

Nursing Now!

Update August 2017

***Nursing Now!* aims to raise the status and profile of nursing globally so that it can make an even greater contribution to improving health and well-being.**

The campaign will seek to:

- influence policy and decision makers by demonstrating what nurses can achieve and advocating for specific objectives and goals
- create a grassroots movement among the global nursing workforce to generate energy, boost morale and encourage recruitment

The campaign will launch in early 2018 and conclude with a report on progress in 2020 as part of the celebrations of the bicentenary of Florence Nightingale's birth. Its work will be carried on thereafter at global, national and local levels by the many nursing and other organisations engaged in the campaign.

The *Nursing Now!* campaign

Change will take a generation or more but a step-change and lasting improvements can be made in 3 years. The campaign's objectives are to:

1. **Promote the influence of nursing and develop nurse leadership** – ensure that there are more nurses in senior leadership roles where they can influence policy and provide more opportunities for development. This will be supported by a suite of development programmes for nurses at all levels and a flagship global senior leadership programme.
2. **Provide evidence of the beneficial impact of nurses** – disseminate evidence and seek more investment on research into the impact of nursing on health, women's empowerment and economic growth. This will be supported by a landmark study on the economic impact of nursing – covering the impact of job creation and greater workforce participation by women as well as the positive benefits of the improved health of the workforce.
3. **Support nursing as a route for women's empowerment** – showing how nursing affects the status and economic power of women. This will involve working with other global institutions to improve the life of women at work.
4. **Demonstrate the effect of "Nursing in all Policies"** – working with a small number of exemplar countries or states to show how developing nursing and engaging nurses in policy making can improve health - and developing better ways of sharing good practice.

The campaign will work with the World Health Organization, UN Women and other bodies to ensure that its activities are linked with the global health workforce strategy,ⁱ the 5-year Action Plan of the Commission on Health Employment and Economic Growth,ⁱⁱ and other global strategies.

Origins of the campaign

A group of UK parliamentarians published the *Triple Impact* report on nursing in 2016ⁱⁱⁱ which concluded that:

- Nurses are half the health workforce and global goals such as tackling drug resistance and achieving Universal Health Coverage won't be achieved unless nursing is strengthened
- Nurses are systematically undervalued and under-utilised – in the sense that they are very often not able to use their training to the full and work to their full potential. Nurses reported in interviews that they wanted to do much more
- Developing nursing will directly contribute to three of the UN's Sustainable Development Goals - improving health, promoting gender equality, and strengthening economies

The report was very well received and led to the campaign being formed with support from the International Council of Nurses, the Commonwealth Nurses and Midwives Federation, the Royal College of Nursing and others. Dr Tedros Adhanom, Director-General of the World Health Organization, and other leaders have already pledged support. He wrote: *"You will have my full support around your campaign to increase the visibility, training and support systems around nurses. I also can commit to having a senior level staff person representing the nursing community on my team at WHO."*

Organisation and timetable

Nursing Now! is currently being run through the All-Party Parliamentary Group on Global Health but will become part of the Burdett Trust for Nursing, a UK charity, in October 2017. It will be formally launched in early 2018 when the organisation and its funding and programmes are all in place.

A Steering Group chaired by Lord Nigel Crisp and with representatives from nursing organisations and membership from several countries is developing the campaign and will hand over to a Campaign Board in late 2017. This Board will be made up of nurses and non-nurses and have representation from the different regions of the world.

It is anticipated that the campaign will have a very high profile patron and be supported by several global Ambassadors.

It is planned to appoint an Executive Director in the autumn to lead the campaign with other staff being recruited thereafter.

Nursing Now! has received a very generous grant from the Burdett Trust for Nursing to start the campaign and is currently fundraising for additional support.

More information

Updates will be published in September and October with the campaign's website going live in November as part of a soft-launch of the campaign. To register your interest in *Nursing Now!* please click on the following link: [Nursing Now! Updates Registration Form](#) Please do forward this to your networks and feel free to distribute through your newsletters, website or social media.

ⁱ <http://who.int/hrh/resources/globstrathrh-2030/en/>

ⁱⁱ http://www.who.int/hrh/com-heeg/com-heeg_actionplan2016.pdf

ⁱⁱⁱ The All-Party Parliamentary Group for Global Health. The report *Triple Impact* is available at <http://www.appg-globalhealth.org.uk/>