

## Summary of feedback from recertification focus groups 2 to 17 March 2020

Topic	Focus group feedback
Quick guide	<ul style="list-style-type: none"> <li>Supported the idea of a quick guide and thought the level of detail was appropriate</li> <li>Supported a printed brochure as a useful hand out at conferences, branch meetings and for large employers</li> <li>Supported idea that Council provides information using a range of media as some practitioners like hard copy, some will access it using a personal computer and others will be reading information on a smart phone</li> <li>Suggested that we make it clear in the quick guide that there is no quota of professional development activity (PDA) hours</li> <li>Suggested that some diagrams be included e.g. to illustrate the transition between the old programme and the new and/or the annual cycle of developing a professional development plan (PDP), interacting with the professional peer etc</li> <li>Suggested that there be a brief summary of “what’s different”</li> <li>Suggested that we add a QR code to make it easy to access further guidance on the website</li> <li>There was broad, but not universal, support for posting a hard copy of the quick guide to all practitioners</li> <li>There would be some, but limited, use for posters so it would be sufficient to have a PDF of an A4 poster on the website that practitioners could download and print if they wanted to.</li> </ul>
Decision tools	<ul style="list-style-type: none"> <li>Generally thought that the diagrams were clear, easy to follow and would be useful for practitioners</li> <li>Some practitioners thought the diagrams were a nice change as practitioners are expected to do a lot of reading, but others found them overly simplistic</li> <li>Suggested additional topics included: <ul style="list-style-type: none"> <li>What to do if you can’t find a peer</li> <li>How to reflect on your professional development.</li> </ul> </li> </ul>
Templates	<ul style="list-style-type: none"> <li>Overall practitioners liked the templates, and found that they were relevant to their professional development</li> <li>Practitioners thought that the templates were clear and de-mystified the PDP and written reflection, which would reduce anxiety amongst some practitioners who are feeling uncertain about the changes</li> <li>Generally supported having a range of templates to encourage practitioners to do what works for them, although some practitioners expressed a preference for having a single, standardised template</li> <li>Practitioners noted that the templates demonstrate that the new recertification programme is very flexible and allows practitioners to do what works for them</li> <li>Associations and other education providers noted that the new programme will require them to plan further in advance, as practitioners will want to know what courses and events are going to be available over the next 12 months or more.</li> </ul>

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Examples	<ul style="list-style-type: none"> <li>• Practitioners found the examples relevant and thought they illustrated Council's expectations well</li> <li>• Generally thought that practitioners would be reassured by the examples, although some practitioners thought that the examples were too wordy</li> <li>• Some practitioners didn't like that the examples spanned all professions, rather than having a separate example for each profession</li> <li>• Suggested that examples and/or guidance be included to provide clarity for practitioners as to whether they can include activities relating to personal well-being and/or business management in their PDPs</li> <li>• Suggested that there should be examples of written reflection, as this will be new for many practitioners</li> <li>• Suggested that there be multiple examples of written reflection, showing a range of approaches, including a situation where things didn't go as well as expected.</li> </ul>
Mock video concept	<ul style="list-style-type: none"> <li>• Overall practitioners liked the style (a mix of speakers, camera angles, venues, written summaries and repetition of key points), production quality and content (e.g. different ways of interacting with a peer) of the video</li> <li>• Most thought that 7 minutes was fine, but some found it too long</li> <li>• Others found it a lot of information to absorb and thought that some of the delivery could be slowed down</li> <li>• Suggested that YouTube chapter markers could be used to make it easier to navigate</li> <li>• Suggested having a summary of "what's different"</li> <li>• Supported the idea of having around 6 videos, with each covering a key topic e.g. PDP, written reflection etc</li> <li>• Requested that a future video focus on "how to be a good peer", including what questions to ask and how to handle difficult conversations.</li> </ul>
Recertification programme requirements	<ul style="list-style-type: none"> <li>• Suggested that Council communications and guidance continue to reiterate "why" the change is being made, and why the new recertification programme will be better than the old ones</li> <li>• Suggested that Council communicate how the benefits / success of the new recertification programme will be measured</li> <li>• Suggested that additional guidance be provided as to what "credible feedback" means when choosing a professional peer</li> <li>• Some practitioners reiterated the concerns they expressed in November about not having a quota of PDA hours, in particular the impact on branch meetings and concerns that some practitioners would minimise their PDAs</li> <li>• However, it was noted that the new requirements also presented opportunities for associations and branches including: helping practitioners find peers, hosting peer group meetings and offering better quality PDAs</li> <li>• There was general support for Council's decision to put the recertification eye health requirement on hold while gathering further evidence and information about practitioner behaviours through the APC process</li> <li>• Noted that some older practitioners were considering retiring rather than having to get to grips with the new recertification programme</li> <li>• Practitioners continue to be interested to know how Council will identify and target practitioners who are non-compliant and/or have competence issues</li> <li>• Practitioners were interested to see whether any professional peers would "decline to confirm" that a requirement had been met</li> <li>• It was suggested that Council remind practitioners that Assessment and Non-Compliance requirements are going to be implemented in future phases.</li> </ul>

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Focus group process	<ul style="list-style-type: none"> <li>• Overall participants in the focus groups had found the process beneficial, and felt they had been listened to</li> <li>• Practitioners were generally keen to continue to have focus groups and recommended that Council continue with this approach.</li> </ul>
Next steps	<ul style="list-style-type: none"> <li>• Participants in the focus groups noted there are many practitioners who either have low levels of awareness or are anxious about the changes</li> <li>• Many focus group participants were keen to be champions of the new recertification programme in their professions and/or their region</li> <li>• Supported Council getting out and about to spread the message to practitioners</li> <li>• Suggested Council reps attend existing branch meetings rather than set up a separate roadshow</li> <li>• NZDA members suggested that they could open their branch meetings to other professions when hosting a Council session on recertification</li> <li>• Professional organisations and employers supported the idea of issuing joint communications with Council e.g. via profession or employer newsletters and/or webinars</li> <li>• Suggested that critical communications use a different colour or banner, as all Council emails look the same and it can be difficult for practitioners to know which are the important ones that require action, versus the ones that are for their information</li> <li>• Suggested that Council think about change management processes to assist practitioners who would find the change stressful, or may be managing health, personal or business issues while they implement the changes</li> <li>• There were also questions about whether Council would consider delaying the start of the new programme if the Covid-19 situation worsened significantly.</li> </ul>