

Nursing Now!

Update October 2017

Nursing Now! is making great progress as it prepares for the campaign's global launch in early 2018. Since our last 'Update' in August the campaign has further developed its purpose to:

'raise the status and profile of nursing globally and maximise the contribution that nursing makes to Universal Health Coverage (UHC), women's empowerment and economic development'.

We have begun an engagement process that will inform the campaign's brand and communications. At the end of this update you will find a link to a short survey. We are really keen to get your ideas and encourage you to have your say in shaping the campaign. We have had numerous conversations over the summer months with leaders, experts and enthusiasts at global and local levels who are ready and willing to pour their energies into the *Nursing Now!* campaign to make a lasting impact.

Useful discussions have been taking place with Dr Tedros Adhanom, Director General at the World Health Organization (WHO) regarding his plans at the WHO, helping us to further shape the direction of the campaign. We believe that the appointment of a senior nurse to his team will be a crucial step in raising the profile and status of nursing across the world.

Programmes and Plans

The campaign's five programmes of work will be developed over the next 3 months and plans made for their implementation. The programmes and an outline of the areas they will cover are as follows:

- 1. Promote the role of nursing in delivering Universal Health Coverage (UHC)**
 - a. Working with the WHO and other partners to identify the ways in which nursing contributes to achieving UHC
 - b. Identifying and publicising new models of care where nurses play a major role, many of which will be enabled by technology and undertaken in partnership with patients and local communities
 - c. Taking opportunities to publicise and learn from leading examples globally
 - d. Encouraging nurses and nursing organisations globally to play a significant role in UHC

- 2. Promote the influence of nursing within countries and organisations and develop nurse leadership**
 - a. Supporting the WHO in the appointment of a senior nurse and the development of her/his role globally
 - b. Supporting regions and countries in their advocacy for the development of senior nursing roles and the engagement of nurses in policy making and planning
 - c. Working with the International Council of Nurses (ICN) and other partners on the development of their senior leadership programmes and helping develop links between these programmes and their alumna
 - d. Supporting development programmes for nurses globally using, for example, the Institute of Healthcare Improvement (IHI) Open School, USA

- 3. Develop and disseminate evidence of the beneficial impact of nursing**
 - a. Promoting the importance of research on the impact of nursing and developing better links globally between researchers and research institutions working on nursing
 - b. Facilitating and publicising strategically important research projects. Currently studies under development include:

- i. A study on the economic impact of nursing
 - ii. A study on maximizing the contribution of nursing to UHC
 - iii. A study on the impact and potential of community nursing in high income countries
 - iv. A study on the contribution of nurses in primary and community care
 - v. A study on nursing as a route to women's empowerment with the focus on Africa
 - c. Working with the WHO, ICN and others to improve the dissemination of evidence of the impact of nursing on health, women's empowerment and economic development
- 4. Promote nursing as a route to women's empowerment and support improvements in their working life**
- a. Work with UN Women and others to develop and implement policies for improving the life of women at work
 - b. Work with nursing organisations and regulators to identify ways to improve the working lives of nurses
 - c. Disseminate evidence on nursing as a route to women's empowerment
- 5. Work with countries and organisations to demonstrate the impact of developing nursing leadership and practice**
- a. Identify a small number of countries and organisations globally that are actively developing both nurse leadership and nursing practice and work with them to publicise their work and learn lessons for elsewhere
 - b. Work with WHO, the ICN and others to disseminate good practice and publicise new and developing practice.

Ideas for the work programmes are constantly evolving and ultimately will be driven by you and your colleagues all over the world. *Nursing Now!* will encourage people to share their stories, their experience and expertise and channel that enthusiasm to meet the campaign's goals. Young nurses and other professionals are proactively being engaged globally in the mobilisation process of the campaign, as campaign Steering Board members, and on the work programmes' Advisory Panels.

A website, a brand and a visual identity for the campaign are in development by our communications agents, Luther Pendragon, working closely with the Steering Group and our core team, and will be ready in time for the launch in early 2018.

We are very grateful to the Burdett Trust for Nursing for hosting the campaign in organisational terms, and to both the ICN and the WHO for their continued support. Thanks also to the Tropical Health Education Trust (THET) for their support; the UK's Royal College of Nursing, who are generously providing office space for the campaign as well as a senior nurse on part-time secondment; to KPMG who have funded a clinical fellow to work as part of the *Nursing Now!* team, the support of Health Education England and many others.

Have your say on Branding and Communications

So, finally to the most important part of our October 'Update'; for the campaign to be successful we need to ensure that our brand and communication strategy resonates with our most important audiences. For that reason, we would be delighted if you could spare ten minutes of your time to complete our on-line survey, which will feed directly into our branding process and communications strategy.

The survey is available in English, French, Spanish and will be live until November 1st 2017. Please click on the link below to begin the survey:

[Nursing Now - Have Your Say On-line Survey](#)