WHAT: Campaign vision

To improve health globally by raising the profile and status of nurses worldwide.

By influencing policymakers and supporting nurses to lead, learn and build a
HOW:
• 3 year global campaign to 2020
• In partnership with International Council of Nurses and World Health Organization
• Programme of the Burdett Trust for Nursing
• Engaging nurses and people of influence world wide
• Based on APPG report *Triple Impact*

Credit: The Royal College of Nursing
United Kingdom - A Report by the All-Party Parliamentary Group on Global Health: Triple Impact How developing nursing will improve health, promote gender equality and support economic growth (2016)

Nursing Now! Campaign
www.nursingnow.org/
UN High-level Commission on Health Employment and Economic Growth
(The beginnings of a new language, framing nursing as an asset and investment)
“This report makes the very simple point that universal health coverage cannot possibly be achieved without strengthening nursing globally. This is partly about increasing the number of nurses, but also crucially about making sure their contribution is properly understood and enabling them to work to their full potential..........

Politicians, non-nursing health leaders and others must work with them to create radical changes in how nurses are perceived and in what they are permitted and enabled to do.”
Triple Impact Report Recommendations:

- Raise the profile of nursing and make it central to health policy
- Support plans to increase the number of nurses being educated and employed globally
- Develop nurse leaders and nurse leadership
- Enable nurses to work to their full potential
- Collect and disseminate evidence of the impact of nursing on access, quality and costs, and ensure it is incorporated in policy and acted upon
- Develop nursing to have a triple impact on health, gender equality and economies......
Global launch on 27th February 2018

- Duchess of Cambridge as Patron in London with WHO CNO
- Partners: World Health Organization (WHO) & International Council of Nurses (ICN)
- Dr Tedros in Geneva with global leaders for simultaneous launch
Currently over 35 countries
Priority Areas for Nursing Now

- Universal Health Coverage (UHC & NCDs 2018)
- Evidence and Research (targeted and throughout)
- Leadership, Policy and Professional Development (2019)
- Sustainable Development Goals & Economic Growth (2020)
- Sharing Effective Practice (throughout)
Global Action:

- UN Commission NCDs
- Astansa 2018 (Primary Health Care)
- WISH 2018 (Doha)
- Reframing health worker migration
- Commissioning economic research
- Caring included as OECD measure
- State of the World’s Nursing 2020 (WHO)
- Lancet Commission
- DAVOS 2020
- UHC 2030 (UNGA) (NY)
- October 2020 London Conference

Local Action:

- NCDs – Response to draft, inclusion in final WHO report, Implementation plan
- Primary Health Care Alma Ata/Astansa (Oct 2018) – new models of community care
- Nursing Now in country
- Young nurses engagement
- Sharing good practice
- Policy leadership
- Sharing research
- Health worker migration
Where are you up to in Australia, as an example?
Commonwealth Fund Project.  
Dana O. Sarnak, David Squires, Arnav Shah, and Michelle M. Doty
Two important suggested foci

Nursing doing its own **internal** homework:
- Australian version of UK “Enabling Professionalism”
- Policy and Leadership Education
- Internships/ Mentorships
- Profile raising challenges

Increasing **access** and **equity**
- Evaluating and publishing existing models.
- Scaling up existing successes.
- Engaging communities to co-create services.
Professional Practice Framework:
What supports all nurses: Regulation, practice environment?
What is needed from the individual nurse?
BUILDING BLOCKS for positive perceptions

Thousands of nurses, midwives, and patients have designed these building blocks.

1. Everyone having a voice
2. Growing the talent
3. An extraordinary career for young people
4. Showing the pride in the professions
5. Valuing diversity
6. Inspiring & supportive leadership
7. Connecting with our values
8. #hello my name is...
9. Uniting across boundaries
10. Investing in innovation

#FutureNursing #FutureMidwifery
<table>
<thead>
<tr>
<th>Month</th>
<th>Activities</th>
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<tr>
<td><strong>JUNE 2018</strong></td>
<td>Sign up to the TWELVE 30 DAY CHALLENGES &amp; become an ambassador</td>
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<td><strong>JULY</strong></td>
<td>Write a blog to celebrate achievements and innovation in nursing and midwifery</td>
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<td><strong>AUGUST</strong></td>
<td>Run a &quot;BREAKING the RULES&quot; meeting to promote positive perceptions for nursing and midwifery</td>
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<td><strong>SEPTEMBER</strong></td>
<td>Add your title and qualification to your email signature and social media bio</td>
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<td><strong>OCTOBER</strong></td>
<td>Celebrate the diversity of people who are nurses and midwives</td>
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<td><strong>NOVEMBER</strong></td>
<td>The senior nurse and midwife challenge: Conversations with every nursing &amp; midwifery team</td>
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<td><strong>DECEMBER</strong></td>
<td>Mentor a junior colleague or student or reverse-mentor a senior nurse or midwife</td>
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<td><strong>JANUARY 2019</strong></td>
<td>Give a talk to young people about what extraordinary careers nursing &amp; midwifery are</td>
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<td><strong>FEBRUARY</strong></td>
<td>Run a &quot;great ideas&quot; challenge for tackling unwarranted variation</td>
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<td><strong>MARCH</strong></td>
<td>Run a local randomised coffee trial across health and care</td>
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<td><strong>APRIL</strong></td>
<td>Arrange a meeting with your MP</td>
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<td><strong>MAY</strong></td>
<td>Share the story of nursing &amp; midwifery for your organisation to celebrate the professions connecting your values</td>
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<tr>
<td><strong>JUNE</strong></td>
<td>Reflect on your ten 30 day challenges as part of your REVALIDATION</td>
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#FutureNursing #FutureMidwifery
Forming an Nursing Now Group:

- Reference Group and core steering group
- Contact person for contact:
- Need to include “young nurses and other young people”
- Need to engage non-nurses with influence, with WHO & politicians
Need to identify and engage non-nurse people of influence

- Sportspersons:
- Funders/ Fundraisers:
- Journalists:
- Influential persons:
- Organisations:
- Media:
- Politics/ health:
"Without nurses and midwives on the frontlines, universal health coverage cannot happen", said Dr Tedros, WHO DG. "A major part of primary health care is nurses. They are the ones you need to work with."

4th October 2018
Nurses need to turn away from being repairers to be again creators of health. Contributing conceptually to what a caring society would be.

(Dr Francis Omaswa, Director of African Center for Global Health and Social Transformation (ACHEST))

Nurses should be the drivers of healthy lives

Prof Ilona Kickbusch (Women Leaders in Global Health)
Please get involved:
@NursingNow2020
www.facebook.com/NursingNow2020
www.nursingnow.org
#NursingNow

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