

## **Publication withdrawn**

This guidance is out of date and was withdrawn in August 2025.

# GUIDANCE DOCUMENT: PERSONAL AND PROFESSIONAL ATTRIBUTES FOR CONSIDERATION AS PART OF THE RECRUITMENT AND SELECTION PROCESS INTO HEALTH VISITING PROGRAMMES

## Purpose / Rationale

This guidance document is intended for consideration by higher education institutions to support and inform the recruitment and selection process for students wishing to undertake Health Visitor Programmes. It outlines some of the personal and professional attributes that have been agreed as important to the successful delivery of the health visitor role.

As part of the governments commitment to increase the health visiting workforce by 4,200 whole time equivalents by 2015, and to deliver a new service vision it is recognised that there will be an additional pressure on higher education institutions and services to recruit and select the most appropriate students for the health visiting programmes. This will include educational ability and personal and professional attributes.

In order to be able to deliver the new service vision including the Healthy Child Programme it is imperative that the values, skills and attributes of health visitors, the key professionals leading and delivering it are well understood. This will enable healthcare providers and higher education institutions to target recruitment appropriately and successfully.

We want to ensure that we attract the right people into health visiting. It is intended that the development of the narratives profile subset will help the NHS and higher education institutions attract and select good recruits, and select and retain nurses with the necessary values behaviours, attributes and skills to become a successful health visitor.

It is acknowledged that all higher education institutions already have some well developed tried and tested recruitment and selection processes in place, it is not therefore the intention of this guidance, to change current good practice and agreed processes.

It is intended that the document will be used to inform question sets and discussions when reviewing recruitment and selection and in order to ensure that a wide range of personal and professional attributes are considered during the interview process.

## How the attributes were developed and agreed

In 2010, a piece of work was commissioned by the Department of Health through the organisation Mendas, an organisation with experience of role profiling for NHS professional groups.

The scope of the work was to gain understanding and build consensus regarding the nature and role of the Health Visitor, and to produce a detailed narrative description of an effective health visitor.

There were a number of stages to the developing the narrative profile:

1. Telephone interviews with a range of health visitors.
2. Focus Groups and the development of a draft narrative profile.
3. Desk research to inform the focus groups.
4. Further telephone interviews to refine the profile.
5. Validation of the narrative profile.
6. Orientation of the profile to be fit for the future.

The work was undertaken by a team of psychologists.

A final profile narrative outlining the behaviours, values and attributes, skills and attitudes was produced in 2010, however it has not been fully utilised to date.

The attribute sets in this document have been summarised from the more detailed work.

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