

ARE ETHICAL AND PROFESSIONAL VALUES STILL RELEVANT FOR NURSING IN THE FUTURE?

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ETHICAL THEORIES

- ▶ Utilitarianism
- ▶ Deontology



ETHICAL PRINCIPLES

- ▶ Justice
 - ▶ Social
 - ▶ Distributive
- ▶ Beneficence
- ▶ Non-Maleficence
- ▶ Autonomy & Informed Consent
- ▶ Veracity & Confidentiality



ETHICAL PRINCIPLES

- ▶ Fidelity
- ▶ Altruism
- ▶ Caring



“Ethics and professionalism are the core of every profession. They regulate how professionals should behave, so that patients will be protected.

A professional practitioner with no values is like a house with no foundation.

For a profession to be respected, it must have identified ethical guidelines and strong moral values”.

RN Tilly Raphahlelo



CHALLENGES & CHANGES



<https://marketing-insider.eu/macro-environment/>



CHALLENGES & CHANGES

- ▶ Shortage of resources
 - ▶ Nurses
 - ▶ Doctors
- ▶ Increasing medico-legal threats



CHALLENGES & CHANGES

- ▶ Public expectations
 - ▶ Cultural diversity
 - ▶ Dr Google
- ▶ Smart Phones
- ▶ Social Media
 - ▶ Facebook & Twitter



CHALLENGES & CHANGES

- ▶ Communication
- ▶ Workplace violence
 - ▶ Internal
 - ▶ External



CHALLENGES & CHANGES

- ▶ Changes in treatment
 - ▶ Generic medication
 - ▶ Patient Acuity
 - ▶ Burden of disease
 - ▶ Cost Management



**“We’re all going to end up
in bed sometime –
I want to be sure
there’s a nurse for me
when that time comes.”**

Mary Streitwieser

