

A culturally sensitive recruitment model for arabic nursing

Seamus Cowman and Eman Tawash

Royal College of Surgeons Ireland, Bahrain

Background: Consistent with Bahrainization, the development and expansion of an indigenous nursing profession through increasing the number of Bahrainis working as nurses must be a health service priority. However, in attracting local candidates to study nursing, the public image of nursing in the Middle East continues to be of concern. At present, in Bahrain there are 4 nurses per 1,000 of the population compared to the OECD average of 8.7. This study aims to identify the factors that influence the High School Students and their parents in Bahrain to choose the nursing as a future career

Methods: A mixed methods research design was used. The study sample included high school students, students' parents, career guidance counselors and nursing students. A nursing recruitment intervention was tested and evaluated in a sample of Bahraini schools with High School students.

Findings: The findings of this study indicate that, although the students expressed positive perceptions about nursing, this was not matched with a desire to become nurses themselves. Career desirability involves more than reinforcing positive perceptions about nursing.

The study reported that the public perceptions of Bahraini people about nursing may be grounded in strong cultural influences. As a means of enhancing nursing image and perception, the study proposed a best practice model for nursing recruitment that considers the unique culture and contexts of the Arab countries. The recruitment model Nurse-P.R.A.M is new and is a uniquely Arabic creation, and is focused on recruitment to nursing in the region and in particular Bahrain. The model is built from the unique evidence developed through this study.

Conclusion: The worldwide shortage of nursing is having an adverse impact on health systems. Western models and approaches to nursing recruitment is not successful in the Middle East. This study is significant as it will place the perceptions and understanding of Bahraini people and culture and the centre of nursing promotion and recruitment. Some of the issues raised in the study are reflective of the core international literature; however there are fundamental issues particular to the Gulf region, which will require attention in a context of an overall nursing recruitment strategy for Arabic nursing.

Biography:

Prof Seamus Cowman: PhD, MSc, FAAN, FFNMRC SI, PG Cert Ed (Adults), Dip N (London), RNT, RGN, RPN. Seamus Cowman is the first Professor of Nursing at the Royal College of Surgeons in Ireland (RCSI) and is also Head of Department. He is a registered psychiatric and general nurse. Seamus completed his academic studies at University of London, University of Surrey and in completing his PhD at Dublin City University he became the first nurse to obtain a PhD from an Irish University. He is also a Fellow of the Faculty of nursing and Midwifery RCSI, and in Nov 2010 become the first nurse from Ireland to receive a fellowship of the American Academy of Nursing and as a Fellow of the American of Nursing joins a small band of international nurses. Internationally Seamus has established education programmes in Malaysia, Saudi Arabia and Bahrain where he established a School of Nursing & Midwifery at the RCSI University of Bahrain. Prof Cowman's has over 120 publications and has obtained €3.5 million in research funding. His research work relates to Health Services Research related to Stroke care, Wound care, Day surgery and Mental Health Prof Cowman is an Executive member of the European Violence in Psychiatry Research Group. He has undertaken RCT research work on chronic wounds, prevention of pressure ulcers and violence management and health professions education. He has undertaken systematic reviews and contributed to the Cochrane collaboration. Has undertaken interdisciplinary research and the most recent work relate HRB funded research on standards for day surgery in Ireland.