1/1+
• 10 SIMD 10/20
• 5 EMA
• 12 First generation
• 3 Carers
• 2 BAME
Aims

Strategic Plan 20-25
To be more Inclusive and Diverse

• Provide distinctive, accessible and high-quality education

• Enhance further access for students from under-represented groups, designing and implementing new approaches to flexibility in the learner journey in order to offer each student a journey that is appropriate to their needs.
Our Approach

• To offer an exploration of Allied Healthcare courses through a variety of online mediums and resources

• Resources on offer:
  • Instagram
  • Facebook
  • MS Teams
  • University’s VLE
**Student Ambassador Input**

- Accessible means of content creation
- First-hand experience of studying at QMU
- Extensive knowledge of the course from a student perspective
- A way of creating a sense of belonging for current students at QMU
- To create approachable role models for senior phase students
Recruiting Ambassadors

- We used internal communication channels and social media outlets to promote the opportunity.
- We offered ambassadors a choice of how they were involved.
- We offered the incentive of an Amazon voucher to help engage the ambassadors initially.
Ambassador Training

- Supplied guidance documents on Netiquette
- Delivered online safeguarding guidance
- Resource content guidance
- Provided examples of the type of content we were looking for
Outputs

Blogs
Day in the life of videos
Podcasts
Recorded workshop sessions
Live Q&A sessions
Outcomes

• Created a community of WP student ambassadors that can be utilised for future events

• Allowed ambassadors to gain skills in created online content

• Increased academic staff awareness of WP
Future Development

Step into Health @ QMU – Online
- Self-direct exploration of Health Science courses
- An escape room format
- Participants can access at their own convenience
- Live sessions and ask a student options available for 6th year

Work experience opportunity
- Participants can apply to take advantage of this on campus opportunity
- Variation of roles – shadowing / working in the clinic
Impact on our future approach to ambassador engagement

Create roles for ambassadors within WP – *previously always been through student recruitment*

Recruit ambassadors earlier – *allowing for potentially working with them for 4 years*

Make work opportunities over the summer

Allow ambassadors a choice in the content they create

Need for a sharing network of ambassadors

Acknowledge how busy ambassadors are and the cost-of-living crisis
Acknowledgements

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- **Hayley Jones** – *Project lead, main facilitator and first point of contact for ambassadors and participants*

- **LEAPS** – *for support in developing and promoting the Step into Health @ QMU programme*

- **Student Ambassadors** – *20 student ambassadors helped to create content and facilitate the delivery of the programme*
References


Thank you

Any Questions?