



## SANC launches marketing campaign to emphasise the VALUE OF NURSES

The image of nursing in South Africa does not have a good name in the eyes of the public and the media right now, compliments of the media and social media - people are more connected and share more on social media platforms. Incidents shared on social media are often not what has actually transpired, and in addition there are several contributing factors (a number of them outside of nurses' control) that make it difficult for nurses to practice.

In the midst of this turmoil, it becomes easy for nurses to lose sight of their value as health professionals.

The SANC wants to reaffirm the passion of nursing within the profession by reminding nurses of their value; reminding them that they matter via a new awareness campaign called:

# [ #BeThatNurse ]

The campaign will be launched during 2019 and continue to run throughout 2020 and beyond.

### Objectives of the campaign

- ✓ To emphasise and strengthen pride in the profession of nursing
- ✓ To remind nurses that they make a difference, every day, in their day-to-day actions
- ✓ To remind nurses about the values that drive them:
  - Empathy and Caring, Communication, Teaching, Critical Thinking, Psychomotor Skills, Applied Therapeutics, Ethical and Legal Considerations; Professionalism, etc.
- ✓ To remind nurses that they are valued
- ✓ To remind stakeholders of the value of nurses
- ✓ To ultimately remind patients, the public, about the value of nurses

Nurses are the backbone of healthcare, the caregivers who are present when a new life enters this world and who holds the hand of those who leave us.

A small act of caring, a smile, a kind word, a soft touch and really listening to your patient, sometimes makes all the difference in turning around a patient's situation.

So we are calling on all nurses to **be that nurse** who wakes up and shows up to make a difference, because nursing is your passion.

To **be that nurse**, that make others want to be a nurse, too.

To **be that nurse**, in everything you do.

### How can the nursing stakeholders assist?

- #bethatstakeholder that helps us to make nurses realise that they are that nurse
- Spread the word amongst the nurses about the SANC campaign and support the campaign - #bethatnurse
- Help us to find those nurses who are passionate about their profession – we want to know about them and be able to contact them.

– #BeThatNurse –  
**because you are valued**

# SANC STAKEHOLDER FORUM

## SANC Stakeholder Forum 2019

It was the SANC's pleasure to host another Stakeholder Forum on 23 October 2019 at its office in Pretoria.

Seventy stakeholders from across the country attended and networked on matters concerning:

- Nurse Management System - progress
- APC- partnership with Government and roadshows
- Education and Training matters – Facts on the state of readiness for implementation of the new nursing programmes
- Distinguishing devices
- #bethatnurse
- Professional Conduct.

Stakeholders were provided with the opportunity to ask questions and raise concerns around the new PERSAL system for APCs. The Forum was the ideal platform to address all of these and discuss the way forward.

The new nursing programmes was a key item on the programme and provided the perfect opportunity to provide the facts on the state of readiness for implementation, while responding to stakeholders' questions and concerns.

Stakeholders were also provided with an update re the new supplier of and SABS standards for distinguishing devices, and reminded about the service-oriented email address: [devices@sanc.co.za](mailto:devices@sanc.co.za)

In addition, stakeholders were reminded about Professional Conduct and what actions constitute as misconduct vs professional conduct.

Lastly, the SANC launched its new marketing campaign aimed at emphasising the value of nurses - #bethatnurse (see full story on page 1).



# Service-oriented email addresses

EMAIL ADDRESS	TYPE OF ENQUIRY
apc@sanc.co.za	APC related enquiries
customerservice@sanc.co.za	Complaints, compliments, service requests, etc.
restoration@sanc.co.za	Restoration enquiries
foreign@sanc.co.za	Foreign registration enquiries
exams@sanc.co.za	Examination enquiries
personaldetails@sanc.co.za	Change of personal details
cpd@sanc.co.za	CPD enquiries
professionalpractice@sanc.co.za	Preliminary Investigation and unfitness to practice
professionalconduct@sanc.co.za	Professional conduct issues
education@sanc.co.za	New curriculum, community service, courses, nursing schools etc.
devices@sanc.co.za	Purchasing of distinguishing devices
basicqualifications@sanc.co.za	Basic Qualifications
additionalqualifications@sanc.co.za	Additional Qualifications
learnersdesk@sanc.co.za	Learners Desk