Nursing now

# NIGHTINGALE CHALLENGE

2020 Year of the Nurse and the Midwife

Investing in young nurses and midwives is essential for improving health and health care globally. The Nightingale Challenge offers you an opportunity to be part of a global movement to equip and empower the next generation of nurses and midwives as leaders, practitioners, and advocates in health.

The Nightingale Challenge asks every health employer around the world to provide leadership and development training for a group of their young nurses and midwives during 2020.

The aim is to have at least 20,000 nurses and midwives aged 35 and under benefitting from this in 2020, with at least 1,000 organisations taking part.

### Why 2020?

- 2020 has been declared by the World Health Organisation as the Year of the Nurse and the Midwife.
- 2020 celebrates the 200th anniversary of the birth of Florence Nightingale: nurse, innovator, reformer and leader of improved health care.
- What better time to begin this new journey with colleagues across the world?

## The purpose

The purpose of the Nightingale Challenge is to help develop the next generation of young nurses and midwives as leaders, practitioners and advocates in health, and to demonstrate that nursing and midwifery are exciting and rewarding careers.

Each employer will determine how best to respond to the Nightingale Challenge and Nursing Now will use its global platform to help promote the activities and developments undertaken. The Nightingale Challenge is an opportunity for all participating organisations to be part of a great global movement to develop nursing and midwifery. It will enable them to maintain and enhance their reputation, externally and with their own staff, for investing and championing nursing and midwifery at a time when the two professions will be enjoying global attention through the Year of the Nurse and the Midwife.

# Nightingale Challenge Timeline

**June – Dec 2019**

### Enrolment

- Employers enrol and publicise 'accepting the Nightingale Challenge'
- Monthly new joiner calls
- Webinars with global leadership experts
- Low income employers matched with funders

**Jan 2020**

### Launch

- National/regional launch events to advertise planned activities
- Global media campaign
- Employer programmes begin

**Jan – Dec 2020**

### Delivery

- Employers and participants share stories of their activities using Nursing Now's global platform and reach.
- Global participant webinars by inspiring nurse and midwife leaders around the world
- Media profile throughout the year through global events, articles and social media campaigns
- Launch of mid-year report and campaign on how employers are responding to the challenge

**Dec 2020**

### Conclusion

- Celebrations to mark the end of the Nightingale Challenge and 2020 Year of the Nurse and the Midwife.

## Outline

The Nightingale Challenge is straightforward and simple:

- All employers of nurses and midwives are encouraged to take part. Each employer is asked to provide a leadership and development programme for nurses and midwives aged 35 or under. We are asking large health employers to provide development for at least 20 young people but recognise that some employers may only be able to support a smaller number of young people.

- Your programmes can be any mix of formal courses, mentoring, shadowing or learning from other professionals or sectors. You decide the content and format so that they are relevant to your own workforce and local needs. You may wish to include other professional groups in your programmes, as well as staff over the age of 35, or students – however these will not contribute towards Nursing Now's 20,000 goal.

- There are two requirements for participating employers:

  - Your programmes include an opportunity for personal development, to learn about leadership, management or the wider organisation, and are not purely clinical.

  - You share your plans with Nursing Now at the start of 2020 and report back on your experience by the end of the year.

- Nursing Now will offer guidance on programmes, research evidence and good practice, should you want this. We will also offer to supplement your local programmes with optional global content, such as regular webinars with internationally recognised leaders talking about their career path and lessons learned.

- Nursing Now will also provide linking platforms for both employers and the nurses and midwives on the programme to connect with others in their locality, country and around the world. This will enable ideas and learning to be shared, as well as collaborative events and the creation of networks that can be used for mutual support and to strengthen the voice of nurses and midwives regionally and globally. Specific networks will be established as particular countries and localities reach a critical mass, and will use the most appropriate platforms for that group.

- Employers in high and most middle-income countries will fund their own programmes. For low and lower middle income countries that cannot fund programmes locally, Nursing Now will work with you to find the resources needed.

## Principles

- The Nightingale Challenge is based on the understanding that effective and improved health care are delivered by multi-disciplinary teams and that nurses and midwives can and should play an increasingly influential role in these teams.

- The Nightingale Challenge is an integral part of Nursing Now's aim to improve health globally by raising the profile and status of nurses.

- The Nightingale Challenge is explicitly employer-led as we recognise that there are similarities and differences between organisations in their context, priorities and resources. This is a challenge to organisations to create and deploy their own development programmes for young nurses and midwives. The Nightingale Challenge is not itself a global development programme.

- Nursing Now's role will be to offer support, contacts and coordination, as well as publicising activities and achievements. We will also provide platforms for organisations and the young nurses and midwives to share experiences and learn from each other within their country, region and globally.

# How to get involved?

## Accept the Nightingale Challenge by signing up your organisation:

1. Register your organisation at www.nursingnow.org/nightingale-sign-up/. By accepting the Nightingale Challenge you become part of a great global movement to improve health by developing nursing and midwifery.

2. Pledge to provide leadership and development training for a cohort of your nurses and midwives aged 35 and under during 2020.

3. Read the Employer FAQs on page 8 and accept the challenge by signing up your organisation up as 'Accepting the Challenge' at www.nursingnow.org/nightingale-sign-up/. You may also contact a member of the Nursing Now team to register your interest or ask any questions by emailing nightingale@nursingnow.global

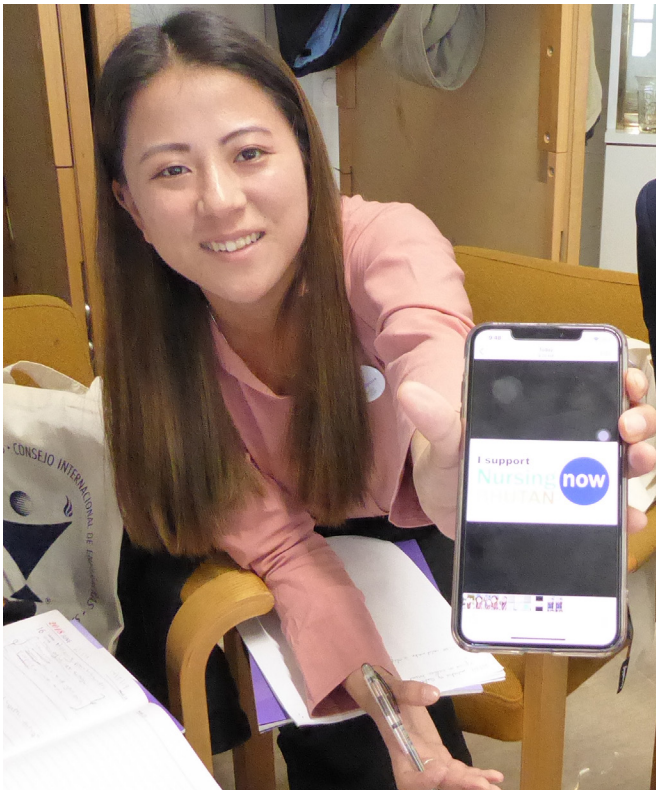
4. Promote your involvement as widely as possible, to encourage other organisations to follow your lead. You can find Promotion Guidelines which includes a template press release and suggested social posts, images and other social media materials at www.nursingnow.org/nightingale-resources/

5. Begin identifying the group of young nurses and midwives you wish to involve, and planning the development activities you wish to run during 2020

6. Engage with other organisations in your country or region that have accepted the challenge, by sharing learning and collaborating on joint events and activities. Nursing Now can help you to create a specific network or group.

## Champion the Nightingale Challenge

1. Publicise the Nightingale Challenge from June to December 2019 when we will be enrolling employers.




2. Identify and reach out to employers to encourage them to sign up.

3. Represent and promote the Nightingale Challenge at relevant public appearances and on social media throughout 2019 and 2020.

4. Where a country or locality achieves a critical mass of organisations signed up, help to establish platforms for employers and/or participants to communicate with one another.

5. Consider hosting a meeting of participating organisations in your country/region during 2020 to bring together participants to share learning.

## International partnerships

Advance the development of the next generation of nurse and midwife leaders by partnering with Nursing Now to deliver the Nightingale Challenge. Explore international partnerships by discussing your interests with the our team. Please contact nightingale@nursingnow.global

# Suggested programmes

We encourage employers to design their own development programmes that best fit their local workforce needs and available assets and resources. Here are some suggested approaches.

Engage a local training institution (e.g. a business school) to deliver a specific package of management or leadership development activities, whether over the whole year or an intensive course over a few days.

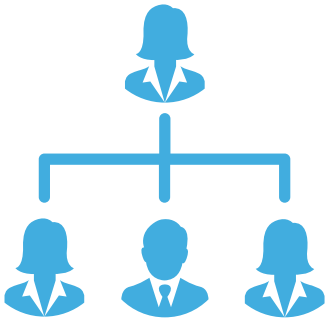
Pair nurses and midwives with executive mentors, either within the organisation (e.g. board or management team) or within the profession more broadly (e.g. leaders of a national nursing organisation).

Organise seminars with prominent figures from the world of nursing to provide tips on how to succeed in leadership roles.

Develop or purchase access to an existing online learning course for personal, management or leadership development - tailored specifically for nurses and midwives, or more general.

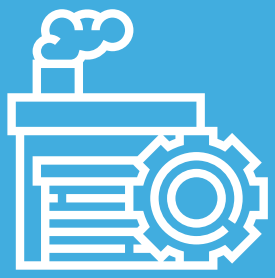
Coordinate action learning projects where a specific challenge (such as a quality improvement initiative) is set for individuals by the CEO - participants keep a learning log, regularly report back on progress and share their learning with others.

Arrange a special visit to the national parliament to meet with the Minister of Health or someone in senior elected office so that participants have a chance to learn about the policy making process and share their experiences at the front line.



Initiate a rolling programme of board secondments - whereby a number of young nurses and midwives are seconded to the board of the organisation, either for a full year or six months

Arrange short secondments to a different part of the health system, e.g. 'buddying' hospital and community nurses, or midwives with social workers and having them reflect on each other's leadership practice.



Enrol participants in a non-healthcare organisation's development programme to gain knowledge from outside of the health system, e.g. the military, large manufacturers or service industry.

Send staff on short secondments to a different part of the organisation - such as a quality improvement or strategy team, or into the CEO's office - to engage with a particular challenge.

Host interactive sessions with management staff to give young nurses and midwives insight into what goes into management of their health system.

Adapt existing personal, management or leadership development programmes used by your organisation and extend them to include selected young nurses and midwives.

Invite a non-healthcare organisation to undertake training in a skill or capability from which participants might benefit. Some healthcare organisations have asked the local branches of large international hotel chains to teach them customer service, or drama schools to teach confidence and presentation skills.

You can find some more extended case studies of how organisations are responding to the Nightingale Challenge at www.nursingnow.org/participating-organisations/.

# Frequently asked questions for employers

## What is the goal of the Nightingale Challenge?

We are aiming to work with 1,000 healthcare employers worldwide who between them will enable 20,000 young nurses and midwives to join leadership and development programmes and build their skills as practitioners, advocates and influential leaders in health care.

## Who can take part?

The aim is to attract nurses and midwives aged 35 and under, so that they develop skills early in their careers, but those at different stages are also welcome to get involved.

## What benefits can my organisation expect?

- Your organisation's reputation will be enhanced nationally, internationally and with your own workforce - both as a good employer and one which shares Nursing Now's global vision of universal and improved health care by investing in young nursing and midwifery leadership.
- Maintaining and achieving a reputation as a champion of nursing and midwifery should help with recruitment and retention, including keeping your own 'rising stars'.
- Direct development of your own workforce's capability.
- Your organisation will have access to regional and global leadership and development programmes which would normally not be available externally. A series of monthly global webinars by inspiring nurse and midwife leaders from around the world, and a fully-accredited online course in leadership and management specifically designed for Nightingale Challenge participants are in development.
- Networking benefits: you will be able to partner with others in your country or abroad, to collaborate and to share knowledge, ideas and learning to help develop each other's healthcare systems.

## What benefits can nurses and midwives on the programmes expect?

Nurses and midwives on the programme will be able to extend their knowledge, skills and leadership potential through the initiatives and interventions that their own employers design.

Nursing Now is working with partners to develop supplementary materials to add global content to your own employer-led schemes. The aim is that on completing the programme, participants will be in a strong position to take the next step in their careers.

The 20,000 participants will receive support to create regional and international networks and platforms for learning and mutual support which can continue after the programme concludes.

They will benefit from the credibility of taking part in a programme with a global reach and reputation, giving them exposure and membership of a new global community of young future leaders.

## How will the leadership and development programmes work?

Your programmes can be any mix of formal courses, mentoring, shadowing or learning from other professionals or sectors. You decide the content and format so that they are relevant to your own workforce and local needs. You may wish to include other professional groups in your programmes, as well as staff over the age of 35, or students – however these will not contribute towards Nursing Now's 20,000 goal. There are two requirements for participating employers:

- Your programmes include an opportunity for personal development, to learn about leadership, management or the wider organisation, and are not purely clinical.

- You share your plans with Nursing Now at the start of 2020 and report back on your experience by the end of the year.

We strongly encourage you to share updates and progress publicly (stories, photos, press releases, social media posts) throughout the year, which Nursing Now will help to publicise.

## Is financial support available?

Employers in high and middle-income countries will fund their own programmes. Nursing Now will work with employers to support programmes in countries where they cannot be funded locally. If you are in a low income country and need financial support, please write to nightingale@nursingnow.global.

Note that if receiving donor funds, these are likely to come with additional requirements and criteria depending on the donor.

## How many nurses and midwives can my institution involve?

As many as possible, although the number will vary depending on the size of the institution. The '20 per organisation' provides a guide and an average – some will be able to host more places, some fewer.

## Can we include student nurses and midwives?

You can, but these will not count towards the 20,000 Nightingale Challenge goal. The challenge is aimed at qualified staff who are already embarked on their nursing or midwifery career, but some institutions may wish to involve students so they can benefit from the programme.

## Can mid-career nurses and midwives join?

We want the Nightingale Challenge to be as inclusive and flexible as possible. Employers are free to involve older cohorts of nurses and midwives in their programmes, or other groups of health professionals such as doctors and managers. These won't count towards the numbers that we collect as part of the challenge, but institutions may feel that their inclusion adds to the impact and effectiveness of their programmes.

## How do we connect with other institutions involved in the Nightingale Challenge?

There will be a variety of opportunities to connect with other participating organisations. Specifics will be announced once enrolment has commenced but will include:

- Joint events with established professional networks such as hospital associations, NGOs and professional groups such as the International Council of Nurses and International Confederation of Midwives.
- Joint events and shared platforms with the World Health Organization especially during plans for 2020 Year of the Nurse and Midwife.
- Local, national and regional networks in areas where a critical mass of institutions sign up – these will be coordinated by an organisational or individual 'champion', and supported with advice and content by Nursing Now.

We encourage institutions to collaborate in creating their development programmes, as well as setting up their own local groups to run shared events and to exchange ideas and learning.

## Will nurses and midwives from different institutions be able to interact with each other?

All nurses and midwives participating in the Nightingale Challenge will be invited to join a global facebook community where they can interact with others on the programme, share lessons and give mutual support. In regions and countries that achieve a critical mass of participants, Nursing Now

will encourage the creation of specific communities through locally appropriate platforms (WhatsApp, WeChat, Facebook etc) and/or face-to-face events.

All participants will be invited to opt into a central Nightingale Challenge email list, which will be used to promote new global content such as the global webinars with internationally known nurse and midwife leaders. We will use such events to encourage global participation by the community of Nightingale Challenge participants, such as asking them to post their own stories and contributions on a particular theme.

## How does the Nightingale Challenge fit with Nursing Now's work?

The Nightingale Challenge is an integral part of Nursing Now's aim to improve health globally by raising the profile and status of nurses. It is based on the understanding that multi-disciplinary teams are best placed to provide effective health care and improvement, and that nurses and midwives can and should play an increasing influential role in these teams in the future.

Participating institutions are permitted to use Nursing Now's logo and brand in promoting their activities for the Nightingale Challenge, so long as those activities comply with the principles and purpose of the Nightingale Challenge as set out in this document. For more details on how to use the Nursing Now logo, please see our branding guidelines at link here www.nursingnow.org/resources/.

## What happens after 2020?

The Nightingale Challenge runs from January to December 2020 – the Year of the Nurse and the Midwife – and there are currently no plans for the formal campaign to continue after this point. However, we very much hope that employers will see a significant impact and return on investment from their programmes, and so choose to either continue development efforts for their cohort of participants, or re-run the programmes with a new group. There is also a possibility that some of the content under development such as online training courses will be available and expanded beyond

2020. We will provide information on the possible continuation of the Challenge in the coming months.

## What is the process for signing up to the Challenge?

Simply go to www.nursingnow.org/nightingale-sign-up/ and enrol your institution. You will be asked to provide some basic information such as the size and location of your organisation, and how many participants you plan on enrolling. You will then be added to our global interactive map of participating employers.

Having signed up, you will receive an email welcoming you to the Nightingale Challenge with further information on available resources and upcoming new joiner calls and webinars with global leadership development experts. We will also encourage you to advertise your enrolment on public platforms and invite other employers in your network to follow your lead.

Before the end of 2019, we will also ask you to submit a high-level summary of the programmes you plan on running during 2020, and also to cascade a sign-up sheet to your nurse and midwife participants so they can join our global database and facebook community.

# About Nursing Now

Nursing Now is a campaign to improve health globally by raising the status and profile of nursing. We are global social movement with an active network of groups working to influence global and local policy. There are now 258 groups in 88 countries (as of 2 June 2019) with new groups registering and launching every month. Nursing Now is a programme of the Burdett Trust for Nursing run in collaboration with the International Council of Nursing and the World Health Organization.

**nursingnow.org**

nightingale@nursingnow.global

@NursingNow2020

#NursingNow

#NightingaleChallenge

**Disclaimer notice**

The Nightingale Challenge is a pledge supported by the Burdett Trust for Nursing, acting through its programme committee Nursing Now. The purpose of Nursing Now is to raise awareness about the need to elevate the status of nursing around the world. The Burdett Trust for Nursing supports the Nightingale Challenge because it considers that providing leadership training for nurses will help to elevate their status in hospitals.

Any employers signing up to the pledge are fully responsible for the quality and content of the training provided to their staff.

The Burdett Trust for Nursing accepts no liability for any consequences, whether direct or indirect, that may come about from any training provided by a third party pursuant to the Nightingale Challenge pledge.

An organisation making the Nightingale Challenge pledge does not constitute any formal affiliation with or endorsement by the Burdett Trust for Nursing or Nursing Now.

Nursing Now is an awareness-raising campaign and is not a fundraising campaign. Any employer signing up to the Nightingale Challenge pledge will be responsible for meeting its own costs and will not receive any funding from Nursing Now or the Burdett Trust for Nursing.

Nursing Now is a programme of the Burdett Trust for Nursing (Registered charity no. 1089849)

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