



Nursing Now: Think Global, ACT LOCAL

SPNF 2018, 15th October 2018

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#NursingNow



WHAT: **Campaign vision**

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

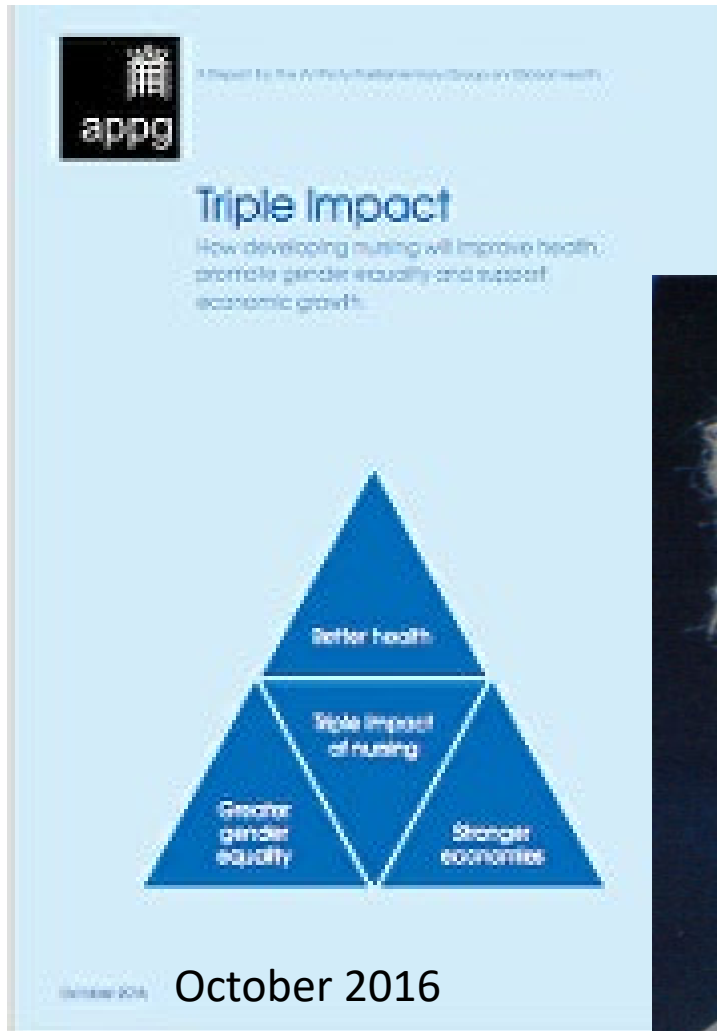
By influencing policymakers and supporting nurses to lead, learn and build a



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***

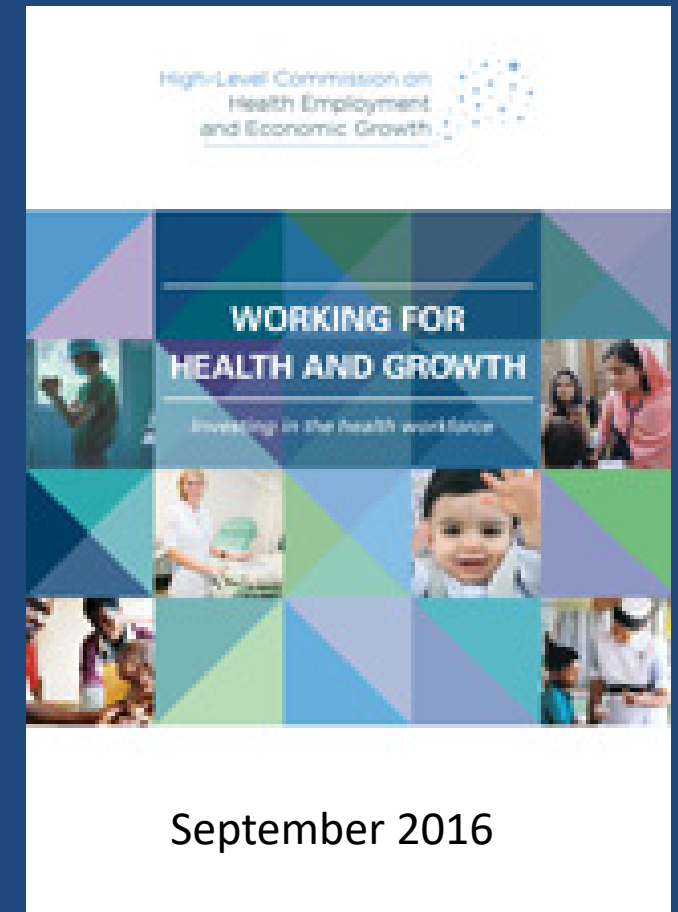
United Kingdom - A Report by the All-Party
Parliamentary Group on Global Health: Triple Impact
How **developing nursing** will **improve health**,
promote gender equality and **support economic
growth** (2016)



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)



Triple Impact Report Preface

“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



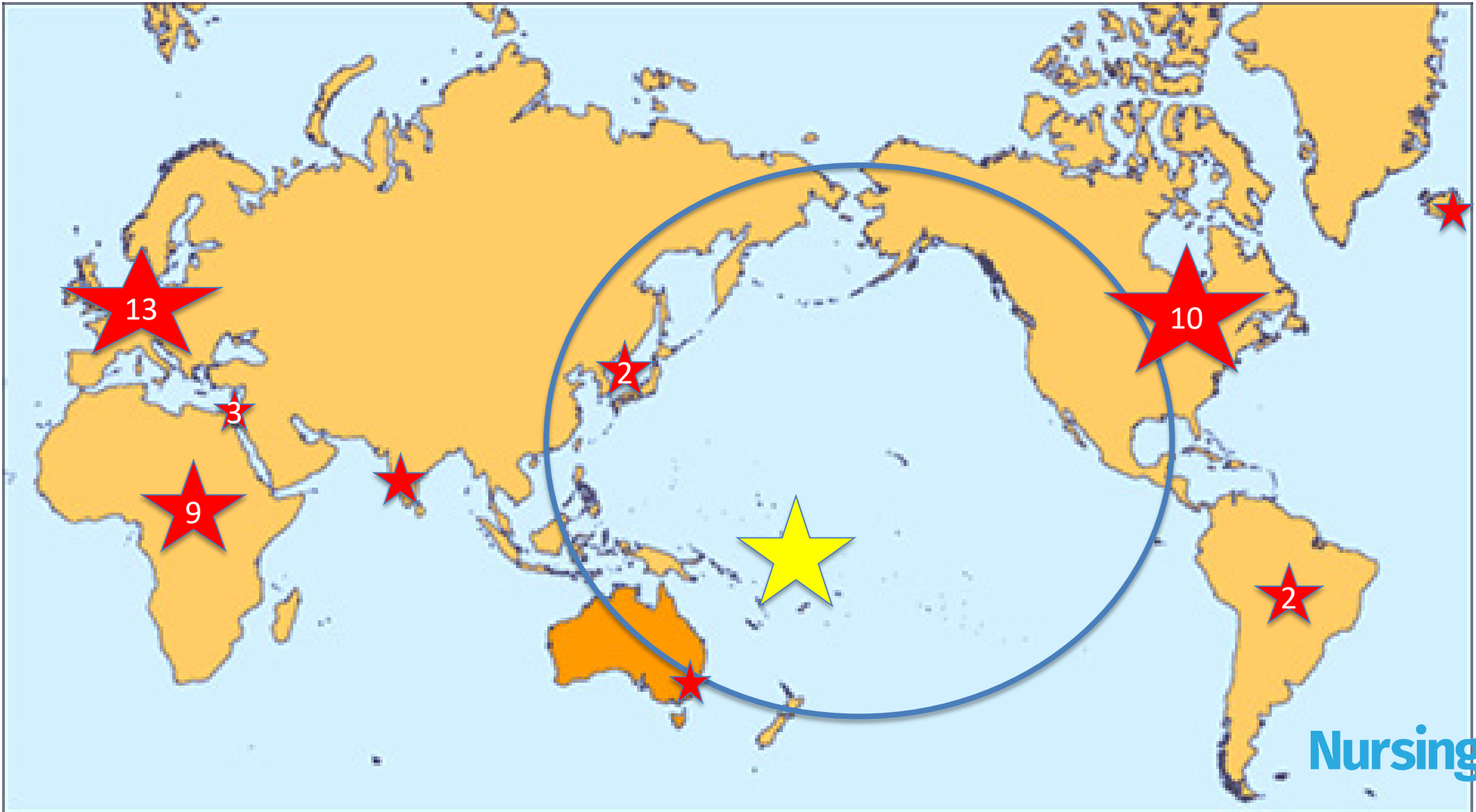
Currently
over 35
countries



BAHAMAS









Ang Beng Choo, 2002





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
State of the World's Nursing Report – campaign Feb-Sept 2019, Resolution to WHA 2019, Report to WHA 2020.
Sharing good practice
Policy leadership
Sharing research
Health worker migration

Where are you up to in Australia, as an example?



Ranking ▼	Overall	Care process	Access	Administrative Efficiency	Equity	Health Outcomes
1	UK	UK	NETH	AUS	UK	AUS
2	AUS	AUS	GER	NZ	NETH	SWE
3	NETH	NZ	UK	UK	SWE	NOR
4	NZ	NETH	AUS	NOR	SWIZ	SWIZ
5	NOR	US	NOR	SWE	NZ	FRA
6	SWIZ	CAN	SWE	GER	NOR	NETH
7	SWE	SWIZ	NZ	CAN	GER	NZ
8	GER	GER	SWIZ	SWIZ	AUS	GER
9	CAN	FRA	FRA	NETH	CAN	CAN
10	FRA	NOR	CAN	US	FRA	UK
11	US	SWE	US	FRA	US	US

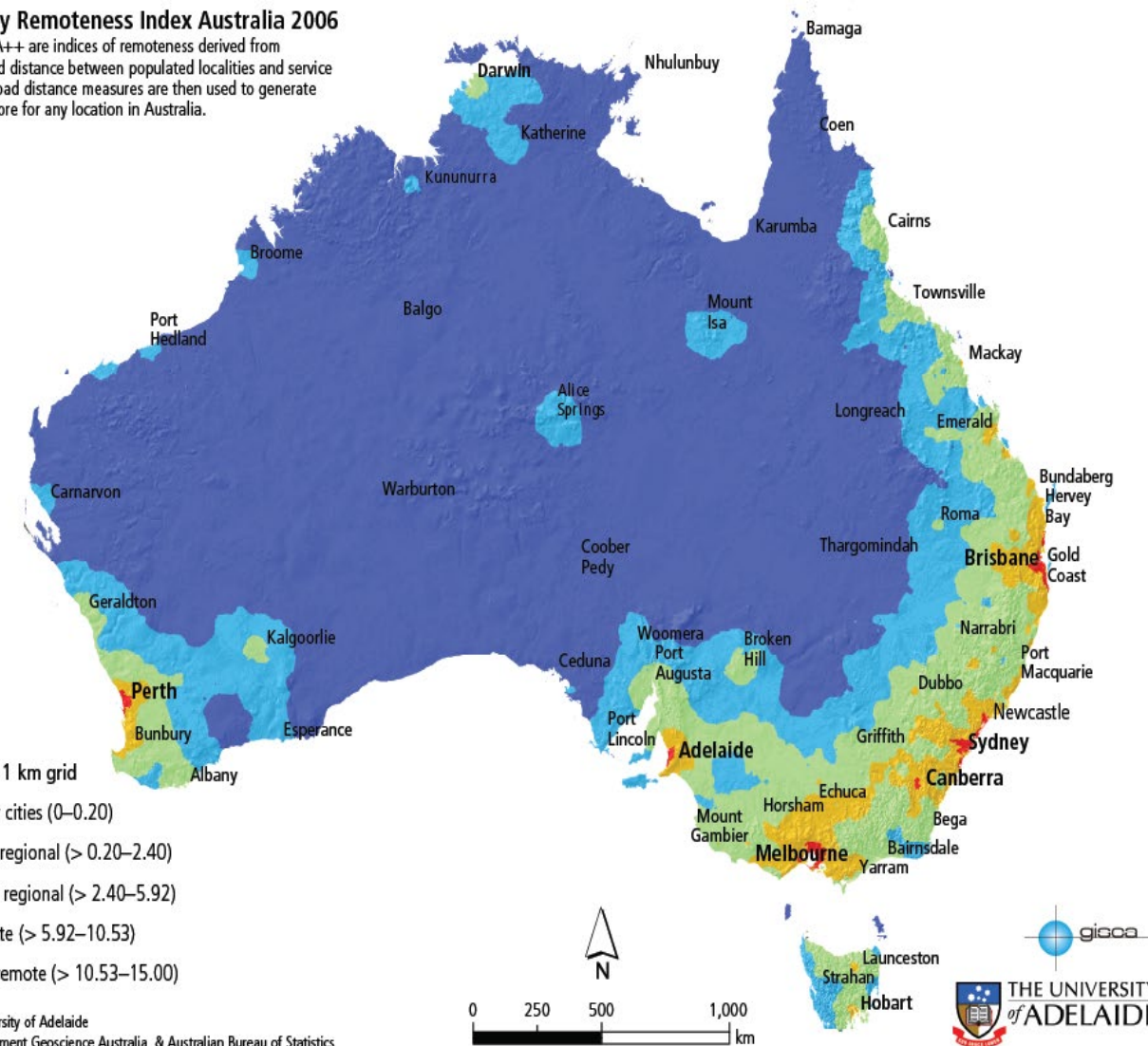
Accessibility Remoteness Index Australia 2006

ARIA+ and ARIA++ are indices of remoteness derived from measures of road distance between populated localities and service centres. These road distance measures are then used to generate a remoteness score for any location in Australia.

ARIA+ (2006) 1 km grid

- Major cities (0–0.20)
- Inner regional (> 0.20–2.40)
- Outer regional (> 2.40–5.92)
- Remote (> 5.92–10.53)
- Very remote (> 10.53–15.00)

Data Sources:
GISCA, The University of Adelaide
Australian Government Geoscience Australia, & Australian Bureau of Statistics



Commonwealth Fund Project.

Mirror, Mirror 2017: International Comparison Reflects Flaws and Opportunities for Better U.S. Health Care.

Dana O. Sarnak, David Squires, Arnav Shah, and Michelle M. Doty

Nursing now

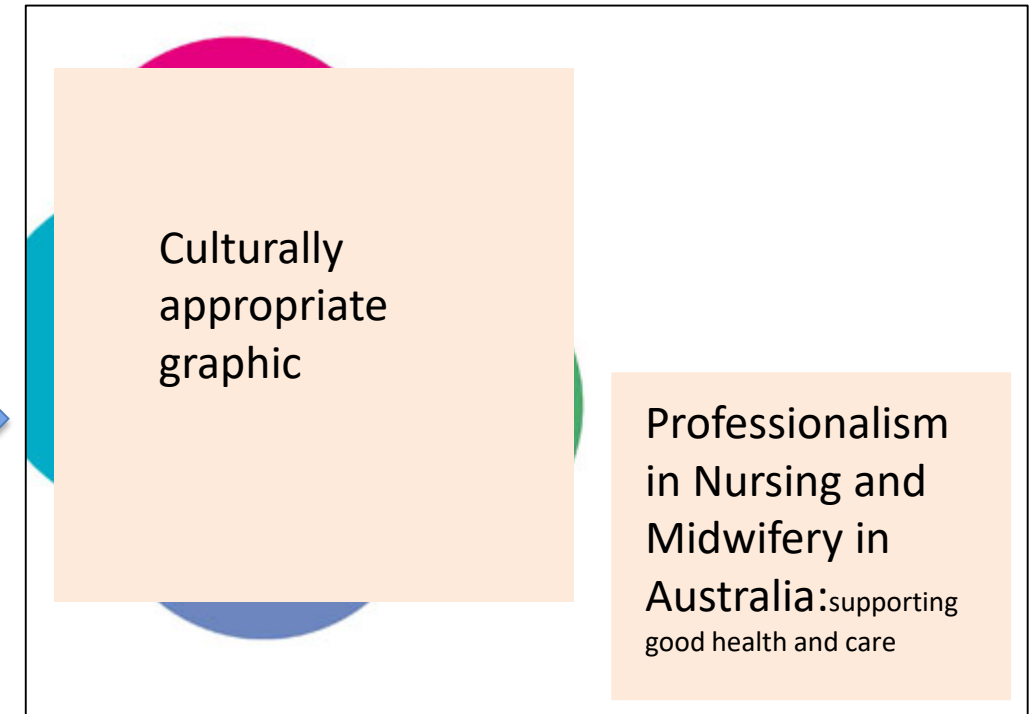
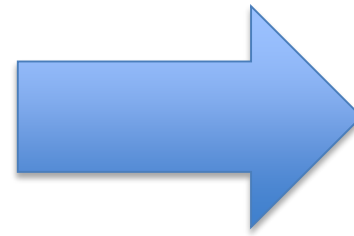
Two important suggested foci

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?

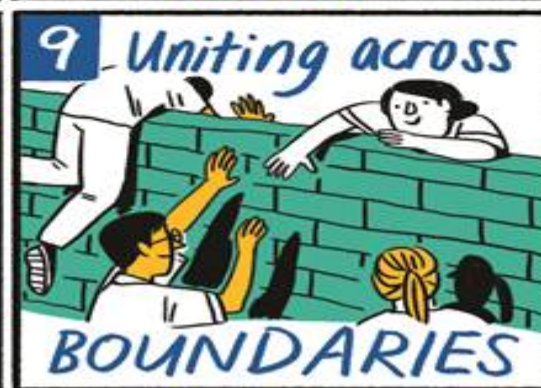
What is needed from the individual nurse?















BUILDING BLOCKS

for positive perceptions

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



Transforming PERCEPTIONS of NURSING and MIDWIFERY

JUNE 2018	JULY	AUGUST	SEPTEMBER	OCTOBER
<p>Sign up to the TWELVE 30 DAY CHALLENGES & become an Ambassador</p> 	<p>Write a blog to celebrate achievements and innovation in nursing and midwifery</p> <p><i>SHOWING YOUR PRIDE IN THE PROFESSIONS</i></p> 	<p>Run a "BREAKING the RULES" meeting to promote positive perceptions for nursing and midwifery</p> <p><i>GIVE EVERYONE A VOICE</i></p> 	<p>Add your title and qualification to your email signature and social media bio</p> <p><i>#hello my name is...</i></p> 	<p>Celebrate the diversity of people who are nurses and midwives</p> <p><i>valuing Diversity</i></p> 
NOVEMBER	DECEMBER	JANUARY 2019	FEBRUARY	MARCH
<p>The senior nurse and midwife challenge: conversations with every nursing & midwifery team</p> <p><i>INSPIRING & SUPPORTIVE LEADERSHIP</i></p> 	<p>Mentor a junior colleague or student or reverse-mentor a senior nurse or midwife</p> <p><i>TALENT PIPELINE</i></p> 	<p>Give a talk to young people about what extraordinary careers NURSING & MIDWIFERY are</p> <p><i>An EXTRAORDINARY CAREER for YOUNG PEOPLE</i></p> 	<p>Run a "great ideas" challenge for tackling unwarranted variation</p> <p><i>INVESTING -IN- INNOVATION</i></p> 	<p>Run a local randomised coffee trial across health and care</p> <p><i>UNITING across BOUNDARIES</i></p> 
APRIL	MAY	JUNE	<h1>30 DAY challenges</h1>	
<p>Arrange a meeting with your MP</p> <p><i>SHOWING YOUR PRIDE IN THE PROFESSIONS</i></p> 	<p>Share the story of nursing & midwifery for your organisation to celebrate the professions</p> <p><i>CONNECTING YOUR WITH VALUES</i></p> 	<p>Reflect on your ten <u>30 day challenges</u> as part of your REVALIDATION</p> 		

Forming an Nursing Now Group:

- Reference Group and core steering group
- Everyone please share aims and sign pledge
<http://www.nursingnow.org/join-the-campaign/>
- 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 Kickbush (Women Leaders in Global Health)



MEITAKI

Please get involved:

[@NursingNow2020](#)

www.facebook.com/NursingNow2020

www.nursingnow.org

[#NursingNow](#)

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