

CASE STUDY: USING SERVICE USER VIDEO CLIPS "TALKING HEADS" TO ASSESS NURSING AND MIDWIFERY APPLICANT VALUES AND ATTRIBUTES

Project background

The video clips are developments on from verbal scenarios and assessed group discussions, used as part of the nursing and midwifery selection process at Sheffield Hallam University. The aim was to re-create an authentic experience, reducing the possibility of applicants being 'coached' for their responses, and allowing engagement with service users in a meaningful way. The video clip is watched by applicants and then used as a trigger to explore insight in to the nurses or midwife's role during the individual interview. This is specifically to explore their values and attributes and the alignment to the NHS values described in the NHS Constitution.

Project aims

- To strengthen the assessment of values and attributes.
- To involve service users in the recruitment process in a meaningful way.
- To reduce the risk of applicants being "coached" prior to their interview.

Process

Application stage

Applications are initially screened against academic entry criteria by the University Undergraduate Admissions Administrative team. The UCAS form is then sent to the Nursing and Midwifery Admissions Tutors (academic staff) for assessment of the personal statement and reference.

In order to be shortlisted for interview, the applicants must demonstrate:

- evidence of the completion of relevant care experience;
- evidence of having an insight in to the profession referring to their care experience, for example by referring to the requirement to provide 24/7 care, working with others to deliver care, prioritising and adapting according to client needs, existence of a regulatory body, time management, the realities of the profession and the day to day role;
- evidence of compassion and empathy in their descriptions and examples;
- evidence of people skills via voluntary or paid work, for example, communication skills, working with others; and

- demonstration of enthusiasm for the course and chosen field with evidence of selected examples.

Each application is scored against the shortlisting assessment criteria. Applicants achieving the quality threshold score against the criteria are invited to an interview. Those who score below the quality threshold are rejected as they are assessed as not suitable for nursing or midwifery education at this time.

Feedback and advice is made available to all applicants who are unsuccessful in progressing to an interview upon request.

The interview process

The full interview process includes assessment of group work and watching the video clip. Equal importance of the performance of candidates is given to both elements of the interview. Details of all the activities included at the interview are available on the University website so applicants can be fully informed of what to expect prior to their interview.

Practice partners participate in all part of the assessment process.

Assessment process of the video clip in the individual interview

Following the group work activity, the "Talking Head" video clip pertinent to the field of Nursing or Midwifery for which the applicant has applied is shown. The questions probe the applicant's concept of caring and it's application, their core values and attributes, how the service user needs might be met and explore how transferrable skills can be utilised within Nursing or Midwifery.

The individual discussions last approximately 10-15 minutes per candidate and are with a member of the Admissions Team from the appropriate field of Nursing or Midwifery (academic staff) and practice partners.

Once all candidates have been interviewed the whole assessment team including practice partners discuss each candidate, agree scores against each criterion and make a decision with regard to offering a place or to reject the applicant. Candidates are scored based on their group work and individual discussion. Those assessed as not meeting the quality threshold score are rejected.

Unsuccessful applicants receive feedback in the form of statements related to codes which identify the reasons for them not receiving an offer. This may be related to their performance in the group work activity, their insight into the role of the Nurse or Midwife or the depth of the responses they provided. Should further feedback be requested this is provided in an individual letter to the applicant and is based on the comments recorded by those members of the admissions team (academic staff) and practice partners who have observed an applicant.

Key challenges

Involving service users. Initial service user involvement was gained by approaching members of a service user group active in the Faculty of Health and Wellbeing to write the scripts. Other service user contributions were made by service users who were friends or relatives of the Nursing and Midwifery team. Some service users were comfortable to be filmed delivering their own scripts; otherwise "actors" were used to deliver the script to camera. This approach avoids a breach of confidentiality for service users sharing sensitive issues.

Impact

- The use of the "Talking Heads" video clips have been informally evaluated as an effective tool by practice partners participating in the selection process and academic staff at Sheffield Hallam University.
- Close monitoring of retention rates and fitness to practice referrals takes place.
- Feedback from practice partners on competency, attitudes and behaviours within the formal placement documentation.
- The University Market Intelligence team survey all applicants regarding their experience of their interview. This has been overwhelmingly positive.

Example materials produced

Please contact HEE.VBR@nhs.net for examples of questions and scoring criteria.

Next steps and sustainability

Continue to increase the number and variety of video clips available.

Key Tips

A range of "Talking Heads" were filmed for each field of Nursing and for Midwifery. These are added to for each recruitment cycle. This minimises the impact of applicants sharing their experiences with other applicants and helps to maintain integrity of the Nursing and Midwifery selection process.

The Faculty Technical team filmed the "Talking Heads". A member of the Nursing and Midwifery team who had significant experience in acting "directed" the filming. This ensured a professional finish to the end product and that the services users or actors used delivered a credible performance in the description of their experience and journey.

This case study has been produced by Sheffield Hallam University, for further information please contact:

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Or please see the Sheffield Hallam University [website](#).