



Queensland Health
Office of the Chief Nursing Officer
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Evidence • Practice • Innovation • Capacity

EPIC News

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Queensland Health Nursing & Midwifery EPIC News Issue 4, September 2008

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Queensland
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From the Chief Nurse's desk

Things are on the move for nursing in Queensland. At the recent launch of our statewide nursing marketing campaign on August 4, the Minister for Health, the Honourable Stephen Robertson, spoke of our profession as pivotal to the delivery of quality care to Queenslanders. He highlighted the challenges ahead in population growth, an aging community, and the need to recognise and promote the career of nursing as a career of choice. In order to meet our community health needs in the future, we need to actively market our profession to those people who are considering their career choices at the moment.

The multi media campaign is aimed at our domestic market and has been developed for two target groups: 1) the 14-17 year old age group, and; 2) nurses who are not working at present. Our background research indicated that there is little understanding from young people, Generation Y in particular, about what nurses do and the career choices available in nursing. We have also found that the level of factual information available to young people on nursing as a career is very limited and the perceptions of nursing work are outdated. One significant consequence of this current situation is that we now have fewer teenagers choosing nursing as a career at university. If we are to generate a future nursing workforce, we need to influence career choices now and give generation Y the real facts on nursing, highlighting it as a profession of choice. The campaign 'What am I? I'm a nurse' targets this group. The media campaigns will use information sources used by teenagers like myspace, magazines, radio and cinema advertising. Parents and career advisors will also be able to source up to date information on nursing.

We also researched the older target group of people who used to work as nurses or midwives; we found they were not aware of the improved pay conditions, access to professional development funds or that family friendly rostering is available to them in the work environment. These factors are important to this group and so the development of the campaign called 'Rethink Nursing' will convey the central message that 'there has never been a better time to rediscover nursing'. This campaign seeks to encourage former nurses and midwives back into health.

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Nurses to be replaced by robotics?

Controversial questions about whether nursing would be increasingly replaced by robotics as healthcare technology advances were posed in June to a group of Queensland nurses and midwives.

But it wasn't an attempt to solve the worldwide shortage of nursing professionals. Rather, it was part of the introductory keynote presentation made by international political scientist Dr Sohail Inayatullah at the "Clinical Nurse Leaders — Passionate About Practice" conference.

Dr Karl Kruszelnicki, popular talkback radio and television scientist, led an innovative session on the future of nursing and healthcare with a group of clinical and consumer panelists from across the state.

They were speaking at Queensland Health's first ever nursing and midwifery conference on June 23-24 at the Brisbane Convention and Exhibition Centre.

Conference organisers aimed to attract practising clinical nurses and midwives, nurses and midwives at operational/service delivery levels, nursing students, nursing graduates, as well as clinical nurse and midwifery leaders from across Australia.

More than 280 nurses and midwives attended the conference, representing diverse practice settings from acute care, to community, aged and residential, midwifery, remote and rural, specialist and generalist settings.

Keynote presenter, Rosemary Bryant, was named as the first ever Chief Nursing and Midwifery Officer for Australia during the conference.

For more information and copies of the presentations, photographs and audio files:
<http://www.iamevents.com.au/qh/clinicalnurseleaders/>

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Midwifery Update

Office of the Chief Nursing Officer (OCNO) has developed a *Guide for the Implementation of a Midwifery Model of Care*. This guide will assist midwives, managers and area health services in implementation, clinical governance and evaluation of midwifery models of care as part a primary maternity service network. The Guide is available on the OCNO website www.health.qld.gov.au/ocno/home.asp and hard copies have been distributed to districts.

The Minister endorsed a review of the *Health (Drugs and Poisons) Regulation 1996* to allow midwives to initiate and administer medications according to a drug therapy protocol. This resulted in legislative change in June 2007. The Director General has approved the Drug Therapy Protocol (DTP) in May 2008 and the drug list was approved in June 2008. These are now available on www.health.qld.gov.au/ocno/midwifery.asp

OCNO is also developing state wide health management protocols which are required to be used

with the DTP and an education program for midwives to be rolled out soon.

\$200,000 has been allocated to the Midwifery scholarship program. This covers undergraduate and postgraduate courses that lead to endorsement as a midwife in Queensland. Applications are now open and can be downloaded from QHEPS for all Queensland Health staff.

The Australian College of Midwives continuing professional development program *MidPLUS* has been recommended as an appropriate tool for midwives across Queensland to utilise. It is likely that as we go to national registration, evidence will be required of appropriate CPD to maintain registration.

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Role of nursing within small remote communities of Queensland

The Office of the Chief Nursing Officer (OCNO) within Queensland Health has partnered with Monash University in Victoria to undertake a project examining the role of the nursing staff within small, remote communities of Queensland.

The project commenced on Monday 25 August 2008, and will run for approximately 3 months. A final report and recommendations should be available by the end of the 2008 calendar year. It is anticipated that any pertinent information and recommendations from the project can be utilised by Queensland Health commencing in January 2009.

The RAN Project aims to:

- Identify the similarities and differences in the

role of the RAN working in single nurse posts and or/remote centres in Queensland compared to like communities in other states, namely Northern Territory, Western Australia and South Australia;

- Align the core role of the remote area nurse with the burden of disease/model of care in the community (indigenous and non-indigenous) and,
- Identify the requisite competencies and training the RAN requires to function effectively in a remote community.

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Nurses' Rock at NAIDOC

NAIDOC Week is the national week of celebrations of the Aboriginal and Torres Strait Islander communities across Australia. In Brisbane, NAIDOC celebrations occur throughout the week at dozens of different venues, with differing events and themes. The end of NAIDOC Week



Odette Best with the community at 'Park Day'.

sees the Brisbane community come together at Musgrave Park for what the community affectionately call 'Park Day'. This year saw in excess of 5,000 people coming together at Musgrave Park.

Many Government agencies private companies and education authorities are represented at Park Day. An important element of Park Day is 'show bags' containing information from the authorities.

Last year OCNO developed a resource kit (including backpacks, an information booklet, rulers, pencil cases etc) that promote nursing as a fantastic career option for Indigenous peoples. Promoting nursing as a career of choice for Indigenous people is an important part of the bigger goal to 'close the gap'. On Park Day, OCNO had handed out

2000 resource kits by 11am.

OCNO staff left Park Day excited by the enthusiasm that Indigenous people had for nursing.

For more information contact:
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Education and Training Update

Cheryl Burns has now taken up the position of A/Nursing Director Education and Training. Cheryl has extensive experience in various nursing positions within her career within Queensland Health and most recently as the previous Executive Director of Nursing Services for Northside Health Service District and looks forward in taking up this portfolio in the Office of the Chief Nursing Officer (OCNO).

In progressing recommendations from the 2007 Ministerial Taskforce on Clinical Education and Training, Queensland Health has supported the formulation of a *Best Practice Model for Clinical Education and Training for Nurses and Midwives in Queensland* and this is the major project being undertaken this year under this portfolio within the Office of the Chief Nursing Officer.

As a result of an extensive consultation process with public and private health industry nurses and other key staff, higher education and training authorities, university and TAFE sectors an options paper has been developed to progress the development of an implementation plan by 31 October 08. This work has been underpinned by an extensive literature review.

Feedback from key stakeholders and international, national and local evidence the areas within the options paper include **innovative ideas** for nursing and midwifery education and training around:

- Educational pathways;
- The management of clinical placements specifically planning, information and IT support systems;
- Clinical placement as an investment;
- The role of the undergraduate nurse;
- Reviewing the current transition programs and linking them to the skills acquisition and competency of the nursing workforce;
- Flexible e-learning delivery modes; and
- Governance.

Targeted workshops are now occurring with key stakeholders to progress the formulation of the implementation plan for clinical education and training for nurses and midwives in Queensland by the target date of 31st October 2008.

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"Develop a passion for learning. If you do, you will never cease to grow." Anthony J D'Angelo



ONLINE LEARNING NEWSFLASH

UQ Health Institute

Opportunity to undertake on-line Short Courses which articulate to post-graduate qualifications.

Short courses in education and workforce development include:

- Introduction to Quality and Safety in Healthcare.
- Customer Focussed Healthcare - a Science not an Art.
- Looking for Results (Measurement in Healthcare).
- Evidence in Action.
- Clinical Quality Improvement Methods.
- If the Dead Could Speak (Patient Safety).

For more information contact:
www.uq.edu.au

Introducing....

Della Warren, Nursing Director - Profession and Practice

I arrived from the UK to Queensland to undertake the role of Nurse Director Profession and Practice with The Office of the Chief Nursing Officer, on 5th May 2008. This role is one of three Nurse Director roles that work alongside The Chief Nurse for Queensland. I carry the Professional Development and Professional Practice portfolio. Within this, sits Nurse Practitioner development and non medical prescribing, nursing research and the development of new models of care.

I am a registered nurse, midwife, specialist community public health practitioner and nurse prescriber and have had continuous registration with the nursing council for over twenty five years.

I have attained a BSc in health studies and in specialist community nursing public health practice. I also have an Masters qualification in clinical leadership and I am a current Leadership Fellow with The National Health Foundation in the UK, being one of fifty two aspiring leaders working over five years alongside the Department of Health to influence transformation of practice and leading reforms across the Health Boards of England, Scotland, Wales and Northern Ireland.



Della Warren
Nursing Director - Profession & Practice

I come to Queensland from a background rich in community and primary care and I have a fifteen year track record of experience of providing clinical leadership for community clinical services, inclusive of nursing, allied health, social care and medical services. I have worked as a Nurse Executive across primary and community care services and have led major reforms of clinical services across primary and community care within The East of England NHS.

I am familiar to working within a person centric model of practice and have first hand experience of some of the benefits of managing chronic disease and long term condition management within different out of hospital models and in new and exciting ways.

I have been in Queensland for three months now and I have been impressed by the enthusiasm of our nurses and thoroughly look forward to working with you in progressing this portfolio.

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From the Chief Nurse's desk

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In launching these campaigns, we hope to promote nursing as a contemporary and challenging professional career path. We are raising the profile of this fantastic career and looking forward to welcoming increased numbers of young people into nursing courses and more of non working nurses and midwives returning to the workforce.

Part of the success of this statewide campaign will be dependent on your personal involvement in promoting nursing and getting a positive message out to those around you. Nurses remain highly respected members of the community and the enthusiasm you show for nursing has a significant influence on the people you meet. Encourage them to consider nursing as a career. Talk it up; nursing is a career to be passionate about!

Pauline Ross

Back Chat

email: chiefnurse-office@health.qld.gov.au
please state if you wish to remain anonymous

Feedback from the Queensland Health Clinical Nurse Leaders Passionate about Practice Conference Brisbane 23rd - 24th June 2008

Passionate about your Practice

What a fantastic conference! If you weren't passionate about your practice before the conference you certainly should have been after.

The networking was excellent - I met nurses from Charleville, Chinchilla, Mater, Townsville and Palm Island. Friendly people all willing to share their experiences.

Dr Karl was an excellent MC providing us with mind tingling insights into medical science and some intellectual humour along the way.

There were some extremely powerful presentations that left you reflecting on your own life and nursing practice. My comfort zone was certainly shaken on a few occasions. I was left with my mind in overdrive thinking not only how far we have come but how very far we have to go and I suppose wondering Do we really have to go there?

I hope we are still as passionate in 2020!

From triplets on a platter in Sudan, to webliographies, lap dancers and pictures of ovulation what an amazing contrast at one conference.

My practice will now be changed as I think about incoherent homogeneity, Windows to the world, health googling, ethical recruitment & computers as colleagues and not tools.

Many thanks to QLD Health, The Office of the Chief Nursing Officer, Cathy Styles and the management at Goondiwindi Health Service to allow me the opportunity to attend.

As I sit back in our peaceful maternity hut on the river, I feel a great sense of being sheltered from the world that 2020 will deliver. Not sure if I feel ready yet to take up the challenge but I can't say I wasn't aware.

What an excellent conference but in Roy Simpsons words it's 'like singing to the choir' telling you that.

Thank you again and happy planning for the 2009 one.

Kerryanne Maddox, NUM, Goondiwindi Midwifery Group Practice, Goondiwindi

Best organised conference

I have attended many conferences over the years, and I am so pleased to feed back to you that 'Passionate about Practice' was the best organised conference I have been to. Everything was so well orchestrated that the flow was perfect. The little extras made us all feel very special and valued, the venue great and the food-well, what can I say about that?? Every person who I discuss it with feels the same. Keep up the good work.

Toni Ferguson, Practice Partnership Project Officer, The Prince Charles Hospital

Innovation of modern nursing

Hello. This is Ellie O'Keeffe. I was the year 11 student at the Conference on the second day. I am writing to thank you for the opportunity to attend, and hopefully share some of the ideas I have gained from this.

The conference set my brain going a mile a minute, and I've got a few ideas as a result. I thought about developing a scheme in the healthcare system that makes it easier for those who do everything in their power to keep fit and healthy (this idea, however, needs a lot of work to be done on it). The people in the population, who eat healthily, exercise at least 30 minutes a day, and who sleep adequate hours should receive financial assistance should they fall ill or require medical attention of any kind. Those who eat unhealthily, who do not exercise and who sleep inadequate hours should have to pay for any medical bill they should incur themselves. This idea is still underdeveloped as the government cannot monitor how often these people exercise, which foods they eat, or their sleeping hours. (I'll have to get back to you on that). My other ideas haven't come into my conscious mind yet... so I'll write about them in my next email.

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The views expressed in 'Back Chat' are those of our audience and are not necessarily supported by OCNO

Innovation of modern nursing

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I think the conference was full of good ideas, and I found it very user friendly, especially for one such as myself, who has little to no experience in nursing. It gave me an insight into the innovation of modern nursing, and the ideas and opportunities the rest of the world has to present to Australia. I also found the meals to be excellent (I particularly liked the chicken). I wonder about some of the material's suitability for those who have no experience in nursing (by this I mean, if school students were to attend some nursing conferences, a lot of them would not understand some of the things stated. Indeed, I could not under-

stand all of it. I believe it is the sort of thing which requires a university qualification and many years of nursing experience). This course was beneficial, and it has given me a better understanding into the medical world. It was also very interesting, if not slightly complicated.

I would like to thank you again for the opportunity to attend such an insightful, interesting and educational conference, and I look forward to coming back in 2009.

Eleanor O'Keeffe, Student, Clayfield College

General comments from the Feedback Forms

I thought all speakers were very interesting. Some great ideas and brave ways forward identified.

Extremely good variety of presentations, very thought provoking and the venue was fantastic.

Brilliant topic and speakers. As a re-entry nurse, I came to get a picture of where nursing is at and headings after an absence of 13 years. I really became excited.

Computer registration was very straight forward – what a relief! The venue was very comfortable – loved the papering and the thoughtful menu choices.

The conference surpassed my expectations. I'm glad I made the effort to attend.

Brilliant venue and well organised conference. Congratulations to all. More nurses need to attend. It was great to see that all the new technologies focused on making patient care better.

For copies of presentations, please go to
<http://iamevents.com.au/qh/clinicalnurseleaders>

If you would like to be on the 2009 conference organising committee, or be on the **Passionate about Practice** mailing list please email
chiefnurse-office@health.qld.gov.au



Next Issues Topic

Do you have any comments around the current nursing campaigns 'What Am I?' and 're-think nursing'?

Please email your comments to chiefnurse-office@health.qld.gov.au and it will be published in the next Queensland Health Nursing & Midwifery EPIC Newsletter.

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