

Midpoint

Midwifery Council New Zealand Newsletter

Guardians of Professional standards

► September 2016

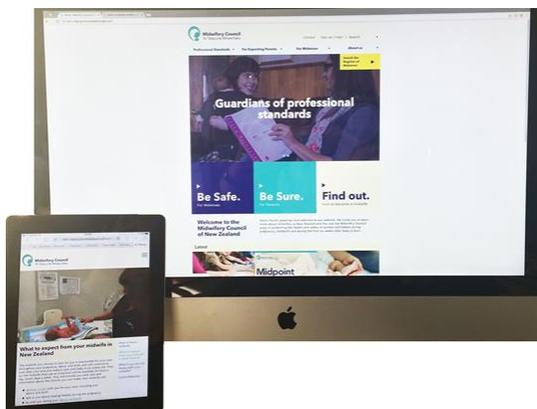


Welcome to the first issue of Midpoint relaunched with our new branding.

We have had a busy year redeveloping our website, producing Be Safe. papers and implementing other parts of our communication strategy - while still continuing to run with the day to day business of the Council. This has put a significant additional load on staff and I am grateful for their hard work and enthusiasm over this period.

I hope you find the new look Midpoint useful and look forward to seeing as many of you as possible at the Midwifery Forum in Wellington in November.

Sharron Cole, CEO/Registrar,
Midwifery Council of New Zealand



Website relaunched

Council is delighted to have launched the redesigned [website](#) which has been redeveloped to be more accessible and user friendly. We invite you to visit and feed back comments to us.

A new look for the Midwifery Council

During 2015, the Council commissioned qualitative research on consumer perceptions of midwives and on awareness of the role of Council. The research showed that public perception of midwives was positive, but awareness of the role of Council was weak. Consumers wanted proof that regulation is active and the Council needs a higher profile. In response, the Council adopted a communication strategy with a number of elements, including:

- Telling the Council's story as a regulatory authority and describing what we do
- More interaction with peers and key stakeholders
- Redevelop the website
- Rebrand Midpoint
- Develop Be Sure. messages to inform parents about midwifery professionalism
- Produce Be Safe. series highlighting safety issues in midwifery

Our main work in the project this year has been in developing the new website (together with brand identity) and the release of the first two Be Safe. papers on the Referral Guidelines and Text Messaging.

The [new website](#) is now launched which the Council believes better conveys its work in regulation and makes the content much easier to access and read.

We also sought and were given permission to use photos of midwives, women and their family/whānau across the spectrum of midwifery practice and throughout New Zealand. We welcome new photos which with permission, we will use in our communications.

Please contact the [Council](#) if you would like the information sheet/consent form relating to photo use.

Guardians of professional standards



**A text won't wake me up!
Always call in an emergency**

My midwife's number: _____

The Midwifery Council of New Zealand
Guardians of professional standards

Fridge magnets

The Council produced two fridge magnets (the text of the other is "If in doubt, call me – don't text!") which were given away at the NZCOM conference. While we are not providing further magnets, we are happy to make the artwork and details of the printing firm available for midwives who would like to order their own.



Text messaging

Be Safe. is a series of papers highlighting safety, best practice and professional standards in midwifery. Midwives, as with other health professionals, have been cautious of using of text messaging in their practice, recognising the risks and often asking their women not to contact them via text. However, the 2016 reality is that young women have never not used cell phones as their primary means of communication. They simply do not, because they cannot, follow their midwife's request not to text them.

In order to meet the needs of women, midwives increasingly use texting but with a sense of unease. [Be Safe. 2](#) recognises the dilemma midwives face and gives practical advice on how text messaging may be used in practice while minimising the risks.

Red reflex assessment in newborns

A new [report](#) from the Health Quality and Safety Commission alerts providers to key finding and actions following the case review of delayed recognition of lack and red reflex in newborn.

The findings from this case extend across care settings, specialities and national guidelines.

The organisation involved in this case has identified actions to reduce the risk of recurrence and elevated its concerns to the relevant professional bodies.

An online learning course is available for all who wish to review their knowledge and approach to red eye reflex screening.



Dates for the Diary

17 October
Council meeting

18 November
National Midwifery Forum, Brentwood Hotel, Wellington (will be live streamed)



Midwifery Forum

The annual **National Midwifery Forum** will be held in Wellington on Friday 18 November at the Brentwood Hotel 10am – 4.00pm.

This year the event will be livestreamed which means midwives and others interested in the forum will be able to view the forum from anywhere in the country or even overseas.

We are looking at making it possible for midwives off site to be able to email in questions to ask the presenters.

Contact the [office](#) for more information.

New home for Births, Deaths and Marriages

Jeff Montgomery, New Zealand's Registrar-General of Births, Deaths and Marriages has asked the Council to let midwives know that Births, Deaths and Marriages information has moved to Govt.nz.

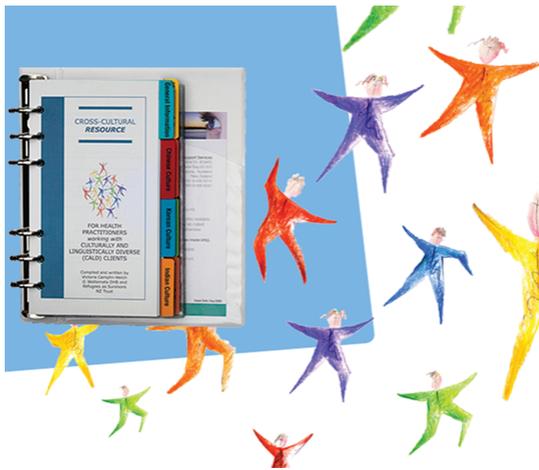
This website brings together government information in one place and uses language and design that is easy to find and understand.

Now the material is live, you will find everything you need to know on Govt.nz and ask you to let people know if they need to register a birth or get a birth certificate.

The Council draws your attention to the [Having a Baby](#) pages on the BDM website. They are an excellent resource with helpful information for expectant and new parents. For more information visit our [website](#).

Cultural competency online training

From 9 September, NGOs providing health and disability services funded by the Ministry of Health or District Health Boards will be given access to free CALD cultural competency online training and Auckland-based face-to-face courses. eCALD® Services provides a range of online and face-to-face training courses for the New Zealand health workforce to develop CALD cultural



competencies. For further information please visit their [website](#).

The Council encourages midwives to undertake quality education in cultural competency and is delighted that eCALD will be available to midwives. The [Cultural Competency paper from Otago Polytechnic](#) remains the required paper for Internationally Qualified Midwives undertaking the Overseas Competence Programme.

Changes to Recertification Programme

The consultation on the review of the Recertification Programme closed on 27 May. 510 individual responses were received although a number of these were for multiple midwives.

Following analysis of the responses and the consideration of the recommendations of the review steering group, the Council is making some changes to the quality assurance and quality improvement framework.

All requirements of the 2014 – 17 period remain with current due dates. Midwives are expected to complete those requirements before they apply for a new practising certificate.

That means they must have undertaken Midwifery Practice and Breastfeeding Study Days in the 3 years before 1 April 2017. The date for their next MSR remains the date set at their last review.

A more detailed letter on the changes has been sent to DHB midwifery leaders and educators and to the Heads of the Schools of Midwifery and a workshop is planned for later in the year to work through the details of the Programme. It will also be an important topic at the National Midwifery Forum on 18 November.

More details about the Recertification Programme can be found on our [website](#).



Council offices

The Council is now located on:

Level 5, 22-28 Willeston St, Wellington.

Phone and fax remain the same but the postal address has changed to:

Midwifery Council of New Zealand
PO Box 9644
Wellington 6141

If you are not a practising midwife and do not wish to receive this newsletter please contact
info@midwiferycouncil.health.nz



Midwifery Council
Te Tatau o te Whare Kahu

www.midwiferycouncil.health.nz

Address:

Level 5 (reception)
22 Willeston Street
Wellington Central
Wellington 6011

PO Box 9644
Marion Square
Wellington 6141

Contact:

Phone: +64 (4) 499 5040

Fax: +64 (4) 499 5045

E-mail: info@midwiferycouncil.health.nz