

Seeking Allied Health Professional “Blog” story writers

Deadline for applying 7th October 2019

Project Aim: To increase awareness of AHPs among the public and policy influencers by generating a widely accessible bank of “stories” which demonstrate AHPs positive impact on health and wellbeing outcomes.

Allied health professions (AHPs) have a major role to play in offering transformational health and social care services to improve health and wellbeing of the people of Scotland. This includes health promotion and preventing ill health as well as contributing to the improvement of both physical and mental health and wellbeing of people of all ages across Scotland.

An increased awareness of the actual and potential roles for Allied health professions amongst both the general public and crucially policy makers and service leaders will help to ensure AHP input and impact is maximised to the benefit of all stakeholders including service users, operational and strategic services leaders. Sharing positive impact stories among AHPs themselves will also help to spread evidence based good practice across Scotland.

The AHP Directors Scotland Group (ADSG) and the AHP Federation Scotland (AHPFS) have agreed to do a joint project to generate a bank of AHP positive impact stories for use on social media, in policy documents, presentations etc. – wherever it is beneficial to demonstrate the sort of impact AHPs can and do make on health and well-being outcomes.

The project proposed seeks to compliment and provide material for the AHP Social Media group which is being co-ordinated by the Scottish Government’s Chief Health Professions Officer in collaboration with ADSG and AHPFS.

The task:

- All writers must provide at least 5 stories by Friday 6th December 2019 and at least **1 of these at time of application 07/10/19** (in time for AHP Day on 14/10/19)
- Blog stories must conform to key messages and “blog / story” quality criteria.
- The method “Blog” story writers gather or generate the stories will be determined by them and their BAPO contact

Support:

“Blog” story writers will;

- Receive guidance on how to write good blogs.
- Be supported by a contact within BAPO

Benefits

- “Blog” story writers will gain blog writing guidance and experience; CV enhancing national exposure and profile and the gratitude of AHP clinicians, users and leaders across Scotland.
- The Blog” story writer will be paid a small fee (£400) for their time

Person Specification:

The means and criteria for selection of “Blog” story writers will be determined by BAPO

“Blog” story writers should ideally fulfil the following person specification.

- Be an HCPC registered AHP or an undergraduate of one of the AHPs
- Be based in Scotland
- Be familiar with health and / or social care and / or education policy in Scotland – that’s what is likely to appeal to audiences such as the public, national and local Government, MSPs and other key stakeholders
- Have experience of writing short, persuasive, evidence- based stories, leaflets or blogs
- Be demonstrably enthusiastic about promoting AHPs and the need of all AHP service users.

To apply to become the “Blog” story writer for BAPO submit your application & blog/story by 7th October 2019 to enquiries@bapo.com