

NHS slammed for 'euthanasia' song in TV ad

THE NHS has been heavily criticised for using a song about assisted dying in a major TV recruitment campaign.

The 'We are the NHS' advert, which cost £8million of public money to create, has been appearing on screens since July in an attempt to lure thousands of nurses to the health service.

But the song playing in the background, *To Build a Home* by the British band Cinematic Orchestra, is actually about a man helping to end his partner's life.

The 2007 track video features a man carrying a woman to a remote cottage before crushing up pills and watching her fall asleep. Dr Peter Saunders, of campaign group Care Not Killing, said: 'It is deeply disappointing to see the inclusion of this piece of blatant pro-euthanasia propaganda in an [NHS advert].'

But NHS England insisted the song was not about assisted dying, while the Mullen Lowe Group which produced the ad said the track was selected for its 'tone, depth and pacing' rather than lyrics.

The advert was launched around the time of the NHS's 70th anniversary and is a key part of what is its largest-ever recruitment campaign.

Figures released last week showed that one in eight nursing posts were vacant, nearly 42,000, a rise of 17 per cent in three months.

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