

Nursing Now!

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Nursing Now! is a campaign to improve health globally by raising the status and profile of nursing, demonstrating what more it can achieve, and enabling nurses to maximise their contribution to achieving universal health coverage.

Strengthening nursing will have the additional benefits of promoting gender equity, contributing to economic development and supporting other Sustainable Development Goals.

The campaign is being run in association with the World Health Organisation and the International Council of Nurses and is a programme of the Burdett Trust for Nursing.

Nursing Now! will be launched on 27th February 2018 and run to the end of 2020.

The campaign

Nursing and the associated profession of midwifery are at the heart of all health care and health promotion. They are half the professional workforce globally and provide 90% of the care given by professionals. Yet nurses are too often undervalued and unable to use their knowledge and skills to the full. This is an enormous waste of talent and resources, made worse in many cases by poor pay and conditions.

The campaign will have 5 programmes designed to persuade countries and organisations to strengthen and develop their nursing workforce and focusing on:

- Promoting the contribution nursing can make to universal health coverage
- Collating and publicising evidence about the impact of nursing
- Ensuring more nurses are involved in policy making and leadership roles and supporting development and leadership programmes
- Contributing to the Sustainable Development Goals, particularly improving health and wellbeing, gender equity and economic development
- Sharing good practice in innovative new ways of working, in everything from clinical skills to education and employment

Work continues to refine the programmes, establish the organisation and secure further partnerships and funding.

Meanwhile the steering group for the campaign has continued to consult widely and gathered enormous support.

Nursing Now! interviews and on-line survey of views

The communications firm Luther Pendragon undertook 30 phone interviews about the campaign with stakeholders in September and October and, with help from the ICN, sent out a survey form to many others.

There were almost 600 responses. All parts of the world were represented - 30% from Europe, 16% from the Americas, 15% from Africa and 39% from Asia and the Pacific region. Among respondents,

57% were aged 41-60 years, 16% 31-40 years and 16% under 30 years. 79% were women and 21% men.

The responses provide a valuable source of views and ideas which will shape the campaign as it develops. A summary of responses is available at the [All-Party Parliamentary Group \(APPG\) on Global Health website](#). A flavour of these is given by the following answers to the telephone interviews on the question of “*What do you hope the campaign will achieve?*”

- Bring the public and decision makers up to speed with what nursing is like in the 21st century by drawing on their multidimensional role and position along the clinical pathway, rather than purely in the context of a hospital.
- Flatten the healthcare hierarchy by improving the policy influencing position of nurses and the current situation of nurses being the last people to the table, even when it directly effects nursing.
- Emphasise that nursing is not only important in healthcare terms, but that as a workforce, nurses contribute to economic security, community cohesion and improved levels of education.
- Expand access to nursing as a profession, both in terms of gender and class.
- Create and promote a coordinated, unified nursing voice that draws on a consistent set of messages and avoids competition between nursing practises.
- Relate to the ultimate goal of improved patient care and safety through Universal Health Coverage.
- Make nursing attractive as a profession, one that involves real change-making and policy influence.
- Encourage and educate the next generation of nursing leaders.
- Foster the global connections that exist within the profession and engage the perspectives of poorly represented nursing communities.

Appointment of the Campaign Board

The steering group has now held its last meeting having successfully laid the foundations for the campaign.

A Campaign Board is being formed with members so far from Botswana, Uganda, the USA, the Bahamas, India, Ireland, Spain, Australia, Jordan and the UK. Two nurses under 35 yrs – from Zimbabwe and Canada - have been appointed to ensure that younger people’s perspectives are included. Further appointments are being made from different countries. It also includes representatives of the WHO and ICN. The full membership will be announced before the first meeting in January.

Next steps

The *Nursing Now!* website will go live in early January and social media will start to be used extensively in the build up to the launch on 27th February 2018.

Launch events are being planned in Uganda, Singapore, the USA and the UK – and more are welcome. The *Nursing Now!* website will contain details about how to be involved from January.

Contact

More information and the report *Triple Impact* that led to the campaign are on the APPG on Global Health website at <http://www.appg-globalhealth.org.uk/> where you can register for updates or at [Nursing Now! Updates Registration Form](#).