

# Around the WCET® world

For referencing World Council of Enterostomal Therapists®. Around the WCET® world. WCET® Journal 2024;44(2):12-13.

## INTRODUCING WCET® COMPLEMENTARY TRI-SPECIALTY LOGOS

### A NORMA N GILL DAY® INITIATIVE



A world of expert professional nursing care for people with ostomy, wound or continence needs.™

WCET® Official Registered Logo and tag line

It is with great pleasure that we introduce you to the new designs for our **Complementary Tri-Specialty logos – Wound, Continence and Enterostomal (Stoma) Therapy**. We are excited to share them with you as they signify our commitment to recognise WCET® expertise in these three fields and to Norma N Gill's mission towards education and professional development.

The WCET® official registered logo and tagline, shown above, remain the primary logo of the organisation. The four complementary logos will be used to represent the specialty highlighted for a particular project or programme.

The **W** in WCET® stands for Wound, the **C** for Continence, and the **ET** for Enterostomal (Stoma).

1. The green logo will be used to reflect **professional development and education** and is the corporate logo colour.



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2. The red logo represents Wound and will be used for all **wound and skin** initiatives.



3. The yellow logo represents Continence and will be used for all **continence/urology** related initiatives.



4. The pink logo represents Enterostomal (Stoma) Therapy and will be used for all **stoma/gastrointestinal** related initiatives.



In recent years WCET® has been challenged to represent and market the true nature of our tri-specialty expertise in Wound, Continence and Enterostomal (Stoma) Therapy. Over the years we have discussed and debated changing our association name and tagline but we are reluctant to give up on our rich history and deep global roots.

In 1978, when Norma N Gill and the other WCET® Founding Members named our organisation the World Council of Enterostomal Therapists®, Enterostomal Therapy was the common term used in the care of individuals with a stoma. As you are all aware, most countries around the world quickly added the care of individuals with wound and continence conditions to their practice. Thereafter many countries renamed their specialty, including associations and education programs, to represent wound, ostomy and continence.

We believe this **Tri-Specialty Logo** initiative will help promote WCET® membership, sponsorship and the promotion of WCET® as a Tri-Specialty organisation, facilitating and driving our true mission and vision.

We will be promoting this Norma N Gill Day® initiative via email and social media; please help us with our global mission by sharing widely with both members and non-members.

We take this opportunity to thank our publisher Cambridge Media, for the designs.

We would be happy to receive any feedback you may have.

# Happy WCET® Norma N Gill Day®!



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