

NURSING NOW AROUND THE WORLD:

VISIONS, INITIATIVES, SUCCESSSES

Global Nursing Campaign

The global nursing campaign Nursing Now, launched in February 2018, is intended to raise the status, recognition and professional profile of professional nurses – and is set to gain considerable momentum this year. In more than 100 countries, there are currently around 400 Nursing Now groups that contribute ideas, concepts and impulses in creative, unconventional and diverse ways. We present five of them here.

Text: Stephan Lücke



Colombia: Investing in professional nursing

Nursing Now was officially kicked off in Colombia in May 2019 by the Health Minister of the South American country, Juan Pablo Uribe. Before an audience of more than 100 nurses, who traveled there from all parts of the country for this event, the politician promised that the Ministry for which he is responsible will invest significantly in professional nursing. This is the key to achieving better healthcare for Colombia's citizens.

The concrete problems of professional nursing and the necessary improvements to be derived from them were discussed in the Senate in the same month. The focus was on topics such as remuneration, staff assessment and strengthening nursing training programs.

The professional policy challenges of nursing were also the subject of numerous symposia and conferences held at various universities in the country from May to August 2019. As a result, many local Nursing Now groups were formed. Their representatives presented the campaign to their professional colleagues in Colombia's largest hospitals.

Under the title "The Advancement of Nursing in Colombia 2020-2030", the Colombia Health Ministry has meanwhile introduced a concrete master plan to upgrade and further advance the nursing profession. The basis for the advancement were the talks and meetings held during the campaign.



Photos: Consejo Técnico nacional Enfermería Colombia

At the start of Nursing Now Colombia, Colombian Health Minister Juan Pablo Uribe (top left) promised to raise the status of nursing as a profession. The concrete problems of professional nursing were discussed in the Senate (below).

Germany: Tour through Lower Saxony

In Germany, Nursing Now is coordinated by the German Nurses Association (DBfK). Since early February 2018, professional policy initiatives and association statements have been linked to the goals of the global campaign.

One unusual initiative took place in October 2019: for two days, the DBfK representatives for the northwest region, Marina Kauer and Stefan Schwark, traveled around Lower Saxony. Their goal was to identify and point out interfaces between nursing and society. They packed a large sign with “Nursing Now” printed on it.

On Instagram, Marina Kauer and Stefan Schwark documented their trip from Hannover, the city with the highest concentration of kiosks in the world, to the North Sea and back. While on the road, they had conversations with people about the role and status of professional nurses and midwives in society. This trip was intended to serve as a warm-up for the global Nursing Now campaign and the Year of the Nurse 2020.

In the Pied Piper town of Hamelin, colleagues from an outpatient daycare facility appeared before the camera and an employee of a work apparel shop applied the metaphor of the Pied Piper to nursing: “Good work must be fairly paid!”

At the University of Vechta, they saw what nursing in an interdisciplinary team is all about. In the gerontology program, nursing professionals address the extensive social challenges of old age from a scientific perspective.

Nursing-related concerns and hopes of the general population were visible at Emden harbor. A young mother reported on the delivery room that had recently been closed several times due to a staff shortage and wished for more staff to ensure regional care.

After a statement at the Pilsum lighthouse and a show of support by a family-run fish sandwich stand, it was clear that nursing is a topic that concerns everyone!



The representatives of DBfK Northwest, Stefan Schwark and Marina Kauer, traveled around Lower Saxony to highlight the interfaces between nursing and society – and to tell people about the Nursing Now campaign. They shared their experiences on Instagram (photo on far right).

Russia: Showing the government the potential of professional nurses

In Russia, the Nursing Now campaign is coordinated by the national nurses' association. The official launch is March 19, 2020; however, preparations began last summer. The goals of Nursing Now Russia are – like everywhere around the world -- raising the job profile of professional nurses and better recognition of the profession by society, government, hospital managers, other health professionals, and patients.

To make progress here, the Russian Nursing Association is first of all developing a new website. This will not only inform members about current activities, but also provide anyone who is interested with clear information about the important contribution of professional nurses to adequate patient care. The website will also provide an online database for all professionals - members and non-members alike - where they can find information on nursing interventions, model projects and studies.

As a further milestone, the Russian Nursing Association is working on a matrix for the nursing profession - the creation of a flexible document to serve as an information source and discussion forum for nursing activities and topics. The aim is to actively develop the nursing profession, to critically reflect on supposedly proven methods, and to explore new paths.

The association is also planning a campaign in which patients thank their nurses for their commitment. Various illustrated charts tailored to specific medical conditions and patient groups are currently being developed. They will explain what happens during treatment, what should be done after discharge and the role of nurses. The materials are intended to motivate patients to thank their nurses.

On March 19, 2020, the official launch of Nursing Now Russia at a conference in St. Petersburg, there will be a presentation of what has been developed and achieved so far, as well as the activities and goals associated with the campaign, to national and international experts and the head of the Russian Ministry of Health. The aim is to make the Russian government recognize the true potential of nurses and midwives - along with an appeal to take important and long-awaited steps to further develop and upgrade the professional profile of professional nurses.



Photos: Russian Nurses Association

Preparations for the Russian version of Nursing Now began in the summer of 2019 with a major information event. The activities are coordinated by the Association of Russian Nursing Professionals.

Uganda: More security for professional nurses

In Uganda, a country of 40 million inhabitants, there are around 60,000 nurses and midwives - far too few for the growing demand for professional care. In the view of the organizers of Nursing Now Uganda, lack of mentoring and career development opportunities for nurses, insufficient financial support from the government for the further advancement of the nursing profession, and insufficient training capacities for the next generation are the biggest problems facing nursing in the East African country.

Nursing Now aims to take the necessary steps to improve the recognition and job profile of nurses, to qualify nurses for leadership positions in healthcare, and to establish a professional organization for Ugandan nurses.

Previous activities of Nursing Now Uganda include the composition of a campaign anthem to be adopted as an international nursing anthem, the former Miss Uganda's publicity campaign for young nurses and midwives at their training centers, a mentoring program for two young midwives who will be responsible for the further development of the midwifery profession in the future, as well as numerous PR campaigns to inform the population of the work performed by a professional nurse.



Nursing Now has led to many wide-ranging discussions in Uganda about further professionalization of the nursing profession. The involvement of prospective nurses with the former Miss Uganda (photo below, 3rd from left) has led to broad media coverage.

Photos: Nursing Now Uganda



At the start of Nursing Now Northern Ireland, public health Professor Michael Marmot gave a much acclaimed speech in which he highlighted the “great potential” of professional nurses (photo on left). As part of the Men in Nursing project, male nurses informed male school-age students of career prospects in nursing (photo on right).

Northern Ireland: Nurses make an indispensable contribution to the health of the population

The Northern Ireland version of Nursing Now focuses on public health, which deals with measures to keep the population healthy. At the start of the campaign, renowned public health professor Michael Marmot gave a much acclaimed speech in which he described nurses as “the most trustworthy group of people”. They treat people in need of help with compassion and have “great potential” to make a lasting contribution to better public health.

The fight against homelessness is one of the priorities of Nursing Now Northern Ireland. As part of the campaign, a homeless care working group has been established to improve services to this vulnerable population in Northern Ireland. The most effective way to tackle homelessness would result from a multidisciplinary approach involving nurses, general practitioners, local voluntary and community organizations and housing administration staff.

Nursing Now Northern Ireland believes that in order to strengthen the nursing profession, gender equality in the profession and, in particular, better recognition of men in nursing are necessary. Young male nurses, in collaboration with the Royal College of Nursing - the professional association and union of nurses in the UK - launched the Men in Nursing project. Previous activities have included information days in general education schools, for example, to help boys see nursing as an attractive career option.

As part of Nursing Now, a special qualification for nurse managers was also developed by London South Bank University and a department for the improvement of healthcare in the National Health Service. In awarding the graduates, health policymaker Richard Pengelly described the newly appointed Aspiring Nurse Directors as “our potential future leaders in care”. More leaders with a clinical background are needed to achieve the improvements in healthcare that are needed.