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VA's new 'ChooseVA' campaign highlights Veteran benefits and services, aims to attract and retain employees

WASHINGTON — Emphasizing a multitude of benefits and services to its 9 million Veteran customers, as well as promoting the organization as a great place to work, the U.S. Department of Veterans Affairs (VA) kicked off its new "[ChooseVA](#)" marketing campaign July 5.

"We know from a [recent research study](#) as well as feedback from Veterans who use VA benefits and services, that VA provides some of the highest quality care and benefits available anywhere," said VA's Acting Secretary Peter O'Rourke. "The ChooseVA campaign not only highlights VA's longstanding commitment to caring for Veterans and their families, but encourages all stakeholders to make an ultimate decision to [ChooseVA](#)."

The ChooseVA campaign includes testimonials from Veteran customers and employees, and will run initially on social and digital media platforms, then later on traditional media channels to include billboards and banners, as well as through broadcast media. The campaign focuses on the following three areas:

1. **Spotlighting VA's foundational services** in the areas of rehabilitation, prosthetics, spinal cord injury, post-traumatic stress disorder, mental health, home loans, memorial services, women's health, etc., and how these services benefit Veterans. The foundational services focus area encourages Veterans to [ChooseVA](#) to meet their needs.
2. **Attracting future employees**, especially Veterans, who want to give back those who have served in the U.S. military. Potential employees are urged to [ChooseVA](#) as their next career move.
3. **Retaining the "best and brightest" employees** by leveraging industry best practices that acknowledge talent, external competitive forces and a work environment with improving infrastructure. Exceptional employees are inspired to [ChooseVA](#).

"The [ChooseVA](#) campaign was developed to inform and demonstrate to Veterans, their families and our employees the foundational services that VA provides and how it benefits all our customers and stakeholders," said John "Wolf" Wagner, principal deputy assistant secretary for VA's Office of Public and Intergovernmental Affairs, who is leading the initiative. "The campaign's focus on attracting future employees shows how they can serve their communities by caring for Veterans."

As of May 2018, VA's 386,630 employees included over 125,670 Veterans, representing 32.5 percent of the workforce.

"We invest a lot of time and money training our employees," Wagner said. "Coupled with the on-the-job experience that they gain over the years, retaining them is critical to VA's overall success, and the [ChooseVA](#) campaign helps us do just that."

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