

A Culturally Sensitive Recruitment Model for Arabic Nursing



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Disclosure and Learning Objectives

- Authors: Seamus Cowman and Eman Tawash
- Learning Objectives - The Learner will be able to:
 - Discuss the characteristics of a culturally sensitive model for Arabic nursing
 - Critique the unique factors influencing attitudes to nursing in Bahrain
 - Describe a unique Arabic model for nursing recruitment.
- The authors have no conflict of interest to declare
- The RCSI provided the PhD candidate with study time (1day per week) Ministry of Labour Bahrain granted a scholarship in supporting PhD fees.
- No commercial sponsorship was requested or obtained.

Eastern Mediterranean Region: Population 620 million





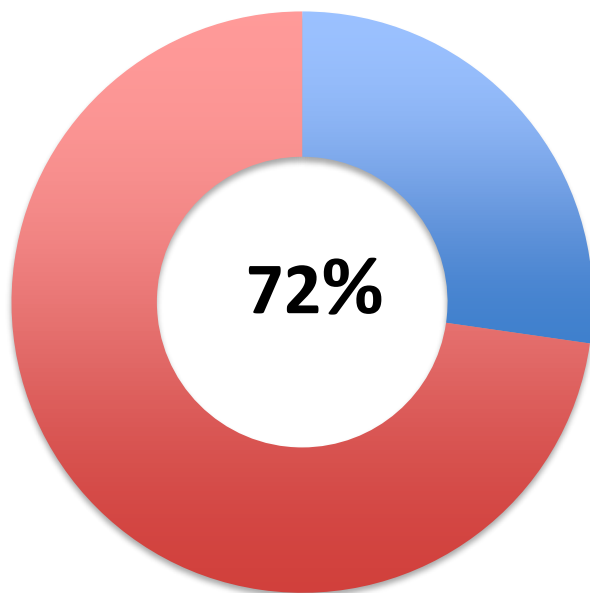
Ireland



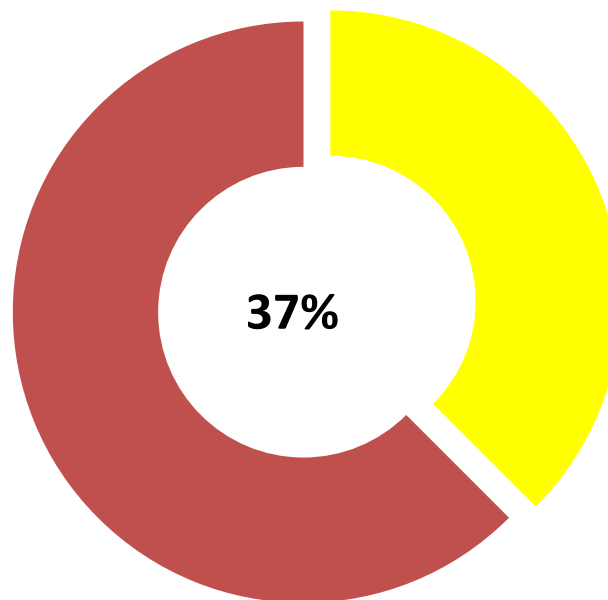


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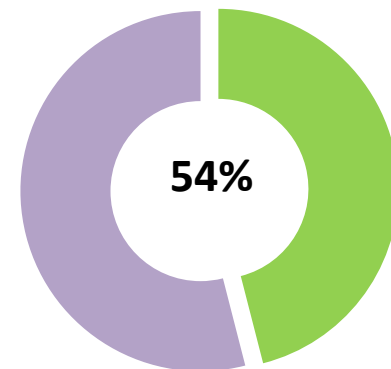
Context



16 of 22
countries have fewer than
15 nurses per **10,000** population



6 of the 16
countries have fewer than
10 nurses per **10,000** population



Non-nationals

An estimated 23 health workers per 10,000 population are needed to provide essential health services
A global deficit of 12.9 million health workers by 2035 (WHO, 2014).

Nursing in Bahrain

- There are 4 nurses per 1000 population in Bahrain compared to an average of 8.7 nurses per 1000 population reported by the OECD (Ithmar Capital, 2009).
- Expatriate nurses have been employed to make up for the shortage of national nurses (WHO, 1998).
- No research work from Bahrain on nursing career has been published to date.

The Crescent of Care

A nursing model to guide the care of Arab Muslim patients

The Crescent of Care

*Arab Muslim nurses' experiences of the meaning of caring
(Lovering 2013)*

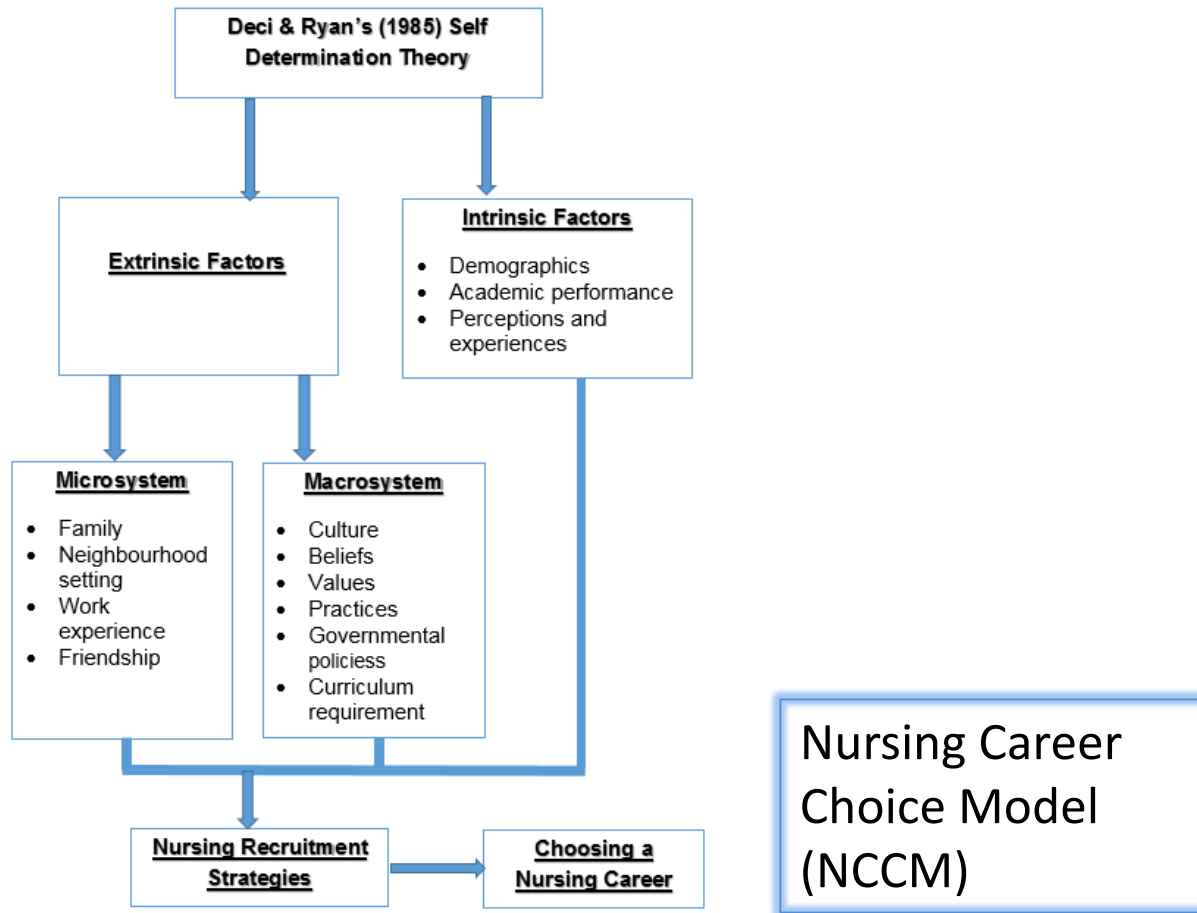


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Research Questions

1. What are the factors that influence nursing as a career choice among HSS and their families in Bahrain?
2. What strategies and actions, in terms of best practice, are most effective and should be implemented in order to promote nursing as a career in Bahrain, and enhance recruitment to nursing?

Theoretical Framework for the Study



Research Design

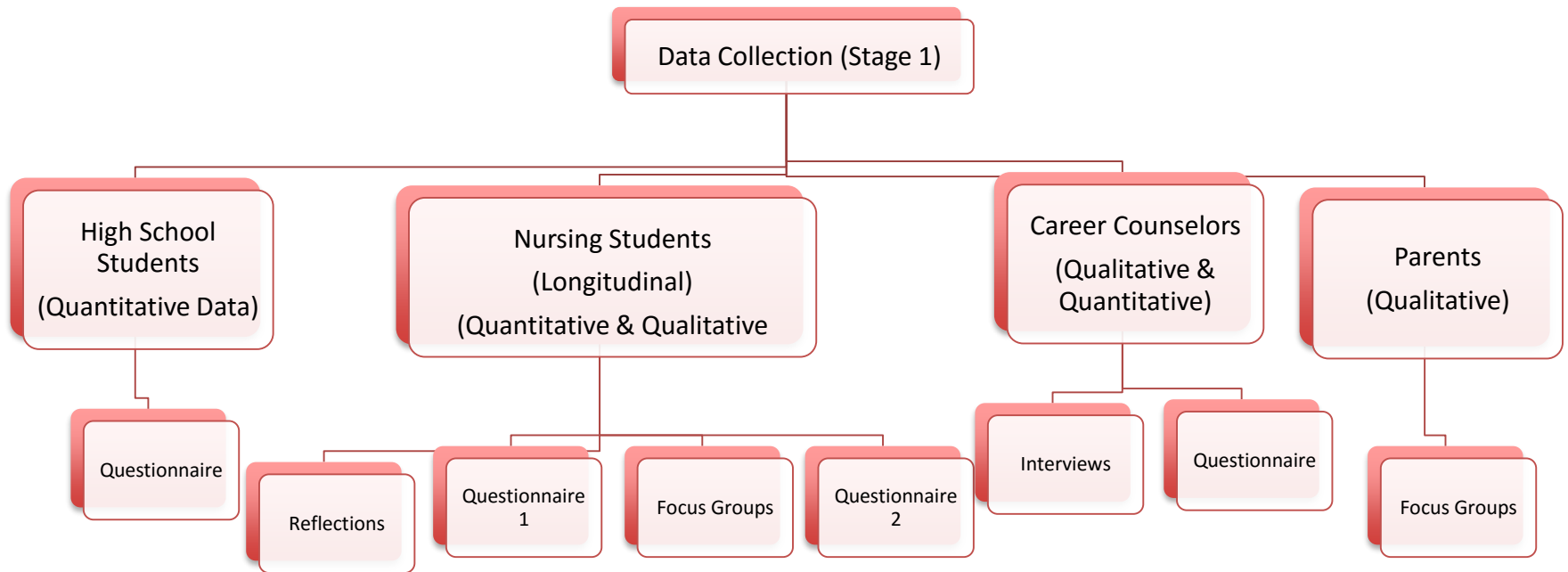
- Mixed Methods Research Design
 - Longitudinal study design
- One-Group Pretest-Posttest (quasi-experimental)



Ethical Considerations

- Ethical approval received from the RCSI Bahrain Research Ethics Committee & MOE in the Kingdom of Bahrain
- Permission obtained from RCSI Bahrain and the Bahrain Defence Force Hospital to film the video in their premises.

Data Collection Methods



Nursing Recruitment Intervention

- The NCCM guided the development of a nursing recruitment intervention that aimed to promote nursing for HSS.
- The recruitment intervention elements included:
 - ‘Nursing Career in Bahrain’ promotion video;
 - Seminar and Nursing Ambassadors;
 - Hands-on Nursing Skills;
 - Information Booklet ‘Find Yourself in Nursing’



Participants

- 685 HSS: 463 (67.6%) Females, 222 (32.4%) Males
- 10 CGC: 5 Females, 5 Males
- 6 Parents: 3 Females, 3 Males
- 38 nursing students entered the longitudinal study: 33 (87%) Females, 5 (13%) Males
- 90 HSS participated in the Nursing Recruitment Intervention.

Research Findings

- The findings of this study support international studies in maintaining that, HSS in Bahrain are influenced by a group of complex and multiple factors that affect their career trajectories.
- Although the HSS had positive perceptions about nursing, they showed very little interest in joining a career in nursing.

Experiences and Images of Nursing

- There are particular issues in terms of culture and tradition that requires consideration.
- Nursing is a high status occupation, but not equal to doctors.
- The parents considered the salaries of the nurses in Bahrain to be low compared to other occupations like medicine.

Motives for Nursing

- Strong influence of Bahraini parents about nursing.
- Without parental approval, young adults are hesitant to pursue or even explore diverse career possibilities (Taylor et al., 2004).
 - ***This becomes more critical in the Middle East.***



Cultural Beliefs and Values

- The impact of society and the influence of culture was strongly reflected in the perceptions of nursing as a career.
- Culturally, it is unacceptable for females to work shifts, especially working at night.
- It is not appropriate for females to take care of male patients.
- The perception of nursing as a “maid’s” job.



The Role of Career Guidance

- This study is the first to examine the understanding and awareness of the CGC regarding nursing in Bahrain.
- A very discouraging finding is related to the poor role of schools in promoting nursing to their students.

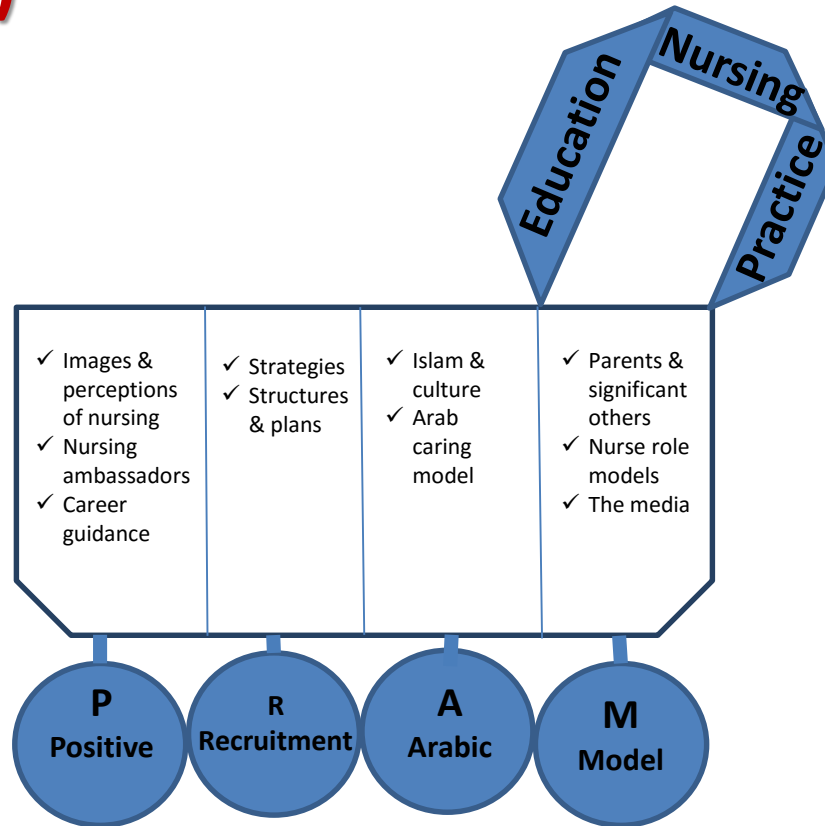


The Nursing Recruitment Intervention

- HSS's knowledge and awareness of the nursing profession improved dramatically after the recruitment intervention.
- There was a significant increase in the number of students planning to join nursing.
- Nurse ambassadors provided opportunity for interaction.
- The video was very influential in improving students' knowledge and awareness about nursing.



Nursing Positive Recruitment Arabic Model (NURS-P.R.A.M)



Conclusions

- Building on the history of nursing as a respected occupation in Islam may serve as a driving force in developing a strategy to reinforce the public views about nursing in society.
 - Only by positively addressing the culturally sensitive boundaries of nursing can we reassure and inform communities and support the indigenous growth of nursing in Bahrain (Tawash et al., 2012).
 - The NURS-P.R.A.M. will influence health policy initiatives and help address the current and projected future nursing shortage in Bahrain and other GCC countries.
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