



## Intake of new professionals Labour market campaign

### Labour market campaign: “Every day is a challenge”

Every segment of the healthcare sector is facing a shortage of qualified personnel, and the ambulance care segment is no exception. For this reason, Ambulancezorg Nederland has developed a nationwide job market campaign to help ambulance services recruit new staff. A variety of resources have been developed for the campaign in distinctive campaign style. The resources are a mix of print and online tools such as:

- o Campaign website [werkenindeambulancezorg.nl](https://werkenindeambulancezorg.nl);
- o Social media material;
- o Videos featuring ambulance care professionals in training, talking about their first experiences of the job;
- o Large campaign sticker for the ambulances.

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**Werken in de ambulancezorg.  
Elke dag een uitdaging.**

werkenindeambulancezorg.nl

### Care sector-wide publicity campaign IK ZORG (“I Care”)

The Care and Welfare sector joined forces with the Ministry of Public Health, Welfare & Sport to launch the national publicity campaign IK ZORG (“I Care”) in the autumn of 2018. This campaign puts a spotlight on the people working in the care and welfare sector.

It gives these professionals the opportunity to tell people about what they do, what they are proud of and what everyone should know about working in healthcare. This campaign is bringing the subject of working in the healthcare sector to a wide audience through the national media. The campaign was launched at the end of 2018, and is part of the “Working in Healthcare” national action plan. The ambulance care sector is also participating in this sector-wide campaign.

**IK ZORG.**

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