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# Enabling professionalism

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in nursing and  
midwifery practice

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# Professionalism: enabling better regulation



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- Charlotte McArdle, Chief Nursing Officer, Northern Ireland
- Angela Reed, Senior Professional Officer, Northern Ireland Practice and Education Council for Nursing and Midwifery
- Anne Trotter, Assistant Director, Education and Standards, Nursing and Midwifery Council



## 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?





## What we know

- Critical role of nurses and midwives
- Effective nurse/midwife led services
- Links to quality and safety
- Expanding roles
- Focus:
  - Celebrate good practice
  - Support improving practice
  - Challenge poor practice

# Four Country Approach



- Context of health and social care
- Previous work
- 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 2017-2018



# Who?



Prof Charlotte McArdle (Chair),  
CNO group

Angela Reed (project support),  
NIPEC

Jackie Smith, NMC

Rachel Dufton, NMC

Prof Brendan McCormack, CNO  
group

Dr Elaine Maxwell, England

Hilary Garratt, England

Donna O'Boyle, Scotland

Dr Collette Ferguson, Scotland

Gemma Ellis, Wales

Martin Semple, Wales

Anne Marie Marley, Northern  
Ireland

Pauline Martin, Northern Ireland

Dame Donna Kinnair, RCN

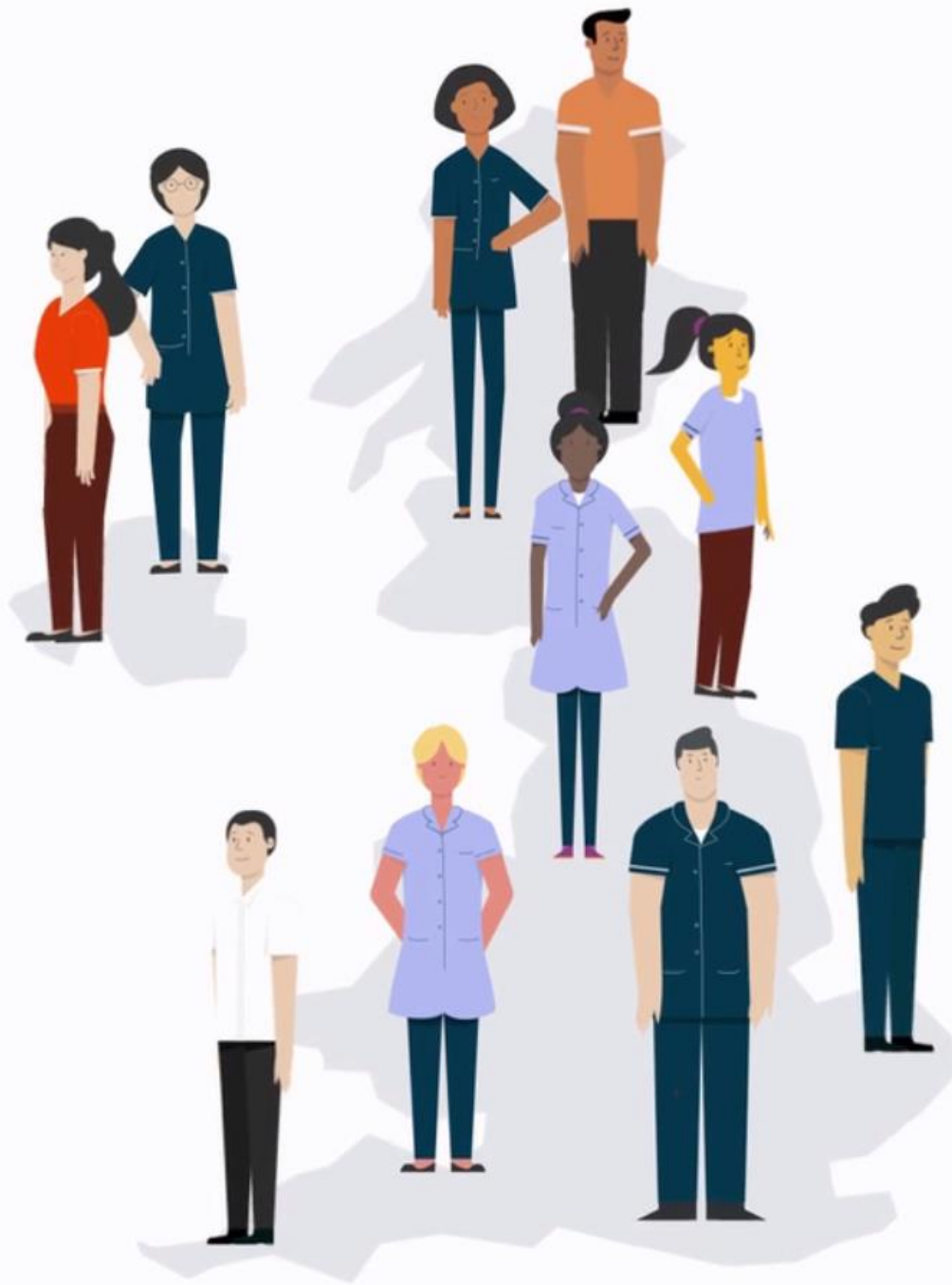
Dr Stephanie Aiken, RCN

Zoe Boreland, RCM

Sharon Blackburn, Independent  
Care Sector

Carolyn Hirst, Service User

Terence Canning, Service User





## Previously...

- No recognised definition for professionalism nationally or internationally
- Four country work
- Links to quality and safety
- New roles
- Delegation of nursing and midwifery care



# The four general themes

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

# My personal reflection





## What we were supposed to do

- Joint statement of intent, March 2016
- Rationale
- Development of resources, April-September 2016
- Communication and engagement, April-September 2016
- Production of final resources in a range of accessible formats September-December 2016
- Expected release, January 2017



## How did we do it?

- Worked through aspirations, actions and anxieties
- Looked at work completed across four UK countries
- Audience
- Statement of intent from CNOs and NMC
- Discussion and agreement of rationale paper
- Component parts of professionalism
- Engagement plan



## Who is it for?

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





What happened next?





# Challenges

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

12 April 2016



# 13 June 2016

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



# Document production and 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 what a professional needs to improve

Well written

Could steer reflection on SAI

On or off duty – all day, every day

Framework is a mirror of how we should be

How a nurse or midwife 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





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# Professionalism and regulation

- The Code sets the professional standards of practice and behaviour
- Revalidation in line with the Code

prioritise people

practise effectively

preserve safety

promote professionalism and trust



# Themes of Enabling professionalism

## **Being accountable**

[Practise effectively]

## **Being a leader**

[Promote professionalism and trust]

## **Being an advocate**

[Prioritise people]

## **Being competent**

[Preserve safety]

What does professionalism mean to you?

Knowledge  
Code  
Respect  
Work  
Practice  
Need  
Patients  
Others  
People  
Colleagues

Integrity Dignity  
Responsible Approachable Respectful  
Values Conduct  
Standards Competent  
Life Open Reflect Attitude Positive Help  
Role Feel Pride Learning  
Deliver Ability Quality Honest Responsible Honesty Professional Advocate Appropriate Career Service Support  
Give Individual Communication Kindness Empathy Experience  
Life Well Skills Role Feel Attitude Pride Learning Deliver Ability Quality Honest Responsible Honesty Professional Advocate Appropriate Career Service Support  
Give Individual Communication Kindness Empathy Experience

# 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
- Plus...







## What's next?

- Three scenarios from testing into animations
- Communications plan – video blogs
- Implementing into practice – revalidation



[www.nmc.org.uk/professionalism](http://www.nmc.org.uk/professionalism)



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