

# **THE SOCIETY OF MIDWIVES OF SOUTH AFRICA 16<sup>TH</sup> ANNUAL CONGRESS**



**RESTORING PROFESSIONALISM IN MIDWIFERY:  
Upholding ethical values in Midwifery profession**

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# OVERVIEW

- **Keywords**
- **Focus**
- **Target population**
- **Intervention**
- **Significance for midwifery practice and service user**
- **Recommendations**

## **Professionalism :**

- Refers to the conduct, aims, or qualities that characterize a profession or a professional person.
- Defines a profession as a calling requiring specialized knowledge and academic preparation (often long and intensive).
- Encompasses a number of different attributes, which identify and define a professional.
- Attributes: Specialized Knowledge; Competency; Honesty and Integrity; Respect; Accountability; Self-Regulation; and Image.
- Other

- Other characteristics that define a professional: Service to others; Assessment of client needs; Theoretical body of knowledge; Standards for entry, practice, and ethical conduct; Professional association to maintain standards; Continuing education and lifelong learning.

### **Ethical role:**

- Is performed by being objective and ethical in personal behaviour and in functioning as a representative of the Midwifery profession.
- Involves the achievement of what is good or bad, right or wrong, in relation to moral duty and obligation.
- Includes the need to act in accordance with the principles of right and wrong governing the conduct of a particular group, such as midwives.

# Recommendations

- Build your own professionalism:
  - Build Expertise.
  - Develop Your Emotional Intelligence (sense the emotional needs of others).
  - Honour Your Commitments.
  - Be Polite.
  - Have the Tools You Need.
- Focus on improving each of these attributes (Focus on one at a time, so you don't get overwhelmed).
- Professional association to maintain standards; Continuing education and lifelong learning.

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