



Florence  
Nightingale  
Foundation

# Scholars Conference Event Report

Monday 11<sup>th</sup> October 2021

Igniting leaders, fuelling potential.



## Introduction

FNF has traditionally held a celebration day for scholars following successful completion of their programmes. Unfortunately, due to the COVID-19 pandemic, this event had been delayed for our 2019 cohort. The scholar conference, held on the 11<sup>th</sup> October 2021, provided the perfect opportunity for both 2019 and 2020 scholars, mentors, and associates to come together, network, meet key FNF staff and most importantly celebrate the scholars' successes. The conference was run in line with the current social distancing advice.

Scholars had the opportunity to showcase their quality improvement projects and demonstrate the impact of their scholarship experience. Guests heard from key representatives from FNF, special keynote speaker Christie Watson, author of the highly acclaimed memoir 'The Language of Kindness: A Nurse's Story', attended workshops facilitated by our sponsor Elsevier and heard from all five country Chief Nursing Officer's (CNO's). Other guests included partner organisations, sponsors, trustees, mentors, facilitators and the nursing and midwifery press.

Scholars were awarded their certificate and badge by our President, The Right Honourable Baroness Mary Watkins of Tavistock and our Chair Dame Yvonne Moores DBE. The event was a recognition of our Scholars' achievements despite such a challenging 18 months.

## Conference Objectives

- ♥ To celebrate FNF scholars, their achievements and successes.
- ♥ To raise the profile of FNF through appropriate communication channels throughout the day and with all attendees.
- ♥ To allow scholars to showcase their projects through interactive workshop sessions, allowing them to disseminate their learnings and share their expertise amongst their own peer group, nursing press and other delegates.
- ♥ To publicise the work of the FNF in supporting nurses and midwives across healthcare.
- ♥ To further strengthen relationships with external stakeholders, partner organisations and sponsors nationally and globally.
- ♥ To engage further with our alumni to strengthen our membership, mentorship, and champion network.
- ♥ To demonstrate the impact, share news of up-and-coming projects and celebrate the growing reach of FNF.

## Schedule

The conference schedule was a combination of keynote speeches, scholar presentations and sponsored workshops.

**The keynote speeches were recorded and are available to view on the links below.**

### [Dame Yvonne Moores and Christie Watson](#)

Introduction by Professor Greta Westwood CBE, Chief Executive of The Florence Nightingale Foundation and Dame Yvonne Moores DBE, Chair of The Florence Nightingale Foundation who both set the scene for the FNF to further grow the reach of the organisation. Professor Greta Westwood announced plans for the organisation to grow globally. Dame Yvonne Moores announced the strategic intent for FNF to offer their development opportunities to nurses and midwives globally. She acknowledged that others were not offered the same investment and that is our mission to “put our arms around nurses and midwives across the world”

Professor Greta Westwood CBE lead the session in conversation with Christie Watson, Author and Professor of Medical and Health. Humanities at UEA. Christie shared her inspiring insight into her nursing and writing career encouraging scholars to publish and share learning.

### [CNOs](#)

Professor Greta Westwood CBE introduced Rachel Kenna, Chief Nursing Officer for Ireland, Alex McMahon, Chief Nursing Officer for Scotland, Charlotte McArdle, Chief Nursing Officer for Northern Ireland, Sue Tranka, Chief Nursing Officer for Wales and Ruth May, Chief Nursing Officer for England. All CNO's congratulated the work of the FNF and impact on the scholars. Four of the 5 five CNO's are past or current FNF scholars.

### [The Right Honourable Baroness Mary Watkins of Tavistock](#)

Professor Gemma Stacey, Director of The Academy, introduced The Right Honourable Baroness, Mary Watkins of Tavistock, President of The Florence Nightingale Foundation who celebrated the achievements of the scholars and also discussed the continued disparities in access to healthcare within the UK. Baroness Mary Watkins and Dame Yvonne Moores then distributed the certificates and badges to all graduating scholars.

### [Closing speeches](#)

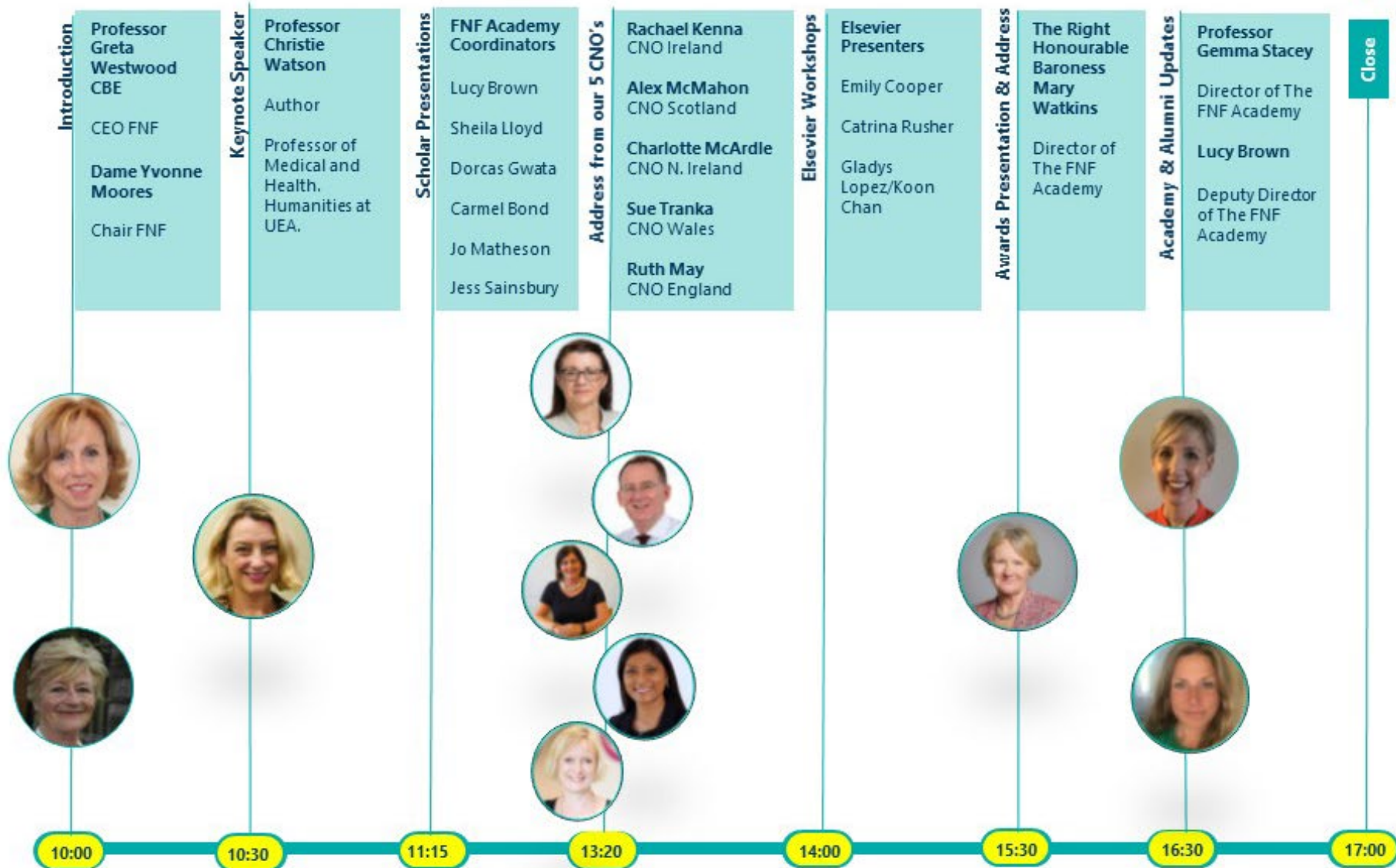
Professor Gemma Stacey, Director of The Academy and Lucy Brown, Deputy Director Of The Academy shared the Alumni and Membership Benefits, encouraged scholar applications for 2021/22 as well as requested all graduated scholars to becoming mentors for future generations.

Professor Greta Westwood CBE shared her reflections and closed the event by stating it had been an amazing, inspiring, vibrant and colourful event.



# Scholar's Conference

Order of Events and guest speakers



# Igniting leaders, fuelling potential.



## FNF Scholar Presentation Showcase

- ♥ 28 Scholars presented across 4 subject areas. Each Scholar spoke for 5 minutes and this was followed by a 20-minute question and answer .

## Digital Health - Coordinated by Jo Matheson

- ♥ Annette Beasley - Identifying and meeting the needs of people with cancer through implementation of an electronic Holistic Needs Assessment.
- ♥ Anne Watkins – Digital Scholarship: My Journey
- ♥ Donna Booth - Participating in a 'virtual' internship during the COVID-19 pandemic
- ♥ Helen Balsdon – Giving patients access to their records
- ♥ Lisa Abbott – Digital Literacy
- ♥ Sarah Hanbridge – Empowering Nurses to Enable Digital Improvement

## Education and Practice Development - Coordinated by Jess Sainsbury

- ♥ Caroline Scates – Adapting Clinical Supervision during the Covid-19 Pandemic.
- ♥ Antony Makepeace – Creating a Culture of Development in an Intermediate Care Unit.
- ♥ Edith Bartrop - Exploring how nurses identify and manage the presence of moisture when categorising pressure ulcers.
- ♥ Geraldine Rodgers OBE - Aspiring Leader's Scholarship Programme.
- ♥ Monica Oancea - The Value of Investment in Nursing Leadership to Build Research Capability and Capacity in Hospices and Develop High Quality Research within the Multidisciplinary Team.



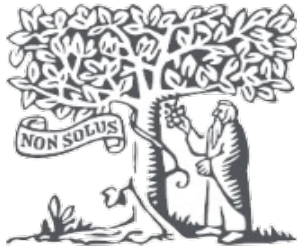
- ♥ Dr Nikki Cotterill - Developing BABCON: Health Integration Team

## **Clinical Excellence – Coordinated by Lucy Brown and Sheila Lloyd**

- ♥ Claire Pendlebury – My Florence Journey and improvement Project.
- ♥ Alison Taylor – Improving cancer of unknown primary (CUP) pathways.
- ♥ Florence Sharkey - Managing diabetes mellitus and dementia a challenging duo: a scoping review.
- ♥ Dr Katrin Lehmann - Influencing the development of a new lifespan gender identity service for Northern Ireland.
- ♥ Lucy Lewis - "An ambitious plan!" - Service Improvement Learning Outcomes.
- ♥ Ruth Oshikanlu - Improving care for black and brown women linked to stillbirths, neonatal deaths and maternal deaths.
- ♥ Mary Frances McManus - Nurses for Health Equity: Guidelines for Tackling the Social Determinants of Health.
- ♥ Sabrina Phillips - Trusted Friend Quality Improvement Project Safety, Right Care, Reducing Inequalities in Mental Health Care.
- ♥ Yvonne Kana - Covid ...Where did we stand in ophthalmology?

## **Workforce Development - Coordinated by Dorcas Gwata and Carmel Bond**

- ♥ Ian Joy – Nurse Staffing and Clinical Outcomes
- ♥ Rebecca Aylward – My Leadership Journey
- ♥ Sarah Herbert and Tina Hetherington - What do nurses in acute Trusts need to provide the best possible mental health care to their patients?
- ♥ Caroline Ogunsola - My Leadership Journey
- ♥ Lorraine Hodsdon – Chief Nurse Junior Fellow Programme
- ♥ Finn Tysoe – Developing Workload Management Skills
- ♥ Angela Knight Jackson – Leading and commissioning two system leadership programmes
- ♥ Kerry Guile - Post-COVID Redesign: Service and Workforce
- ♥ Paul Gallagher – Nurse Practitioner Integration
- ♥ Sally Humphreys – The CLAP Study
- ♥ Vinice Thomas - Innovative Talent Management for Better Patient Care



# ELSEVIER

## Conference Welcome by Elsevier CEO Kumsal Bayazit

### The Afternoon Workshops From Our Conference Sponsor

[Elsevier and Florence Nightingale Foundation partnership](#)

#### Preparing for Publication – Presented by Emily Cooper

- ♥ **Description:** Publishing research in well-known scientific journals is one way that researchers build reputation in their community and allow the wide dissemination of their work. This presentation will go through best practice tips and hints when writing a paper, highlight the editorial process, how to promote your content after publication, and detail the main ethical issues that face authors, reviewers, editors, and publishers on a day-to-day basis.

#### Continuous Improvement Tools & clinical Supervision – Presented by Catrina Rusher

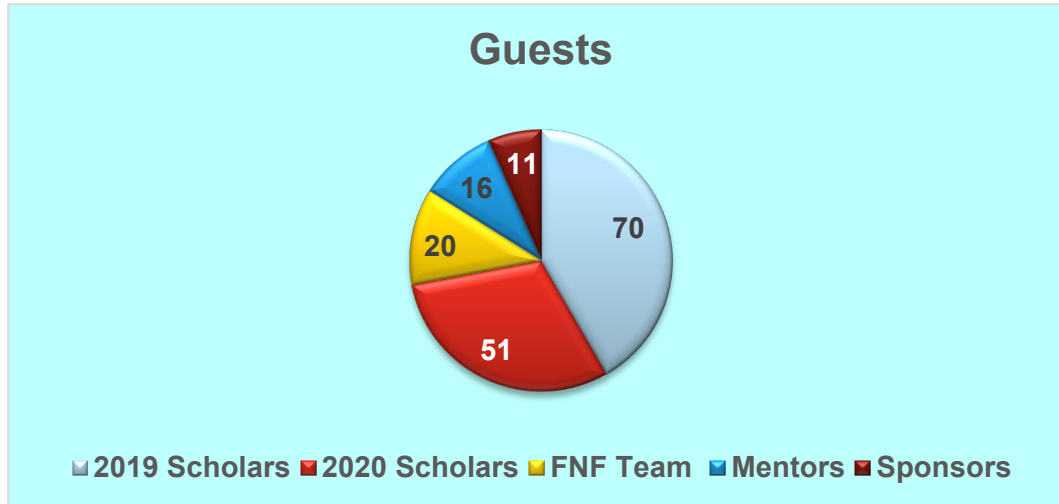
**Description:** How do I approach the problems faced by my organisation using Continuous Improvement Techniques? I need to get the right information to the right person at the right time. What is Design Thinking? How do I use methods and tools from other industries to lead innovation and change in my organisation? Spend time with Catrina Rusher, Global Product Manager at Elsevier to discuss these questions and learn how different tools and techniques were used to improve Elsevier Nursing Solutions. In addition, we will launch our competition to win expert coaching sessions with Senior Leaders at Elsevier to develop your ideas for an innovation project at your organisation.

#### EMPOWER – Cultural Competencies & International Nurses – Presented by Gladys Lopez and Koon Wan Chan

- ♥ **Description:** In an era where the world is more connected than before, understanding and developing cultural competencies is an essential skill for nurses and nurse leaders. Strategies that strengthen professional self-concept have been demonstrated to improve the nursing performance of internationally qualified nurses. The Elsevier EMPOWER project aims to improve health outcomes for minority and marginalised communities by supporting Healthcare Professionals use evidence-based information and knowledge tools to support essential clinical awareness and cultural competence. This workshop is run by two EMPOWER Founding Members and will discuss how you can lead through daily actions of inclusiveness, support difficult conversations, overcome unconscious bias, and promote change.

## Participation

The scholar conference welcomed 168 guests to the event.



## Social Media Engagement



- ♥ **LinkedIn** – A reflective account of #FNF21 was shared on LinkedIn, which achieved a reach of 3,088. Main contacts include healthcare and commercial business leaders.
- ♥ **Twitter** – 100's of tweets was shared about #FNF21 on 11th October and the week following the event from the FNF's main account. Popular tweets included the announcement of the FNF Champions and a quote from England Chief Nursing Officer Ruth May which reached 21,882 individual accounts. The hashtag #FNF21 achieved a reach of over 1.8 million on 12th October 2021. During the month of October Twitter impressions were 648,000, mentions reached 2,016 and the account gained 582 new followers.



## Post Event Evaluation

A post event evaluation form was disseminated, and 27 completed forms were received.

### ♥ Question 1: How would you rate the event out of 10?

Range 6-10

Average 8.6

### ♥ Question 2: Did the event meet your expectations?

Range 3-10

Average 8.6

### ♥ Question 3: Would you recommend the event to colleagues?

Range 3-10

Average 8.5

### ♥ Question 4: What did you find most useful from the event?

(Sample responses)

“Networking with other scholars and mentors”

“Meeting my cohort properly, some for the first time!”

“The conference was very well organised considering every single detail. Great atmosphere and very interactive day. Absolutely fantastic! I really enjoyed it and learned a lot of new things.”

“The speakers were amazing. Blown away by the energy in the room.”

“Morning sessions, hearing from scholar peers, address from CNOs, key note, hearing from FNF team”

“Unfortunately, afternoon sessions from sponsor were not up to the same standard as the rest of the day”

*A large proportion of the respondents really appreciated the networking opportunity.*

### ♥ Question 5: How can we improve future events?

(Sample responses)

“Extend networking opportunities when social distancing allows.”

“Hear from mentors, learn from their experiences as a mentor and how we can best support future scholars. I would have liked to hear all the presentations rather than the publication and improvement talks”.

“The workshops could have had a more practical element or opportunity to ask questions.”

“Would have liked to look at people’s projects & experiences in the breaks.”

“More consideration for those with disability / accessibility problems - to make the event a more inclusive event for scholars with such requirements.”

“The afternoon workshops lacked delivery, focus and relevance. Listening to someone tell us how many literature searches they have done and ask me how I know I am mixed race rather than talking about the challenges facing our international nurses and the cultural challenges we face was somewhat disheartening.”

*The largest improvements were focused around the afternoon sessions and accessibility for all guests.*

♥ **Question 6: What Alumni benefits would you value most and why?**

(Sample responses)

“Tickets to the annual service which when I attended was amazing (and the online version last year was fabulous).”

“Networking, mentorship and coaching to maintain professional development and support.”

“Future prospects of global networking.”

“Building my confidence as a leader.”

“The online education seasons are great, and I already access them.”

“Continued affiliation with the foundation - the networking has been invaluable. I am currently a FNF mentor and will continue to offer my services in this area.”

*Most of our respondents said that networking, webinars, and mentoring were the most valuable benefits.*

♥ **Question 7: How can we further develop the membership offering?**

(Sample responses)

“Continue free access to webinars”.

“Continue regular communication”.

“Private members area on website”.

“Global engagement is very exciting and opportunities to network with nurses globally. Opportunities to share learning and education across the global network”.

“I like the alumni champion role important if encouraging more people from Northern Ireland”.

“Ongoing digital development.”

*Many of our respondents agreed that we could best develop by expanding our global network and digital development.*

♥ **Question 8: Would you be interested in joining our mentorship network?’**

*26 out of the 27 respondents said yes.*

## Conference Highlights

- ♥ A successful socially distanced face to face event specially for our belated successful 2019 and 2020 scholars of the Florence Nightingale Academy.
- ♥ Virtually all the scholars made the journey to our offices at The Royal College of Obstetricians and Gynaecologists.
- ♥ Evaluation of the conference was overall very positive and demonstrated the value of the networking opportunity.
- ♥ Our Keynote speakers, including Professor Christie Watson and, The Right Honourable Baroness Mary Watkins were identified by some of our survey respondents as, 'amazing'!
- ♥ There were almost 650,000 Twitter 'impressions', and over a 1,000 'reaches' via LinkedIn, through our social media communications.
- ♥ Post event, we received 2 positive pieces in the Nursing times. Links Blow

## Press Releases

The Nursing Times, Nursing Standard, RCNi and Royal College of Midwives were all in attendance at the conference with the followed published articles being shared across nursing and midwifery communities. A vox pop was also produced by Elsevier on the day of the event.

[Nursing Times Article: UK Nursing Charity approves plans to become global organisation](#)

[Nursing Times article: All student nurses should be offered arts modules urges author](#)

[Vox Pop produced by Elsevier at the Event](#)



## Closing Reflections by Professor Gemma Stacey

After the event, our Director of the Academy, Professor Gemma Stacey produced a blog on her reflections of the event. Please click the link below to read her piece. 'My role as Director of The FNF Academy offers me opportunity to celebrate the impact and contribution of nurses and midwives practically every day. I feel privileged to know and support so many individuals who come together through FNF and collectively create a learning environment which transforms, them not only as professionals but also as people. The 2019/ 2020 FNF Scholar conference was the epitome of the FNF effect'.

<https://florence-nightingale-foundation.org.uk/gemma-stacey-reflects-on-fnf21/>

## Conclusion

Overall, the conference was a huge success bringing together two-year cohorts of scholars to celebrate their graduation and achievements through a difficult and tumultuous period. The conference welcomed high calibre speakers from all five country Chief Nursing Officers, our president Baroness Mary Watkins of Tavistock, our chair Dame Yvonne Moores, Professor Christie Watson and our Chief Executive Professor Greta Westwood.

The conference highlights were stated by guests as the scholar presentations, keynote speeches from the CNO's with the overall impact of the conference stated as 'amazing' and 'the energy in the room was incredible'. The reach of the conference was far higher than anticipated with the Twitter hashtag #FNF21 achieving a reach of over 1.8 million on 12th October 2021, our highest for any of event or occasion. 100% of all respondents to our post evaluation survey would recommend our conference to others to attend. Finally, the evaluation surveys stated how well organised the event was and how there was a real camaraderie between the FNF team.

Lessons to be learnt were around the accessibility of the event and being mindful of pre-event advise and communications. These issues have been discussed at our recent Shared Governance forum and will be addressed in our future event planning and communication plans. It was also stated that all scholars should present at next year's conference which has been added to the 2022 conference planning group.

We would like to thank our sponsors, Elsevier for their generous support and contribution to the event.











Support us to continue Florence's legacy.

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