



Raising the status of nursing globally

Elizabeth Adams introduces the Nursing Now! campaign which aims to release the potential of nurses to deliver universal health coverage

NURSING Now! is a campaign focused on raising 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. Nursing Now! – a three-year global campaign and programme of the Burdett Trust for Nursing – will launch in the New Year.

Lord Nigel Crisp who will chair the new global Nursing Now! board (the membership of which is set to be announced in the near future), is an independent crossbench member of the House of Lords where he co-chairs the All-Party Parliamentary Group on Global Health. He was previously chief executive of the NHS and permanent secretary of the UK's Department of Health – the largest health organisation in the world with 1.3 million employees – where he led major reforms between 2000 and 2006.

Lord Crisp has published extensively on global health including, *Turning the World Upside Down – the search for global health in the 21st Century*; *Global Health Partnerships*; and *One World Health – an*

overview of global health after Global Health Partnerships.

A Cambridge philosophy graduate, he worked in community development and industry before joining the NHS in 1986. He has worked in mental health as well as acute services and from 1993 to 1997 was chief executive of the Oxford Radcliffe Hospital NHS Trust, one of the UK's leading academic medical centres. Further information available at: <https://nigelcrisp.com/>

Background

This Nursing Now! campaign is based on the report *The Triple Impact of Nursing – how developing nursing will improve health, promote gender equality and support economic growth* (2016) published by the UK's All-Party Parliamentary Group on Global Health (APPG) following its review of nursing globally. The report concluded that:

- Universal health coverage will not be achieved without developing nursing globally. Nurses are the largest part of the professional health workforce and provide an enormous amount of care and treatment worldwide; however, they are

very often undervalued and underutilised. Nurses could have an even more significant impact in the future – and will be decisive as to whether UHC is achieved

- Developing nursing will have the triple impact of contributing to three of the Sustainable Development Goals – improving health, promoting gender equality, and strengthening economies.

The report also noted the very large shortfall in health workers globally, estimated by the WHO as 7.2 million in 2013 and increasing to 12.9 million by 2035, and their maldistribution which means that low and middle-income countries have far fewer nurses than high-income countries do.

The report has been so well received that planning is underway to launch a global campaign to strengthen and develop nursing. This already has the support of the WHO and UK ministers from both the Department for International Development and the Department of Health.

Nursing organisations nationally and globally are providing support and discussions are in hand with the Commonwealth Secretariat, the World Bank and other organisations.

Under the leadership of Lord Crisp, the Nursing Now! global campaign will build on nurses' unique position as the health professionals who are at the heart of every health system, provide continuity of care for their



patients and are part of their local community.

The campaign aims to raise the status and profile of nursing globally so that it can make an even greater contribution to improving health and wellbeing.

The Campaign will be launched in early 2018, and will position nursing more central to health policy and ensure that nurses can use their skills, education and training to their full capacity. The campaign will seek to:

- Influence policy and decision makers by demonstrating what nurses can achieve and advocating for specific objectives and goals
- Create a grassroots movement among the global nursing workforce to generate energy, boost morale and encourage recruitment.

Foundation for future long-lasting change

Change will take a generation or more, however, a step-change and lasting improvements can be made in three years. The Nursing Now! campaign's objectives are to:

- Promote the influence of nursing and develop nurse leadership – ensure that there are more nurses in senior leadership roles where they can influence policy and provide more opportunities for development. This will be supported by a suite of development programmes for nurses at all levels and a flagship global senior leadership programme
- Provide evidence of the beneficial impact of nurses – disseminate evidence and seek more investment on research into the impact of nursing on health, women's empowerment and economic growth. This will be supported by a landmark study on the economic impact of nursing – covering the impact of job creation and greater workforce participation by women as well as the positive benefits of the improved health of the workforce
- Support nursing as a route for women's empowerment – showing how nursing affects the status and economic power of women. This will involve working with other global institutions to improve the life of women at work
- Demonstrate the effect of 'Nursing in all Policies' – working with a small number of exemplar countries or states to show how developing nursing and engaging nurses in policy making can improve health - and developing better ways of sharing good practice.



Pictured at the recent fourth Global Forum on Human Resources for Health in Dublin were (l-r): Dr Catherine Hannaway, global health consultant; Lord Nigel Crisp, independent crossbench member of the House of Lords and co-chair of the All-Party Parliamentary Group on Global Health; and Elizabeth Adams, director of professional development, INMO

The campaign will work with the WHO, UN Women and other bodies to ensure that its activities are linked with the global health workforce strategy and the five-year Action Plan of the Commission on Health Employment and Economic Growth, in addition to other global strategies.

Nursing Now! Global Board

Janet Davies, CEO and general secretary, Royal College of Nursing, UK, supported my nomination to the Board to represent the European Region. The nomination committee have now met with Lord Crisp, chair of the campaign Board, and Alan Gibbs, chair of the global Burdett Trust for Nursing. The announcement of the appointments to the Board is anticipated in January 2017.

I had a very welcome opportunity to meet with Lord Crisp at the Fourth Global Forum on Human Resources for Health in Dublin – see photo above.

Further information

Background information on how this campaign has evolved is available at: www.appg-globalhealth.org.uk/home/4556655530 and on Twitter Page: https://twitter.com/nursingnow_ You can also follow the #NursingNow hashtag.

Newsletter

You can subscribe to the Nursing Now! newsletter and register for updates at: http://bit.ly/globalhealth_newsletter

Elizabeth Adams is INMO director of professional development

European leadership in action



Brussels meeting:
The new president of the European Federation of Nurses Associations (EFN), Elizabeth Adams met with Dr Paul De Raeve, EFN general secretary with a renewed focus and vision to strategically strengthen nursing across Europe