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Proceedings of

International Conference on

# COMMUNITY NURSING & PUBLIC HEALTH

November 19-21, 2018 Cape Town, South Africa



International Conference on  
**COMMUNITY NURSING AND PUBLIC HEALTH**  
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Keynote Forum (Day 1)

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## *Shinga Feresu*

*The Feresu Research and Training Institute, Zimbabwe*

### **Public health and nursing in the 21<sup>st</sup> century**

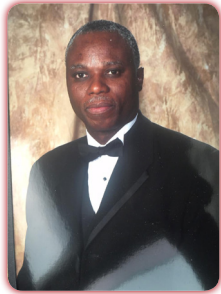
It will define of public health and its subsets, that is epidemiology and biostatistics, health promotion, environmental and occupational health, health policy and management will be discussed. The links between public health and community nursing health science will be explored. The role, the uses, of public health for nursing, particularly for research, the effects in Southern Africa, will be explored, and comparisons with the USA will be made. The importance of the interconnection between Public Health and Community Nursing with regards MPH curricula, and dual concentration, and for Transformation of the Health systems will be articulated. It will examine how Community Health Nursing Science can have a larger share in Public health. Some emphasis will be placed on the curriculum and research using Epidemiologic and Biostatistical methods. The aim of the presentation is to put the conference in context, and to set the pace.

### **Biography**

Shinga Feresu is a professor of Epidemiology and Biostatistics, completed her PhD in Epidemiology from The University of Michigan in 2001, USA, and Master of Public Health (MPH) in Epidemiology and Biostatistics from Boston University, USA in 1995. She obtained her postgraduate degree in Nursing (Community Health Nursing Science and Nursing Education) from the University of South Africa (UNISA) in 1989. She has taught at The University of Michigan, is Contributing Faculty at Walden University, USA. Since 2010; taught at The University of Nebraska Medical Center, USA, and Indiana University School of Public Health, Bloomington USA, before migrating to South Africa November 2014. She was an Associate Professor of Epidemiology and Biostatistics at the University of Pretoria until June 2018. She is an Online Module Developer, and Instructor at the University of Johannesburg, and is an Adjunct Professor at the University of Fort Hare (SA). Prof Feresu has published more than 25 papers in reputed journals and has been a peer reviewer from more than 25 journals. Prof Feresu has supervised more than 50 students in her career.

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***Ari Moma***

*Central Michigan University, USA*

**Community nurses in addict rehabilitation and prevention of substance abuse**

The presentation will focus on understanding that addiction is a disease that permeates across ages, races and socio-economic status; how community nurses have assisted in its awareness, prevention (in collaboration with different agencies) and patients rehabilitation. It will also demonstrate the knowledge of the nurses in addiction by using their teaching skills, nursing process advocacy.

**Biography**

Ari Moma is a registered nurse for 22yrs with backgrounds in mental health, drugs/alcohol detoxification, and rehabilitation. He is also a union leader, member of The New York State Nurses Association and a trustee to the union funds; also volunteers his time for political activities and a fight for social justice. He also earned a degree in Physics and Astronomy from the University of Nigeria and a Masters in Healthcare Administration from Central Michigan University.

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**Tammy Sinek**

*Sister Tammy (pty) Ltd., South Africa*

**Inspired nurses**

Nation road show titled: “The Nurse TV” Program is intended to inspire nurses of all levels to excel in their performances, showing innovation in nursing is exciting and necessary to improve the care that is delivered. The nurses are the most vital link, connecting doctors’ orders and the patient’s recovery. The intention is to boost the nurse and inspire them to achieve great things in their career. Talks are fast. To the point, filled with anecdotes and stories, reflecting the days in the life of a nurse, It gives inspire innovation and customer service excellence, shaping them into great brand ambassadors for your hospital.

The topics in the talk are:

- How to excel
- Accountability
- Being action oriented
- Service to the sick
- Facilitation of the healing process
- Smart and instant patient/client relationships
- How to build your personal brand
- Communication

**Biography**

Tammy Sinek started her training at Johannesburg General Hospital 1982. Nursing sister 1982-1985, then took a senior post as charge sister Eye unit 1986, wanting to achieve more knowledge she did her Midwifery 1987-1988. She soon moved into Charge sister post in cold Orthopaedics 1989-1990. In 1999, through popular demand and she became Corporate team build facilitator building 54 corporate team. After 16 years she returned to Nursing as a plastic Surgeons assistant in 2009, where she was exposed to really supplying customer service excellence, and during these years, started her own company Sister Tammy (pty) ltd in October 2015, to inspire nurses around the world.

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**Keynote Forum (Day 2)**

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## *Gina Granger*

*KGH Education Zone, South Africa*

### **Professional nursing in a new era**

Nursing is one of the largest workforces in the world and professional nursing has to keep up with many changes in healthcare. The modern professional nurse is not only a bedside carer; but also a leader, interdisciplinary team member, follower when necessary, role model and mentor, educator, researcher and quality improvement agent. Florence Nightingale (1820-1910) was the pioneer of professional nursing, who provided us with nursing concepts that are still valid in professional nursing today. She defied Victorian customs by refusing to marry at 17 years of age and becoming a nurse (a very frowned-upon career for a lady from an English upper-class family in those days). The concepts implemented by Nightingale (infection control, self-care, assessment, therapeutic communication, spiritual nursing and public health advocacy) are still practiced in modern healthcare. Her work raised nursing from a lowly to a respectable profession in all levels of society. Assessments form the core of nursing care, as all nursing interventions are based on them. The humanity and compassion displayed by Nightingale must remain at the core of modern nursing. Community and home care nurses work more autonomously with patients and families than acute care nurses and nursing leadership in this type of care delivery is very important. The nurse has to be the link between patients and caregivers and other team members as he/she spends more time with the patients and has a better understanding of the patient and family needs in the home environment. Nurses need to be assertive and speak up for patients with clear communication to ensure that patient and family needs are met. It will give an overview of the history of professional nursing as well as the ICN Code of Ethics for Nurses; and discuss how both influence professional nursing.

### **Biography**

Gina Granger is a lifelong learner, who completed a Master's Degree in Nursing, a Bachelor Degree in General nursing, a Bachelor Degree in Nursing Education and Community Health Nursing, a Diploma in Midwifery, a Diploma in Psychiatric Nursing, Certification in NICU Nursing, Certification as International Board Certified Lactation Consultant, and she is a certified AHA BLS Instructor. During a nursing career of over 40 years (in General nursing, Midwifery, Psychiatric nursing, Community health, NICU and Nursing Education); she was a preceptor, mentor and educator for nurses in South Africa, as well as in the United Arab Emirates. This included the commissioning of education departments, preparing staff for international accreditation; training basic & advanced life support; and developing of and training staff on nursing policies, procedures and competency assessment tools in various healthcare facilities.

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## *Sr Lee Boorman*

*Faircape Group, South Africa*

### **The impact of social decline on the South African public health care system**

It's a proven fact that people that fit into society are healthier, physically and mentally. To be seen as fitting in, you need to comply to your surroundings socially, economically and morally. When this changes due to social decline your health is destined to suffer. To understand the context one must first understand what exactly defines social decline? Social decline or moral decline is typically characterized as reduced adherence to cultural or social norms or values and widespread lapses in ethical behavior. Specifically to the Western Cape this includes but is not limited to substance abuse, teenage pregnancies, HIV, violence, non-compliance to managing non communicable diseases which of course is either due to poverty, unemployment, unhealthy living conditions and single families or the cause thereof. To live in the above scenario automatically creates a social injustice on their health and life expectancy, but focusing on this rather than trying to improve the public health system, will dramatically improve both. The focus on primary health care in South Africa is tremendous, but often only given at clinic or hospital level. To really make an impact we have to go to core level and that is educating the parents and caregivers of our next generation. There needs to be an incentive in it for them, otherwise why should they change? Want to know how?

### **Biography**

Sr Lee Boorman has 30 year experience in the Holistic Management of not just the elderly but the entire spectrum of design, building, managing and maintaining 287 hospital beds caring for the elderly as well as focusing on the emotional, physical and psychological well-being of 1000 assisted living retirees spread over 6 retirement villages belonging to the Faircape group in Cape Town, South Africa. Her passion for advocacy for the elderly and those who cannot speak for themselves motivate her daily to improve and seek to offer better, faster more convenient care to all her residents.

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Keynote Forum (Day 3)

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## *James Arens*

*Insearch Management Consulting, South Africa*

### **Community nursing: Leadership in a transitioning healthcare environment**

**Statement of the Problem:** The increase in the burden of disease and associated costs are unbaiting globally. The current healthcare systems and financing models of most countries are unable to deal with this crisis. The increasing healthcare problems require a new breed of leaders from all sectors and stakeholders in healthcare. The purpose of this presentation is to illustrate how the community nursing fraternity should take up the challenge of providing leadership in an ever changing and transitioning healthcare system.

**Methodology & Theoretical Orientation:** The study highlights trends in the global healthcare delivery systems that are moving towards a community health approach. The disease burden and escalating costs are illustrated – using South African data as examples. The current South African National Health Insurance Bill is summarized into a framework to identify areas requiring Community Nursing skills and leadership. The shortcomings in healthcare delivery systems are discussed with a view to community nursing leadership qualities and skills required to meet the current challenges. Examples from UK NHS experience are shared illustrating how significant legislative changes were made over time to enhance the role of nursing in general to meet the prevailing challenges of healthcare.

**Conclusion:** The healthcare delivery challenges experienced globally require that nurses; particularly the community nursing fraternity steps up to the challenges and provide leadership by influencing events and policy to ensure that healthcare is improved or reformed to meet the healthcare needs of most of their country populations; particularly the most poor and vulnerable.

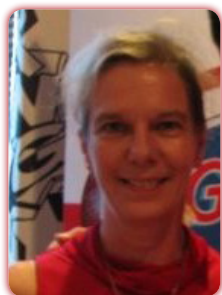
### **Biography**

James Arens currently works as an independent consultant in the healthcare industry in South Africa. He has vast experience in both the public and private healthcare systems both as clinician and executive manager. Whilst working as a lecturer at the University of Cape Town, Pharmacology department, he published 6 academic papers in local and international reputable journals - including the Cochrane Review. The last twelve years has been spent in the private healthcare sector at senior and executive management levels as well as consulting. His focus is on conceptualizing sustainable strategies and operations in the healthcare sector.

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## *Margaret Williams*

*Nelson Mandela Metropolitan University, South Africa*

### **Exclusive breastfeeding: How can healthcare workers assist nursing mothers?**

Despite the fact that breastfeeding is an accepted cultural norm in South Africa, the latest South African Demographic and Health Survey (SADHS) shows that only 32% of infants are exclusively breastfed. Breastfeeding initiation rates of breastfeeding in South Africa remain high at around 88% but the exclusive breastfeeding rate is only 44% from 0-1 month and drops to 23.7% in infants aged 4-5 months. A breastfeeding awareness campaign was launched at the world breastfeeding conference in Johannesburg in December 2016. The aim of the campaign was to engage with communities and families in an effort to raise awareness about the importance of breastfeeding and to influence attitudes and behaviors in supporting mothers to breastfeed. The aim was to explore and describe how primary and secondary caregivers including Early Childhood Development (ECD) practitioners, parents, grandparents and their families/community and healthcare workers, respond to the breastfeeding awareness campaign in order to determine the relevance and appropriateness of the campaign for the target audience. The review was conducted using a qualitative approach by a team from the Nelson Mandela University and Department of Health. An expert panel from UNICEF SA together with researchers experienced in qualitative research methods developed the methodology. The research population comprised of adult caregivers, including mothers, grandmothers, fathers, plus ECD practitioners and healthcare workers. Purposive sampling was used to include adult participants who were willing to engage with the campaign tools. Focus groups were conducted using a semi-structured interview instrument. Responses from various participants were grouped together in the different themes that emerged, using the Tesch method of data analysis. An independent coder was used to verify the identified themes. The findings confirmed that despite awareness about the benefits of breastfeeding, the practical challenges and lack of support result in poor compliance in terms of breastfeeding messages. Strong cultural beliefs were identified that played a role in poor support together with a lack of trust in breast-milk quality and in the ability of especially young mothers to abstain from drinking alcohol or adhere to PMTCT in terms of drug adherence. Participants suggested several improvements for the campaign, with pertinent questions reflecting the perceived need to improve healthcare workers roles in championing breastfeeding at primary healthcare level. The results further highlighted requests for more information about breast-milk content and disease prevention, support for breastfeeding with a focus on examples of practical support.

### **Biography**

Margaret Williams as an associate professor in the department of Nursing Science, works to ensure an optimal learning experience for post graduate students attending the Advanced Primary Healthcare course which she coordinates and teaches. She also supervises Honours, Masters and PHD candidates in their research journey which culminates in them attaining a higher qualification. Prof Williams has extensive experience in teaching and learning, research and academic administration. Her primary research area resides in an overall goal to optimise health for all in line with the WHO premise. She focuses on children's health and in this regard partners with UNICEF SA in various projects focusing on malnutrition in its innumerable forms. Another focal area is HIV and Tuberculosis with which she has numerous research partners, and has published several articles.

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