



Bord Altranais agus
Cnáimhseachais na hÉireann
Nursing and Midwifery Board of Ireland

COMMUNICATIONS STRATEGY AND PLAN 2018-2019



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About the Nursing and Midwifery Board of Ireland

Who we are

The Nursing and Midwifery Board of Ireland is the regulatory body for the professions of nursing and midwifery in Ireland. We perform our functions in the public interest under the Nurses Act 1985 and the Nurses and Midwives Act 2011. We have a statutory obligation to protect the integrity of the practice of the professions of nursing and midwifery, and also to protect the public. We do this by maintaining a register of nurses and midwives, and we promote high standards of professional education, training and practice, and professional conduct amongst nurses and midwives.

We currently do this in the following ways:

- We maintain the register of nurses and midwives and a candidate list for student nurses and midwives. We establish criteria for assessment and registration in our register and the various divisions of that register. We issue certificates of registration and renewal of registration. We make our register available to the public on our website so that people can check the register to confirm that a nurse or midwife is registered.
- We set standards for the education and training of nurses and midwives. We approve programmes of education necessary for registration and renewal of registration. We monitor these programmes on an on-going basis.
- We support our registrants by providing appropriate guidance on professional conduct and ethics for both registered nurses and midwives.
- We specify criteria regarding the creation by employers of advanced practice nursing and midwifery posts.
- We inquire into complaints about our registrants. We make decisions relating to the imposition of sanctions on registered nurses and midwives who have findings made against them.
- We advise the Minister and the public on all matters of relevance relating to our functions.

Our role in setting standards and providing guidance for about 70,000 registered nurses and midwives in Ireland focuses on public safety, and we work collaboratively with the Department of Health, employers, managers, unions, educators, other regulatory bodies and our registrants.

This strategy acknowledges that we are one part of a wider environment that is focused on ensuring the safety of patients. As the regulator, we are committed to working closely with all our registrants, policy makers and other stakeholders to enhance patient safety. The scope of this strategy encompasses our direct responsibilities in relation to registration, education and fitness to practise. It also identifies areas where, through information, communication and partnership, we can influence policy and patient safety outcomes.

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NMBI Statement of Strategy 2017-2019

Priorities

Effective regulation remains our first priority, and the four pillars of nursing and midwifery regulation (registration, retention, review and restoration) will continue to be our primary focus.

However, we envisage that there are ways to be more impactful, efficient and effective in how we deliver on these four pillars.

We have identified three strategic priorities to improve the way we do things:

Strategic Priority 1: We will strengthen our communication with our registrants, the public and our key stakeholders.

Strategic Priority 2: Our stakeholders will understand how we work and find us more consistent, efficient and effective to deal with.

Strategic Priority 3: We will have an organisation equipped to deliver on our strategy.

All three strategic priorities require a communications plan that aligns with the overall strategic plan for the organisation, and that delivers the key milestones identified.

- We will build trust through open and transparent communications.
- We will work in partnership with other regulators and other health and social care agencies.
- We will publish clear, easy to understand information about our role and what we do.
- We will explain clearly how people can contact us and how our processes and services work.
- We will define and publish service standards for our service users.
- We will publish clear, easy to understand, evidence-based guidance documents for our registrants.

3 NMBI Communications Strategy 2018-2019

Strategy aims

We will establish our reputation as a modern, professional regulator for nursing and midwifery, and communicate our policies and processes clearly.

Establish the function

As part of this strategy, the communications function in NMBI now includes the areas of:

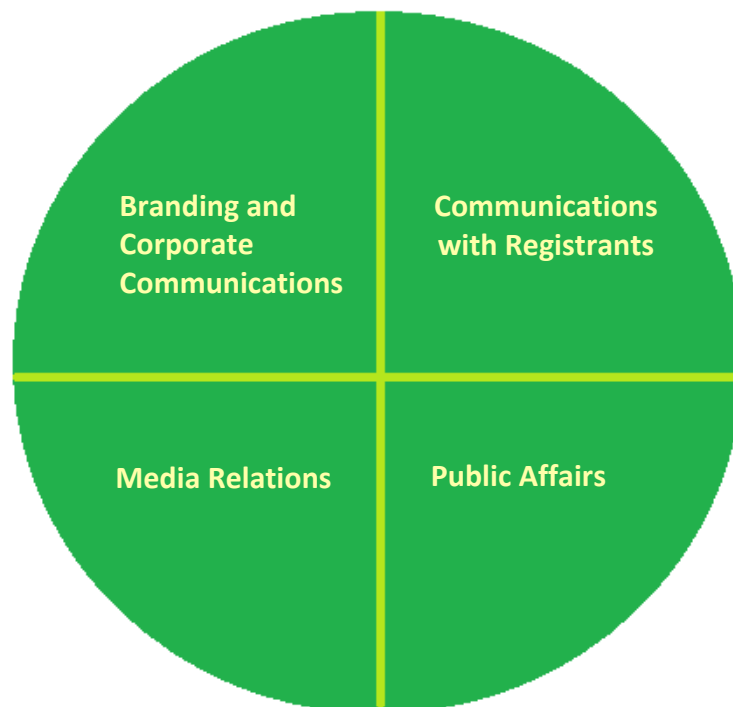
- Branding and Corporate Communications;
- Communications with Registrants;
- Public Affairs; and;
- Media Relations.

Each of the areas aligns with the NMBI strategic priorities and by centralising them it ensures clarity and coherence, for overall organisational communication.

NMBI is undergoing substantial organisational change and reform, and there is a greater emphasis on responsiveness, accountability and transparency in our dealings with the public, registrants and stakeholders. In order to achieve this, the communications function needs to be built up within NMBI.

There was no specific communications role within the organisation until late 2017 and policies and procedures need to be put in place to address the gaps and a lack of quality control in a number of communications related areas. In addition, a strong, professional communications and customer service ethos needs to be mainstreamed throughout the organisation. This programme of work is extensive but has been staggered over a two year period, to allow for the systems, policies and processes to be established and implemented. It will also operate alongside the day-to-day management of the communications function, queries and media management.

Our stakeholders will understand **how we work** and find us more **consistent, efficient and effective to deal with**.



We will have **strengthened our reputation with our registrants, the public and our key stakeholders**. We will **rebuild trust** through **open and transparent communications**.

We will have an organisation that is **equipped to meet the needs of our registrants, the public and other stakeholders** and is **able to deliver on our strategy**.

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Communications Business Plan and Timeline

Media Relations

- Q1 2018: Notify all health journalists and media that there is now an in-house Communications Manager.
- Q1-Q4 2018: Establish a communications calendar by identifying and planning timelines for the reporting of data (e.g. end of year reporting), campaigns, publications and standard set pieces throughout the year.
- Q4 2018: Produce a Fitness to Practice template and briefing note on the process for journalists.
- Q4 2018: Produce a Registration template and briefing note on the process for journalists.

Branding and Corporate Communications

- Q1 & Q2 2018 & 2019: Co-ordination and publication of Annual Reports. The redesign and restructure of the NMBI Annual Report will take place in 2019 for the 2018 Annual Review as the Annual Report process has already begun for 2017.
- Q3 2018: Design and manage a branding and design tender. To include logos, colour palettes, presentations and reporting templates, publications, pop ups and email signatures etc. Currently this is not standardised across reporting formats, publications or within the organisation.
- Q1 2019: Draft and agree standardised corporate communications templates for the organisation.
- Q1 2019: Design and draft a publishing policy and process. To include all elements such as overall organisational proofing, quality assurance, corporate governance etc.
- Q3 & Q4 2019: Design and draft a house style policy.

Communications with Registrants

- Q3 & Q4 2018: Conduct a website review, and thereafter website restructuring, and policies for updating content.
- Q1 & Q2 2019: Staff training and workshops on website writing.
- Q4 2018: Specific FAQs section on the website for Registration to align with the new Guide to Registration.
- Q4 2018: Assist with the Guide for Registration.
- Q4 2018-Q2 2019: Design the Customer Service Charter and Customer Action Plan, run the consultation and ensure compliance with the Code of Practice for the Governance of State Boards.
- 2018 & 2019: Draft specific communications plans for the following major projects: 100 years of Midwifery Regulation, the Scheme for the Maintenance of the Monitoring of Professional Competence and the new IT Registrant system.

Public Affairs

- Q1 2018: Put in place a Parliamentary Questions process, policy and system.
- Q1 2018: Put in place a Ministerial Representations process, policy and system.
- Q1 2018: Stakeholder engagement (as set out in our Memorandums of Understanding), especially with other regulators, to ensure consistency of approach regarding public affairs matters.
- Q1 & 2 2018: Put in place a Freedom of Information process, policy and system.
- Q1 & 2 2018: Put in place an Ombudsman Liaison process, policy and system.
- Q1 & 2 2018: Build the Data Protection Officer function for the organisation.
- Q1 & Q2 2018: General Data Protection Regulation: Eleven policy documents are required immediately (and all accompanying documents and procedures by the end of May 2018), as well as workshops with staff and addressing all policy gaps as they arise.
- 2018 & 2019: Design and implement a political engagement plan.

5 Reporting and Evaluation

Reporting

The Communications Plan and associated timelines will be reported and evaluated on a bi-annual basis by NMBI's Governance and Finance Committee, the NMBI Board and the CEO.

July 2018

January 2019

July 2019

January 2020

Establishing metrics

Each of the areas being built over the two years will in turn establish metrics to measure performance, and these metrics will be reported bi-annually. For example, in Public Affairs, Parliamentary Questions and Ministerial Requests timelines will be logged and reported in a standardised manner, and systems will be established to monitor and report Freedom of Information and Data Access requests. Regarding the area of Communications with Registrants, the Customer Service Charter and Customer Action Plan will establish the metrics for these, and once established these will also be reported on a bi-annual basis also.

In addition, all information being developed, gathered and reported on, will form part of the NMBI Business Plan for 2019, and the Annual Reports for 2018 and 2019 which will be published on the NMBI website.

March 2018





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Nursing and Midwifery Board of Ireland

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