

Recruitment Strategy: January 2017-December 2019

Building on the College's recruitment into psychiatry strategy from 2011-2016; the College proposes to focus on these new activities at the same time supporting initiatives that are already in place and evaluating positively. These include:

- Widening participation initiatives and working with careers advisors and Universities to promote medical careers more widely
- Developing careers materials and resources that are relevant and targeted each relevant audience cohort
- Supporting the development of work experience activities and school careers information for medicine and mental health
- Attendance at careers fairs locally and nationally, including BMJ Careers, Medlink and Royal Society of Medicine
- Supporting PsychSocs at/or affiliated to all [Medical Schools](#) with information, promotion, funding and local support
- Promoting Summer and Autumn Schools hosted by medical schools in partnership with College Divisions
- Supporting the annual National Student Psychiatry Conference hosted by a lead PsychSoc in partnership with the College
- Promotion of the Student Associate grade at the College and consideration of relevant and attractive benefits to join-up
- Supporting local 'Buddy Schemes', Psychiatry Early Experience Programmes (PEEP), Medicine Calling and other initiatives
- Creating, promoting and administering prizes and bursaries
- Supporting the promotion and funding of MedFest
- Engaging with students and junior doctors in innovative ways online and via social media
- Encouraging and supporting members to support local initiatives and activities
- Management of the Pathfinder Fellowship, which has been running since 2013 and regularly attracts a high number of quality applicants

As part of the strategy for 2017-9, the College would like to encourage bursaries for attendance within International Congress and in particular the Faculty Conferences. This will highlight the Faculty Specialty to aspiring doctors, giving them exposure to the range of career possibilities within the speciality and encourage them to consider psychiatry as their career of choice. In addition, increasing the opportunities for presenting through poster prizes will not only give a wider geographic spread of events but also provide more opportunities for Medical Students and Foundation Doctors to present their work enabling them to show their commitment to the specialty when they apply for specialty training. Such opportunities are always widely sought and increase engagement with our student and foundation doctor associates. In 2017, the College will hold its first Medical Education Conference #PsychMedEd and hopes to attract a wider audience with an increased focus on academic, undergraduate, foundation and specialty education.

Finally, the College would like to invite every member to 'make every moment count' in their interactions with school students, medical students, foundation doctors and core trainees as these early experiences of psychiatry and psychiatrists are often the beginning of a lifelong interest in the specialty and passion for improving the lives of people with mental illness.

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Year 1: 2017			
Target Group	Objective	Activity	Timeframe for completion
School Students	Consistent messages and vibrant resources to promote interest in medicine and mental health in students	Develop a careers talk toolkit downloadable from website in line with new CMS & school year	September
Medical Students	Ascertain benefits of the fellowship as a recruitment and engagement tool	Evaluation of Pathfinder Fellowship in line with identifying funding and planning 2018 applications	June
	Reduce stigma and increase awareness and knowledge across medical specialties towards patients with Mental Illness	Promotion of Anti-BASH campaign: #BantheBASH; Build momentum through PsychSocs and at NSPC	August: Review
	Reduce stigma, raise awareness of opportunities within specialty and increase clinical awareness of needs of all patients	Collaboration with Student BMJ: Special Edition	April
	Embed Psychotherapy Schemes work stream within College structures to ensure legacy	Work with Academic Faculty, Undergraduate Teaching Leads and Psychotherapy Faculty	June
Foundation Trainees	Increase the number and improve the quality of psychiatry placements and MH training within the Foundation programme	Continue the work of the RCPsych Broadening the Foundation Programme Strategy*	In line with the BtFP Strategy*
	Increase engagement, support and improve direct communication with FTs	Launch of the Foundation Doctor Associate Grade	June
Core Trainees	Increased engagement and retention from Core to Higher Specialty Training	Increase engagement with Faculties and promote specialty resources & activities	September
	Improve understanding of attrition from Core into Higher Specialty Training	Work with and share data between GMC, HEE, NES, NIMDTA and the Wales Deanery.	November
Overseas Applicants/ Return to Practice	Improved information and access to support for overseas applicants and those who have taken a break from training	Working with NRPB to develop webinars and information resources via the Trainee Support Group	August / September

* http://www.rcpsych.ac.uk/pdf/FoundationProgramme_Strategy_Jan16.pdf

In 2017, the College will also be running a 'communication campaign' to attract medical students and foundation doctors into the specialty with funding support from Health Education England. This is referenced in a separate Communications Plan.

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Year 2: 2018			
Target Group	Objective	Activity	Timeframe for completion
School Students	Increase awareness of opportunities in careers in mental health	Develop and circulate a specific careers booklet for school students	August
Medical Students	Increase awareness of the advances in Neuroscience within psychiatry	Communication regarding the work of the NS Project and changes to the psychiatry core curriculum and training	February (NSPC)
	Reduce stigma and increase awareness and knowledge across medical specialties towards patients with Mental Illness	Roll out of 'World Café' model to PsychSocs with resources to run similar events	August
Foundation Trainees	Increase engagement, training and support for trainees interested in Mental Health	Creation of a 'Foundation Fellowship' programme with similar benefits to PF but with targeted, relevant benefits.	February for implementation by August
	Evaluation of the impact of psychiatry within the Foundation Programme	Consideration of evaluation methods and collaboration with UKFPO and Foundation Schools	December
Core Trainees	Increased engagement and retention from Core to Higher Specialty Training	Creation of specialty specific resources, building on 'Psychiatry Talks' films	Throughout 2018; In line with national recruitment
	CAMHs run-through training pilot	Collaboration with HEE, HoS & NPRB to devise and evaluate pilot	August CT1 intake
Overseas Applicants/Return to Practice	Support for overseas applicants who need support in demonstrating evidence of Foundation Competencies	Working in partnership with NRPB, HEE and UK Health Boards to develop a pilot pre-psychiatry training year	August CT1 & ST4 intake
All	Evaluation of effectiveness of objectives in Years 1 & 2 and determination of adjustments needed in changing environment for years 3-5	Evaluate each activity against relevant outcome measures including engagement, recruitment and promotion of the specialty	November

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Year 3: 2019			
Target Group	Objective	Activity	Timeframe for completion
All	Plan and develop strategy for years 3-5	After evaluation and consultation, build in relevant additional activities	February
School students	Continue to promote both interest and awareness in mental health	Further development of the 6 th Formers' Careers event held centrally and roll out to regions.	In line with UCAS applications
Medical students	Increase engagement of medical students in mental health	Work with local PsychSocs to develop local engagement activities	October/November
	Increase local engagement and support for medical students	Local mentorship schemes for medical students.	October/November
Foundation Doctors	Increase engagement, training and support for trainees interested in Mental Health	Further development of the Foundation Doctor Associate Grade and the Foundation Doctor Fellowships	August
	Increase local engagement and support for trainees	Further development of mentorship schemes for Foundation Doctors.	August
Core Trainees	Increased engagement and retention from Core to Higher Specialty Training	Further Development of Engagement and Mentorship through the Faculties.	September
	Evaluation of CAMHS run-through training pilot	Evaluation of success of pilot and proposal for 2019 recruitment	May

If you have any comments or suggestions or would like any careers materials or more information on the initiatives mentioned, please contact careers@rcpsych.ac.uk