

# STAKEHOLDER ENGAGEMENT FORUM - 11 APRIL 2019

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## Marketing & Communication Update

By: Adri van Eeden – Senior Manager

# New logo and slogan



**South African Nursing Council**  
*Regulating nursing, advocating for the public*

# The Symbolism



**South African Nursing Council**

*Regulating nursing, advocating for the public*

The colour turquoise is taken from the SANC Coat of Arms to ensure a link with our heraldic emblem

The stethoscope is a universal symbol used in healthcare by professionals within the medical industry


The oil lamp is a universal symbol reminiscent of Florence Nightingale, and by implication of nursing throughout the world

The red is symbolic for its association with healing

# SANC slogan and the SANC mandate

The new SANC slogan: *“Regulating nursing, advocating for the public”* sums up the essence of what the SANC does:

It regulates the Nursing and Midwifery professions by establishing and maintaining nursing education and training and practice standards, and it advocates on behalf of the public in matters concerning nursing.



# Letterhead Design



# SANC News Layout

## #SANCnews

Regulating nursing, advocating for the public

2<sup>nd</sup> EDITION | FEBRUARY 2019

### SANC year-end message from the CEO

Dear Stakeholders,

With 2018 nearing its end, we are noting the challenges experienced in the nursing environment this year, but also the achievements and high notes that provided the necessary balance to close this year in gratitude.

This year has been marked by the induction of a new Council with a focussed strategy for the next five years. In 2019 and beyond we will work closely with Council to drive this strategy and ensure that everything we do is a value-add to our stakeholders. Our key focus areas will be around service delivery and the image of the profession and Council.

The mandate of the SANC is, and remains, to be the regulator of the nursing profession and this will become the main focus of all our efforts during 2019 and beyond.

Thank you for your support during 2018. We wish you all the best over the festive season, please be safe and may you experience peace and rest over the holidays.

Yours sincerely



**SANC**  
South African Nursing Council  
Regulating nursing, advocating for the public

Yes! The SANC eRegister must be accepted as verification in lieu of a physical APC.

### eREGISTER

The SANC has made an eRegister facility available on the SANC website, which can be utilized by employers to verify the registration status of all nurse practitioners in their employment. Employers are urged to utilise this facility in the absence of a physical Annual Practising Certificate (APC).  
Visit: <http://www.sanc.co.za/eRegister.aspx>

#### Why is it important for Nurses to be on the register/roll?

In terms of the Nursing Act (Act No. 33 of 2005), registration with the South African Nursing Council is a prerequisite to practice Nursing legally in the Republic of South Africa. This therefore implies that a person whose name is not in the register/roll of the South African Nursing Council cannot use the title "nurse". Any nurse who is removed from the register and continues to practice as a nurse is guilty of an offence, and on conviction is liable to a fine or imprisonment for a period not exceeding 12 months, or to both a fine and such imprisonment.

#### Maintenance of Learner registration whilst on training

Learners are expected to do clinical education and training in clinical facilities/health establishments and during this period they handle patients. Therefore they must be registered with SANC, throughout the entire duration of the programme. Section 32 (5) of the Nursing Act (Act No. 33 of 2005), stipulates that "a Health Establishment must not allow access to clinical facilities for training purposes to anyone who is not registered in terms of this Act".

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# SANC Email Signature

The image shows a screenshot of an email client interface. The top menu bar includes FILE, MESSAGE, INSERT, OPTIONS, FORMAT TEXT, and REVIEW. The ribbon contains various tools like Cut, Copy, Paste, Format Painter, Bold, Italic, Underline, Address Book, Check Names, Attach File, Attach Signature, Follow Up, High Importance, Low Importance, Zoom, and Apps for Office. Below the ribbon are fields for To, Cc, and Subject. The main body of the email contains the following signature:

**Adri van Eeden**  
**Senior Manager: Marketing & Communication**  
Email: [avaneeden@sanc.co.za](mailto:avaneeden@sanc.co.za)  
Tel. +27 12 426-9542

**SANC**  
South African Nursing Council  
*Regulating nursing, advocating for the public*

**Celebrating 75 Years: 1944 - 2019**

The signature block is circled in red.

# Facebook page – [www.facebook.com/sancorg](http://www.facebook.com/sancorg)

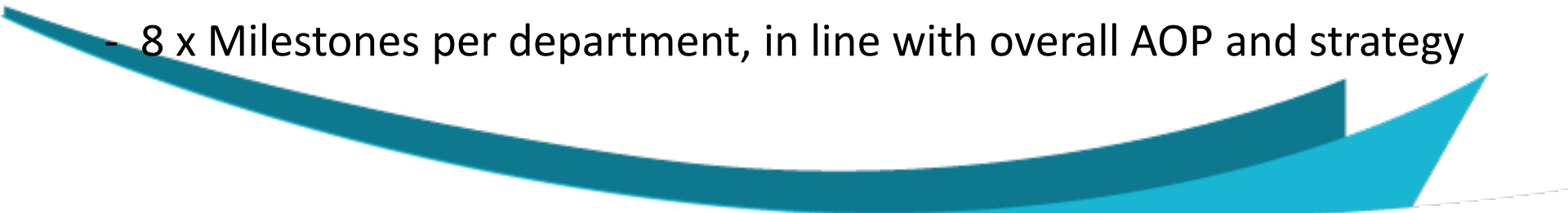





# Launching SANC Nursing Awards

- *SANC Nursing Excellence Awards*
- Annually
- Aim:
  - To confer annual merit awards for:
    - outstanding contributions and service by the nursing community to the public in South Africa
    - outstanding performance in healthcare delivery, particularly to disadvantaged communities
    - the ambassadorial role in promoting nursing in healthcare
- Launched this year to coincide with SANC's 75<sup>th</sup> anniversary
- Nominations → external and independent Awards Committee


# SANC Change Management Programme launched

- Theme: ***Building a better SANC***
  - **Three strategic focus areas:**
    - Repositioning and reengineering the organization
    - Regulating the nursing profession
    - Providing expert guidance on nursing related matters
  - **Translating strategy into BUILDING:**
    - SANC overall strategy
    - Portfolio strategies
    - KPAs for each department = milestones
    - 8 x Milestones per department, in line with overall AOP and strategy
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# Nursing Indaba 2020/21

- 2-day Indaba as per 2018
  - Planned for mid to later 2020
  - Exhibition
  - Gala dinner: *SANC Nursing Excellence Awards*
  - *Save the Date* to be sent as soon as we have a venue
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# International Nurses Day 2019

- SANC theme: ***Delivering healthcare with mindfulness***
  - Suggested activities for the day:
    - ❖ Have a guest speaker on the day to address nurses and provide guidance on how to be mindful (to yourself, to colleagues; to patients)
    - ❖ Begin each shift with a short (two minutes or so) "mindfulness huddle" to help the team focus on the day ahead
    - ❖ Ask employers to do something special for their nurses on the day e.g. chocolates/flowers/ gift bag
    - ❖ Suggest monthly "mindfulness sessions" for nurses (30-min. sessions) where nurses can be taught advanced mindfulness for each other and their patients, for the benefit of both
    - ❖ Send us your pictures and actions for International Nurses Day 2019
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# SANC CSI project for 2019

- “Soft Toy Project” to mark **Mandela Day 2019**
  - Stakeholders invited to join us in this CSI campaign by either hosting your own campaign or by sending us/dropping off your soft toys two (2) weeks prior to Mandela Day on 18 July
  - Delivering the toys to a children’s cancer ward
  - Change starts with ourselves first – help us to make a difference to the world around us... one small toy at a time
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# SANC Client Service interventions

- Weekly training of all Client Service staff (product and service)
  - New Call Centre system in process of procurement
  - Service Standards Charter being drafted
  - Regular monitoring of service levels
  - Client Service Strategy: Regular VOC to ensure compliance
  - Updating of client details while phoning in
  - Change Management - Milestones: *Building a better SANC*
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***This is not the end.***

***Watch this space, we are  
on a roll!***

