

Campaign Brief: #BehindTheScrubs

To celebrate International Nurses Day (12 May) and National ODP Day (14 May), we're launching a social media campaign that puts the spotlight on you, the practitioners, and what it truly means to be a theatre nurse or an Operating Department Practitioner.

This campaign is about your personal definition of your role, in your own words, from your own experience.

What we'd love you to do

Create a short piece of content (one or two sentences is perfect) that completes one of the following prompts:

- *"Being a theatre nurse means..."*
- *"Being an ODP means..."*

Think about:

- What motivates you
- What makes your role unique
- The impact you have on patients and colleagues
- What you're proud of

This is about your voice, your story, your meaning, there are no right or wrong answers.

How to share

- You can send to marketing@afpp.org.uk for us to collate and share

Or:

- Post on your preferred social platform (LinkedIn, X, Instagram, Facebook)
- Include the campaign hashtag: #BehindTheScrubs
- Tag AfPP and include:
 - #InternationalNursesDay (12 May)
 - #NationalODPDay (14 May)

If you're happy to, include a photo of yourself at work (following local policies) or a relevant theatre image to bring your post to life.

Tone and style

- Personal and authentic
- Short and impactful
- Reflective, proud, and honest

Example posts

- *“Being a theatre nurse means being the calm in someone’s most vulnerable moment.”*
- *“Being a theatre nurse means seeing beyond the procedure to the person on the table.”*
- *“Being an ODP means precision, teamwork, and advocating for patients when they can’t.”*
- *“Being an ODP means knowing exactly when to step in, and when to step back.”*

Why this matters

Together, we’ll create a powerful collective voice that celebrates the passion, professionalism, and humanity at the heart of perioperative practice - and showcases the people behind the scrubs.