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United Kingdom

*Enabling professionalism in nursing
and midwifery: a UK approach*





Creating a Strong Narrative:

**Enabling
professionalism**

.....
in nursing and
midwifery practice



Enabling professionalism

- Professionalism means something to every nurse and midwife
- It's the glue that unites practice and behaviour, and underpins the delivery of safe and effective practice
- It carries responsibilities for nurses' and midwives' employers and helps registrants to articulate their distinct contribution to service provision.

Why professionalism?



Four Country Approach



- Context of health and social care
- Opportunity with the launch of revalidation
- Opportunity with the new Code

prioritise people

practise effectively

preserve safety

promote professionalism and trust



Aim of the project

To promote professionalism within nursing and midwifery, by supporting the implementation and application of the Code in practice, making it 'real' [bringing it to life] for nurses, midwives and practice environments across the UK.



How?

- Strategic Board
- Testing and engagement
- Development of resources
- Communications Plan

What we knew



- Critical role of nurses and midwives
- Links to quality and safety
- Four country work – but no recognised definition for professionalism nationally or internationally
- Delegation of nursing and midwifery care
- Expanding roles
- Focus:
 - Celebrate good practice
 - Support improving practice
 - Challenge poor practice



The four general themes

- Comment on the 'lack' of it
- Define it
- Promote it
- Measure it



Who is it for?

- Nurses and midwives
- Should be understood by policy makers and the public.





Challenges

1. 'Means something to everyone'
2. The aim promoting
3. Expectation
4. Experience of members (see point 1)

Process

- Statement of definition
- Statement of purpose
- Component parts of professionalism
- Conditions for practice
- Individual responsibility
- Consensus rounding





Testing

- Identification of engagement participants
December 2016
- Interviews January/February 2017
- 11 telephone interviews across the UK at various levels of seniority
- Testing utility for practice and any review (minimal)



Engagement feedback

- Code into practice
- Highlights where a professional needs to improve
- Could steer reflection on SAI
- How a nurse or midwife should 'be'
- On or off duty – all day, every day
- Well written
- Framework is a mirror of how we should be



Professionalism

- What do we mean? (Definition)
- Why are we talking about it? (Purpose and impact)
- What does 'good' look like? (Individual and organisational)
 - Attributes and prerequisites
 - Organisational enabling
 - Individual upholding

<https://www.nmc.org.uk/standards/professionalism/blogs/>



Jackie Smith, Chief Executive and Registrar of the NMC

"*Enabling professionalism* lays out what good practice should look like and can be used as a guide to help nurses and midwives ensure they are applying principles of professionalism in their everyday practice."



Charlotte McArdle, Chief Nursing Officer for Northern Ireland

"I believe passionately in the nursing and midwifery professions and the difference they can make to people's lives. That is why I was delighted to lead the work to develop a professionalism framework on behalf of the four countries' CNOs."



Jean White, Chief Nursing Officer for Wales

"We engage with people from all walks of life at every point in their lifespan from birth, at the most trying time of people's lives, and at the time of their death. I trust the professionalism report will engage you in a conversation about what it means to be a professional nurse or midwife"

- > Jackie Smith, NMC Chief Executive
- > Jane Cummings, CNO For England
- > Fiona McQueen, CNO For Scotland
- > Jean White, CNO For Wales
- > Charlotte McArdle, CNO For Northern Ireland
- > What does professionalism mean to you?

I want to...

Read the Code >

Find out about revalidation >

Find out how midwifery regulation works >

Stories of professionalism

“Professionalism, to me, is the competent and confident way of delivering efficient and safe care to people, abiding by the professional Code with everyone we come across - whether it is a patient, relative or a team member.”

- staff nurse, nursing home in Cambridgeshire



Stories of professionalism

“Focused, resilient, supportive, confident and knowledgeable are just some of the traits required to demonstrate professionalism. Sharing, explaining and understanding the thoughts and expectations of our clients can help in achieving this.”

- nurse, West Midlands



Stories of professionalism

“Putting people first. Treating those who trust us to care for them with respect. Giving time and undivided attention so that we really hear, observe and understand what is being communicated to us. Our nursing practice needs not only to be evidence based, but also personal and appropriate.”

- nurse, Northern Ireland



Products

- The framework
- Blogs and videos
- Animated Scenarios



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Enabling professionalism

> Read Enabling professionalism

What is professionalism?



> Professionalism in practice

Three animations demonstrate how you could use the framework to reflect on practice and challenge poor behaviour.



> Blogs

The Chief Nursing Officers and our Chief Executive, Jackie Smith, tell us what professionalism means to them



> What does professionalism mean to you?

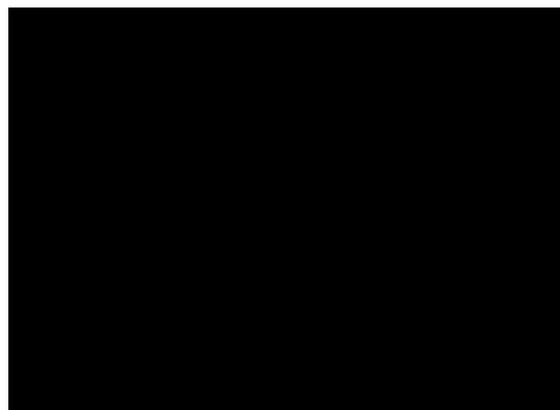
Share your stories with us

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What's next?

- Communications plan
 - Video blogs & social media
 - Conferences
 - Journal articles
- Implementing into practice – revalidation
- Exemplars of practice

Creating a Strong Narrative



 **Vanessa Sweeney** @vsweeney431 · Sep 1

@UCLH we're scoping how to bring this to life in a meaningful way. Would be great share ideas across organisations [#nurseimage](#) [#culture](#)



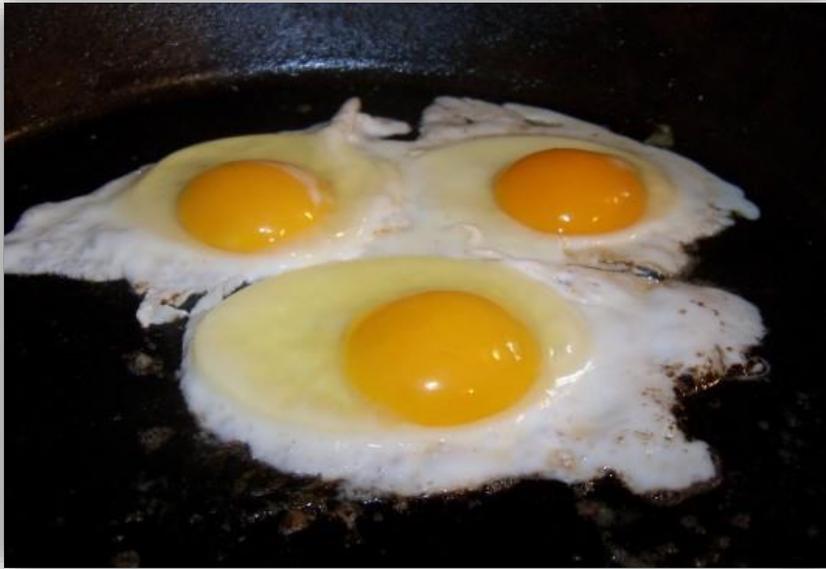
Why is
#professionalism
important?



Enabling
professionalism

How do you like your eggs?





www.nmc.org.uk/professionalism