

United Kingdom Professionalism in Nursing and Midwifery

Project Board

4 May 2017, 14:00 – 15:00hrs

By teleconference

Present:

Member representation	Name	Attendance	Identifier
NMC	Geraldine Walters	Apologies	GW
	Anne Trotter	✓	
NMC	Rachel Dufton	✓	RD
CNO Group	Prof. Brendan McCormack	Apologies	BMcC
England	Dr. Elaine Maxwell	✓	EM
England	Hilary Garratt	Apologies	HG
Scotland	Donna O'Boyle	✓	DO'B
Scotland	Dr Collette Ferguson	Apologies	CF
Wales	Martin Semple	✓	MS
Wales	Gemma Ellis	Apologies	GE
Northern Ireland	Anne Marie Marley	✓	AMM
Northern Ireland	Pauline Martin	Apologies	PM
Royal College of Nursing	Dame Donna Kinnair	Apologies	DK
Royal College of Nursing	Dr Stephanie Aiken	✓	SA
Royal College of Midwives	Carmel Lloyd	✓	CL
Royal College of Midwives	Zoe Boreland	✓	ZB
Independent Care Sector	Sharon Blackburn	Apologies	SB
Service User	Carolyn Hirst	Apologies	CH
	Terence Canning	-	TC
CNO Group (Chair)	Prof. Charlotte McArdle	✓	CMcA
NIPEC (Project support)	Angela Reed	✓	AR

Agenda item	Action to be taken	Action by
1	Chair's remarks, welcome and apologies CMcA welcomed everyone to the teleconference meeting. Apologies were noted as above.	
2	Notes of the last meeting 20 February 2016 and actions outstanding Notes of the last meeting were confirmed as an accurate record. A Finch being followed up with by AR before the launch date as agreed.	AR to contact A Finch
3	Publication and Plans for Launch CMcA provided an overview of the details provided by the NMC comms team for the upcoming launch of the document 12 May 2017: Press release was being prepared by NMC and CNOs for release on the day of launch. Originally it had been planned to trail the launch on midwives day (5 th May) but the understanding was that there expected issues for the NMC	

on midwives day so it was not appropriate to trail.

NMC were preparing a joint email to Directors of Nursing across the UK from the Chief Executive and the four CNOs. This would be similar in tone and content to the press release. This was to be sent the day before publication of the *Enabling professionalism* document, noting that we will be contacting all registrants with a call for action, and inviting them to reinforce that with their staff.

NMC on behalf of the four CNOs would write to the four professional bodies/unions (RCN, RCM, Unite and Unison) the day before publication in a similar vein. This communication was also going to be sent to other members of the project board.

It had been planned to have some parliamentary activities with this piece of work as a good news story - owing to the general election, NMC had proposed that this did not happen at this time. NMC would, however, incorporate relevant messages into their overview briefing for Parliamentarians.

NMC would create a distinct area on their website that was within the existing website templates. What this meant was the full use of banners and image thumbnails to augment current page templates to create a distinct look and feel linked to the *Enabling professionalism* branding.

These pages would host the document, a submission form for nurses and midwives to share their experiences of professionalism, videos and links to the NMC/CNO blogs. Distinctive artwork was being produced for these pages.

Blogs and/or vlogs would be added to a dedicated area for blogs on the website that would feature all the blogs produced. Blogs relating to enabling professionalism they would have some unique branding and specific tags to make it easier to navigate.

It was proposed by the NMC that they release the blogs and/or Vlogs in stages so to prolong the life cycle of the campaign.

Social media

NMC would create Facebook and Twitter banners based on the enabling professionalism branding. NMC would use #professionalism on social media and pass on agreed artwork to colleagues in the CNOs' offices by 10 May 2017. They had also provided ideas for potential tweets.

Communication:

NMC would include articles in the nurses' and midwives', employers' and educators' newsletters.

An email to 650,000 nurses and midwives NMC have emails for would be sent on 12 May about the publication.

The email would include:

Call to action: please tell us what professionalism means to you

How to use *Enabling professionalism* (that is, for reflection, as a leadership tool and for employers)

An overview of what is within the document.

Media

On 12 May NMC would issue a joint press release (with the CNOs) and publish a news story on their website. The joint press release would contain a quote from each of the CNOs as well as Jackie Smith. Quotes would include what professionalism means to the CNOs and Jackie's quote would also contain a reference to nurses' day. The joint press release would contain the key messages and highlight the launch of *Enabling professionalism*.

The joint press release would target the key nursing and midwifery trade magazines including Nursing Standard, Nursing Times and Midwives.

On 12 May NMC would also publish a blog from Jackie noting that the collaboration with nurses across all levels of practice representing the four countries, including the CNOs to produce the final framework.

FOLLOWING LAUNCH – SCENARIO BUILDING

AR advised members that the future plans included animations illustrating the use of the framework in three scenarios to be housed on the NMC website AR working with the comms team from the NMC to produce. The scenarios had been circulated in March, drawn from the interviews.

Three preferred were:

Guiding reflection on professional practice following an adverse incident, with the potential to lead to an action plan that is wider than clinical responsibilities. Potential for a scenario of a team using the framework to guide a review of practice.

Articulating the need to be professional 24/7 365 days a year, no matter where you are or what you are doing – particular scenarios relating to nights out and disclosure of information, 'nurses turning up to Slimming World in uniform', or social media. In particular need to be mindful of personas on social media.

Working as an independent practitioner and interfacing with statutory sector organisations where standards are not what they should be – using this document to challenge practice and behaviours – this scenario was suggested as being applicable to all settings, and also for student nurses and midwives.

Plan was to release in June - probably post-election.

Members discussed the suggested scenarios and agreed that it would be useful to have a student scenario, however it should be referenced as wider reaching and the read-across to all registrants for the last scenario should

	not be lost. Opportunities to work collaboratively with Council of Deans were raised. Agreement was reached on all three scenarios.	
4	<p>Project Board Membership Evaluation</p> <p>Colleagues were advised that NIPEC generally run an evaluation for members of boards in terms of process at the conclusion of a Project Phase generally a one page A4 word document with tick boxes and some free text. It was agreed that this could be circulated to be completed by members of the project board.</p>	AR to circulate the evaluation questionnaire.
5	<p>Impact Evaluation</p> <p>It had been agreed that an evaluation of the impact of the framework would be appropriate – suggested timeframe had been 12 months from release. Members discussed the potential for this to happen both from a process perspective and time frames, including the convening of a smaller sub group of Project Board to oversee. Questions around the ability to use the data collected by the NMC, funding for an evaluation and potential methods of evaluation were debated briefly.</p> <p>DO'B advised members that Scotland were intending to look at measurements for professionalism, working from the Welsh Inventory which they had agreement to amend. DO'B to keep members informed via AR of progress and learning.</p> <p>This discussion moved to one around the potential for development of a cultural barometer for professionalism. AMM mentioned that professor Mike West was expert in the area of cultural barometers and was attending a future conference in NI where he might be asked about the potential for this element. AR and CMcA to consider.</p>	<p>DO'B to keep members informed via AR of progress and learning of amendment of Welsh professionalism inventory.</p> <p>CMcA and AR to consider contact with Prof M west re: cultural barometer work.</p>
6	<p>Next Steps</p> <p>AR provided an overview of next steps.</p>	
7	<p>Date of Next Meeting:</p> <p>28th September 2017, 14:00 – 16:00hrs - this date was convened for the purpose of having a discussion post launch for any further actions and also future ideas for evaluation.</p> <p>Members were asked to note that all of the project objectives had been achieved with the exception of the evaluation that was agreed in principle.</p> <p>CMcA asked for her gratitude to all members of the Board to be recorded, for their time, energy, and persistence, stating that is was testament to the fact that if the right people were round a table, complex and difficult work could reach a good outcome. She also paid tribute to the NMC comms department for their expertise in bringing the framework to nurses and midwives and to AR for her work throughout the lifespan of the Project.</p>	
Action	Comment	Status
AR to contact A Finch		Completed
AR to circulate the evaluation questionnaire.		Completed
DO'B to keep members informed via AR of progress and learning of amendment of Welsh professionalism inventory.		On-going