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<u>POLICY TITLE:</u> Professional Image		<u>NUMBER:</u> 02-5760
<u>AUTHORIZATION</u> Vice President, Employee Experience	<u>DATE APPROVED</u> January 31, 2014	<u>CURRENT VERSION DATE</u> April 10, 2018

DATE(S) REVISED / REVIEWED SUMMARY ¹

Version	Date	Comments / Changes
1.0	March 5, 2015	Initial Policy (replaces Dress Code Policy)
2.0	April 10, 2018	Policy Revised

INTENT / PURPOSE

Fraser Health staff, physicians, volunteers and students have a direct impact on the perceptions and satisfaction of our patients, clients, residents, families, visitors and colleagues. Our patients, clients, residents, families and visitors have high expectations of us as professionals in a health care organization. One way we can meet these expectations is to present a professional appearance, demonstrating our respect and concern for the people we serve.

Policy Objectives:

- To help patients, clients, residents, families and visitors identify staff, physicians, volunteers and students. This is a key component of patient and family centered care
- To maintain a high standard of professional appearance
- To maintain infection prevention and control standards
- To comply with WorkSafeBC standards
- To demonstrate cultural sensitivity

Fraser Health respects diversity and this Professional Image Policy is not intended to detract from employer obligations under the British Columbia Human Rights Code. Fraser Health staff, physicians, volunteers or students who are unable to comply with a specific provision of this policy due to religious belief, or any other protected ground in human rights legislation, should speak with their manager regarding the possibility of accommodation.

POLICY AND STANDARDS

In keeping with Fraser Health values of Respect, Caring and Trust, and in alignment with Patient and Family Centred Care, Fraser Health requires all staff, physicians, volunteers and students to follow the Professional Image Policy. Unless otherwise stated, policy standards apply to all Fraser Health staff, physicians, volunteers, students, and others associated with Fraser Health.

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IDENTIFICATION

An official Fraser Health identification badge must be visible at all times as per the Fraser Health [Identification Policy](#). Student and faculty/instructors are required to wear the photo identification provided by their Post-Secondary Institution throughout their practice education experience in any Fraser Health location as outlined in the British Columbia [Student/Post-Secondary Institution Educator Identification Practice Education Guideline](#).

Identification badges are to be positioned at or above the waist with the photo facing forward, and should not increase risk of injury due to entanglement or being seized.

In addition, it is recommended that all direct care staff wear a name badge at upper chest level which identifies their first name and designation (e.g. Registered Nurse, Occupational Therapist, etc.). Name badges should be easily seen and readable. Fraser Health will supply these badges initially. Replacement costs are incurred by staff.

GROOMING

The appearance and grooming of all staff, physicians, volunteers and students sets the image that patients, clients, residents and families have of Fraser Health. All staff, physicians, volunteers and students are required to be appropriately groomed and to be neat, clean and tidy at all times.

Hair is to be clean, neatly groomed and off the face. When providing direct care and performing other duties where hair is at risk for entanglement, hair longer than shoulder length is to be tied back. Facial hair must be clean and trimmed or neatly secured.

If used at all, cosmetic use should be moderate.

Fraser Health is a scent free environment which includes the use of perfumes, colognes or scented body products as outlined in the Fraser Health [Scented Products Policy](#).

DRESS

Must reflect a professional appearance and maintain safe standards of care. Dress must be suitable for the work performed. Abdomens, backs and chests are to be fully covered through all ranges of movement, and scrub pants are to have closed sides. Sleeve length must ensure that arms are bare below the elbows when providing direct care. All dress is to be clean, pressed-looking, in good repair, and fit appropriately.

Examples of appropriate clothing include, but are not limited to:

- business casual clothing
- scrub pants, cotton pants, dress pants, capri pants
- dresses or skirts with lengths around or below the knee
- ties that are worn tucked in (to the shirt or a pocket) or pinned

Examples of inappropriate clothing include, but are not limited to:

- sweat pants, exercise pants, spandex or stretch pants, very low-waist pants, shorts
- sweatshirts, hoodies
- clothing that is sheer, strapless, low cut, cropped or excessively tight

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- tank tops or muscle shirts
- soiled, torn, frayed or badly wrinkled clothing
- any clothing with words, terms or pictures that may be offensive to others

HOSPITAL ISSUED SCRUBS

All scrubs which are provided daily in authorized areas are only to be worn by staff associated with those areas. Hospital issued scrubs are not to be worn off hospital premises.

Isolation gowns, booties, and head covers are only to be worn for their intended purpose; and are not to be worn outside of the designated work area.

FOOTWEAR

All footwear must comply with WorkSafeBC [Occupational Health and Safety Regulation](#) and the Fraser Health [Safety Footwear Standard](#).

- Staff, physicians, volunteers, students and contractors are required to wear appropriate footwear that provide protection against injury from slipping and other hazards that are likely to be encountered in their work environment
- Individuals working in direct care areas must wear footwear completely enclosing the foot from heel to toe, including covering the top side of the foot
- Footwear must be kept clean and in good condition
- Staff in non-direct care work environments may have additional specific safety requirements appropriate for the hazards in their work area
- Where there are conflicting footwear requirements by different employers working in the same area, the more protective requirement will apply

COVID-19

Staff in Critical Care practice areas (ICU, HAU, ER, CCU) and those working in designated COVID-19 cohort units will wear hospital issued scrubs and personal, designated hospital shoes that will be left at the facility for all shifts worked.

Staff not working in the units above practice areas will follow the instructions below:

- Pack your own clean scrubs and a washable bag to go to work
- Pack your own specific hospital shoes that you will leave at the facility to wear only at work
- Wear regular/civilian clothes to the facility (no scrubs)
- Change into your scrubs and your hospital shoes in a designated change room/area after arriving at the facility
- Change back into your regular/civilian clothes and shoes before you leave the facility to go home

Staff working in Mental Health and Substance Use will follow the same procedure but will bring civilian clothes to change into as they do not wear scrubs in their practice.

Staff working in dialysis, pediatrics and labour & delivery are exempt from these practices.

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HAND HYGIENE

In compliance with the [Fraser Health Corporate Hand Hygiene Policy](#), health care providers providing direct patient care must:

- Keep finger nails clean and short at all times (less than 3 mm)
- Not wear nail polish, artificial nails and/or extenders
- Not wear nail jewellery
- Not wear hand/wrist jewelry, including watches

The following may be worn when providing direct patient care except when restricted by the specific health and safety requirements applicable to a particular unit or patient population. However, if worn, they must be included in hand cleaning practices or they can be removed when cleaning hands and cleaned prior to replacing:

- Religious artefacts of faith, including a plain wedding band
- Medical Alert bracelets

If a staff member works in an area that requires bare below the elbows practice and is unable to comply due to medical or religious beliefs, they must speak to their manager to explore alternatives.

ACCESSORIES

The following accessories may be worn when providing direct care, except where forbidden by the specific health and safety requirements applicable to a particular unit or area:

- Pins or badges associated with profession, patient/client/resident care, holidays and festive occasions
- Small, non-dangling earrings or body jewelry
- A single, short, plain chain with or without a small pendant

USE OF PERSONAL ELECTRONIC DEVICES

Personal use of personal electronic devices (cell phones, tablets, mobile computers, iPods, etc.) can be distracting and take our attention away from our work.

Unless clinically relevant, or in exceptional circumstances, personal electronic devices are not to be in view or in use while on shift. All sounds from these devices must be silenced and should not attract the attention of our patients/clients/residents or colleagues. It is the expectation of Fraser Health that personal use of these devices should occur during scheduled break times only, and in designated break areas as outlined in the Fraser Health [Electronic Communications Policy](#).

If needed for work, wipe down the device before your shift, after using throughout your shift and at the end of your shift to ensure you are meeting infection control requirements

Confidentiality and security of personal information is a legal and ethical obligation. Patient/client/resident information is to be exchanged as outlined in the Fraser Health [Confidentiality and Security of Personal Information Policy](#). Personal communication devices are not to be used to communicate or exchange patient/client/resident status or information.

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ACCOUNTABILITY

All staff, physicians, volunteers and students are responsible for ensuring compliance with the professional image policy.

Unit or area specific grooming and dress guidelines are acceptable provided they maintain professional and direct care standards, are consistently applied, and the dress required is suitable for the work being performed.

Individuals whose appearance is not in keeping with this policy may be sent home to change. Time away for this purpose will be without pay.

Disciplinary action up to and including termination of employment or loss of privileges may be taken in cases of non-adherence with this policy.

REFERENCES

Fraser Health [Confidentiality and Security of Personal Information Policy](#)

Fraser Health [Digital Communications Policy](#)

Fraser Health [Safety Footwear Care Standard](#)

Fraser Health [Hand Hygiene Policy](#) and [Clinical Practice Guideline](#)

Fraser Health [Identification Policy](#)

Fraser Health [Scented Products Policy](#)

Fraser Health [Workplace Health and Safety Policy](#)

[Student / Post-Secondary Institution Educator Identification Guideline](#)

WorkSafeBC [Occupational Health and Safety Regulation and Guidelines Part 8: 8.2, 8.22, 8.23](#)