



## **Designation and Credential Position Statement**

### **Name change notification for Enterostomal Therapy Nurses, with new designation and certification credential explanation.**

#### **Position:**

The Canadian Association for Enterostomal Therapy (CAET) will undergo a significant rebranding in May 2018. Appropriate usage of the organization's new name and associated designation and certification credential will allow for proper brand recognition and clarity of certification. This rebranding will assist to develop and maintain public and stakeholder views of this specialty association, individual members, and the Academy. The following guide will assist members and associates to use the terminology appropriately to support the mandates of the association.

#### **Purpose:**

The purpose of this document is to:

1. **Provide direction** on the correct use of the organization name, acronym, designation, and specialty certification credential.
2. **Clarify** the distinction between the organization name and the individual's title, credentials or designation.
3. **Provide a standard** for the display of certification credential and designation.
4. **Advise** on the use of the organization name or acronym to avoid inference of a relationship between individuals, groups, or organizations which does not exist.

#### **Background:**

In order to create a clear identity and to support excellence in wound, ostomy and continence care across Canada, as of May 4, 2018, the following name changes will occur:

1. **The Association:** The Canadian Association for Enterostomal Therapy (CAET) will change to Nurses Specialized in Wound, Ostomy, & Continence Canada (NSWOCC).
2. **The Individual:** Enterostomal Therapy Nurse (ETN) will change to Nurse Specialized in Wound, Ostomy & Continence (NSWOC). NSWOC is protected through a trademark.
3. **The Academy:** The CAET Academy will change to the Wound, Ostomy, Continence Institute. The Enterostomal Nurse Education Program (ETNEP) will change to Wound, Ostomy and Continence Education Program (WOC-EP).
4. **Canadian Nurses Association (CNA) Certification:** The certification credential will change from CETN(C) to WOCC(C) for English and PSCC(C) for French.



### **The Association (NSWOCC):**

NSWOCC is an acronym for the organization Nurses Specialized in Wound, Ostomy & Continence Canada. This acronym is not to be used by any one individual or group as a name, credential, certification, or position title. NSWOCC should be pronounced either with emphasis placed on each individual letter or pronounced “ENSWOK Canada”.

### **The individual (NSWOC):**

Only registered nurses who have completed all three domains of a wound, ostomy and continence education program recognized by the World Council of Enterostomal Therapists (WCET) may use the designation NSWOC (nurse specialized in wound, ostomy & continence).

Registered nurses who have not completed all three domains of education in wound, ostomy and continence cannot use the designation NSWOC. These individuals may apply for recognition of prior learning through the Wound, Ostomy & Continence Institute WOC-EP to complete the missing component of education.

When using the NSWOC designation or title it should be stated that one is a “Nurse Specialized in Wound, Ostomy and Continence”. It is not appropriate to state “Nurse Specialist in Wound, Ostomy and Continence”, nor is it acceptable to state that one is a “Wound, Ostomy and Continence Nurse Specialist”. NSWOC should be pronounced either with emphasis placed on each individual letter or pronounced “ENSWOK”.

### **The Academy (WOC-EP):**

The Wound, Ostomy & Continence Institute’s WOC-EP sets the standard for education in the tri-specialty of wound, ostomy and continence and is recognized by WCET. Graduates of this program may use the designation NSWOC. The WOC-EP acronym is not to be utilized as a designation.

### **CNA Certification (WOCC(C)):**

Nurses Specialized in Wound, Ostomy & Continence are the only registered nurses in Canada who are eligible to write the CNA certification exam in the tri-specialty of wound, ostomy and continence care.

The Canadian Nurses Association, an organizational body separate from NSWOCC, holds the rights to the designations WOCC(C) and PSCC(C). The English credential represents: Wound, Ostomy and Continence Certified (Canada). The French credential represents: Plaies, stomies,



continence certifie (Canada). These credentials can only be used by those who have successfully obtained and maintained CNA's requirements for certification.

When using this credential, it should be explained that one is a "Certified Nurse Specialized in Wound, Ostomy and Continence". When referring to the WOCC(C) credential it is pronounced with emphasis on each of the WOCC letters followed by "Canada".

### **Use of Designations and Credentials:**

It is the position of NSWOCC that the designations and credentials written behind the name of a Nurse Specialized in Wound, Ostomy & Continence will appear as follows: degrees, credentials, and designations are listed after the name of the individual with or without a comma followed by a single space after each designation. NSWOCC recognizes that nurses within Canada may wish to organize their credentials by professional designation, followed by educational degrees, while others may wish to utilize educational degrees followed by professional designations. NSWOCC does not hold a position as to which method of listing degrees and credentials is correct. The NSWOC designation shall be written after educational degrees, professional designations and credentials but before CNA credentials. Certified Nurses Specialized in Wound, Ostomy & Continence may choose to use both the NSWOC designation and WOCC(C) credential or the WOCC(C) credential alone. It is the choice of the individual but may be dictated by employer requirements. CNA credentials shall directly follow NSWOC if both the designation and credential are being used.

### **Examples of correct English credential utilization:**

Susan Jones, RN, BScN, MN, NSWOC, WOCC(C)  
Susan Jones, PhD, RN, NSWOC, WOCC(C)  
Susan Jones, RN, BScN, NSWOC, WOCC(C)  
Susan Jones, BScN, RN, NSWOC  
Susan Jones, RN, BScN, WOCC(C)

It is incorrect to place a "(C)" for after NSWOC. WOCC(C) is the correct method to display the individual's certification. Neither NSWOC, nor WOCC(C), shall be used in place of a professional designation. The nurse must still note their professional designation i.e. RN, NP, RN(EC) after their name according to their provincial legislative requirements.

### **Conclusion and Implications for Practice:**

The purpose of the name change is to create a clear identity and to support excellence in wound, ostomy and continence cross Canada. Consistent use of credentials and designations will support this purpose allowing patients, health care professionals and policymakers to clearly identify and understand the expertise of this group. As the only group with certification in each area of the tri-specialty, it is important that credentials and designations clearly state that a



standard of examined expertise in wound, ostomy and continence has been verified as the subject experts for consultation.

Approved by the CAET Board of Directors May 3, 2018