



**Extraordinary
every day.**

Newfoundland
Labrador

Background

Recruiting health professionals is a priority for the people of Newfoundland and Labrador and its government. In 2022, the provincial government established the Provincial Health Professional Recruitment and Retention Office, housed within the Department of Health and Community Services, focused on building a world-class recruitment and retention program for health professionals with the appropriate skill sets and a desire to work in the province.

Health professionals across Newfoundland and Labrador have been nothing short of extraordinary over the last two years and continue to be extraordinary every day. It is their perseverance and commitment to residents of the province that inspire and fuel our search for more health care professionals to join and support them.

The current situation in health care requires an active and evolving recruitment program. It has never been more competitive, and thus never been more important for a region to market itself and present a compelling case to candidates to stay in Newfoundland and Labrador or call it home for the first time.

As a first step in launching a recruitment program, a campaign called Extraordinary every day has been created to boost recruitment efforts in Newfoundland and Labrador and bring much needed support to health care workers across the province.

The Campaign

The Extraordinary every day campaign demonstrates how every day in our province is extraordinary by using photography that matches health care with amazing landscapes and lifestyles. The goal is to encourage people to take the next step by giving them a sense of how unique our province is and giving them a view of what their working environment might look like.

While “Extraordinary” showcases the allure that Newfoundland and Labrador has for health care professionals, it also recognizes the characteristics of and qualities of our province-wide health care team. Working here means working with extraordinary people, every day.

The Story

Extraordinary every day

Whether you're using every skill you've learned to support a rural or remote community, working in a state-of-the-art facility, being struck with wonder by a drifting iceberg or experiencing our unique culture—every day has the potential to be extraordinary in Newfoundland and Labrador.

- +** **Scope of work:** You are going to be in demand and your skills will be put to use. Your work in rural and remote communities will fully realize your extraordinary and varied skillsets and bring much needed relief to the dedicated community care teams we are building. In our urban centres, you will have further specialized support in your skilled care of patients. Your education and experience as a health provider will help us bring exceptional care to the people of Newfoundland and Labrador.
- +** **Unique place to live:** There is nowhere in Canada like Newfoundland and Labrador. The people who live here define the province every bit as much as our rugged geography: friendly, welcoming, possessing a culture all their own. It's a place that's hard to leave, and easy to fall in love with. Stay for what you love; move here to discover a different and unique lifestyle, unlike anywhere else.
- +** **Satisfaction:** You will make a difference here. If you stay, you'll help our province and its people when we need you most. If you choose to move here, you and your much-needed skills will be welcomed.

Where will you see this campaign?

The Extraordinary every day campaign will show up across a variety of channels locally, nationally, and internationally, including online, social media, print, recruitment materials, among others. There is also a dedicated website, which you can find here: WorkInHealthNL.ca

How can you help?

Communities and every partner in health care play a role in helping people find and see the unique value and experience of working in Newfoundland and Labrador. If you know someone who is looking to come home or call Newfoundland and Labrador home for the first time, you can share this campaign through the WorkInHealthNL.ca website on your social media or email.

Campaign Assets

