

Nursing Now! On-line Survey: Summary of Responses

Executive summary

In November Luther Pendragon, the communications firm working with *Nursing Now!*, carried out a short on-line survey with the help of the International Council of Nurses to inform the campaign's brand and communications. The survey was successful with over 574 responses, 15 of which were in French and 25 in Spanish. The survey responses demonstrated that there is indeed a demand for a campaign to a grassroots movement for change from inside and outside nursing, to make a lasting impact on global development and health.

Demographics of respondents

- Although 30% of the respondents were European, the rest of the world was well represented, with 15% from Africa and 16% from the Americas, and 39% from Asia and the Pacific region.
- Similarly there are a range of healthcare roles represented in the survey: 34% of respondents were hospital-based, 20% were academics or researchers, and 10% were community-based.
- 79% of respondents were female, and 21% male.
- There was also a range of age groups among respondents: 57% were aged 41-60 years, 16% were 31-40 years, and 16% were under 30 years.

Feedback on approaches the campaign should take

- There is an overwhelming desire from respondents to be involved in the campaign. 86% wish to play a role within their country, and 85% within their region.
- Social media was rated as a crucial means of communication for the campaign, particularly as a means of sharing good practice across geographic and professional boundaries. Of the social media platforms, Facebook and Twitter were seen as the most useful in sharing information and ideas globally.
- Despite this, there was a definite desire to communicate through means established in the nursing profession, such as sharing announcements at congresses and events, and via electronic newsletters.

Feedback on the campaign objectives

- The survey supports the view that nurses are best placed to deliver Universal Health Coverage, with 89% of respondents viewing it as a very important dimension of the campaign.
- 92% of those with a regional or country-specific role or perspective recognised the need to support national and international communities to create influential nurse leaders.
- 91% of respondents viewed the development and dissemination of evidence of the beneficial impact of nursing as a key aspect of the campaign.
- The promotion of nursing as a route to women's empowerment and economic development was considered by 82% of respondents as a central element of the campaign.
- 75% regarded working with countries and organisations to demonstrate the impact of developing nursing leadership and practice as vital, supporting the understanding that the campaign must work in a collaborative manner with stakeholders.