



Nursing Now campaign engages global power

Elizabeth Adams focuses on international nursing and midwifery initiatives and activities of interest to INMO members

NURSING NOW is a campaign focused on raising the status and profile of nursing globally and maximising the contribution that nursing makes to universal health coverage, women's empowerment and economic development.

Nursing Now is a programme of the Burdett Trust for Nursing and is a three-year global campaign launched in London on 27 February 2018 by the Duchess of Cambridge.

Nursing Now is run by a campaign board made up of nurses and non-nurses from 16 different countries. It is a privilege that Janet Davies, CEO/general secretary, Royal College of Nursing, nominated me to the board to represent the European Region. Therefore, I will serve on the board with the endorsement of the RCN while representing the INMO and the European Federation of Nurses Associations as president on behalf of three million nurses across Europe.

Nurses are at the heart of most health teams, playing a crucial role in health promotion, disease prevention and treatment. As the health professionals who are closest to the community, they have a particular role in developing new models of community-based care and support local efforts to promote health and prevent disease.

Nursing Now is based on the findings of the *Triple Impact* report, which concluded that as well as improving health globally, empowering nurses would contribute to



Global goals:
INMO director of professional development Elizabeth Adams, who is also president of the European Federation of Nurses Associations, is pictured with Lord Nigel Crisp, co-chair of the Nursing Now campaign, who is also independent crossbench member of the House of Lords and co-chair of the All-Party Parliamentary Group on Global Health

improved gender equality – as the vast majority of nurses are still women – and build stronger economies.

Under the leadership of co-chairs Lord Crisp and Prof Sheila Tlou, and alternate chair Baroness Mary Watkins, the Nursing Now global campaign will build on the unique position of nurses 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.

With the first board meeting in January 2018 and the official launch of the

Campaign on February 27, there is a real opportunity to position nursing more centrally to health policy and ensure that nurses can use their skills, education and training to their full capacity. The campaign seeks 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.

Nursing Now will run to the end of 2020 – the 200th anniversary of Florence Nightingale's birth and a year when nurses will be celebrated worldwide. The board

through the campaign, aims to improve perceptions of nurses, enhance their influence and maximise their contributions to ensuring that everyone everywhere has access to health and healthcare. There are many organisations worldwide playing powerful roles in developing nursing and midwifery. Our aim is to complement and support them – bringing nursing to the forefront of thinking on global health and enabling nurses to do even more in improving health globally.

Our focus is on nursing but it also includes midwifery where the two professions overlap – and many nurses are also midwives. We recognise that midwives face the same pressures as nurses and that their extraordinarily valuable role needs to be strengthened and supported if universal health coverage (UHC) is to become a reality.

Goals

By the end of 2020, we want to see the following goals achieved:

- Greater investment in improving education, professional development, standards, regulation and employment conditions for nurses
 - all countries have plans for developing nursing and midwifery
 - increased investment in all aspects of nursing and midwifery
 - more nurses in training and employment, with clear progress in eliminating the global shortfall of nine million nurses and midwives by 2030
- Increased and improved dissemination of effective and innovative practice in nursing
 - Nursing organisations collectively support a coordinated global portal of effective practice and innovation used by nurses and policy makers around the world
- Greater influence for nurses and midwives on global and national health policy, as part of broader efforts to ensure health workforces are more involved in decision-making
 - All global and national policies on health and healthcare acknowledge the role of nursing in achieving their goals and include plans for the development of nursing
 - All national plans for delivering UHC make specific proposals to enhance and develop the role of nurses as the health professionals closest to the community
- More nurses in leadership positions and more opportunities for development at all levels

Nursing Now campaign leadership

Co-chair: Lord Nigel Crisp

Lord Nigel Crisp is an independent cross-bench member of the House of Lords where he co-chairs the All-Party Parliamentary Group on Global Health. He was chief executive of the NHS in England from 2000-2006 and has subsequently worked and written extensively on global health with a focus on Africa. His main current interests are global health partnerships, health creation and nursing.

Alternate chair: Baroness Mary Watkins

Prof Watkins is a nurse academic who has held university posts, non-executive roles in the NHS and not-for-profit sectors. In December 2015, she was appointed as a Crossbench member of the House of Lords as Baroness Watkins of Tavistock. She has published extensively and presented at conferences contributing to debates on subjects ranging from nursing, the cost of social housing for NHS

- At least 75% of countries have a chief nursing officer/chief government nurse as part of their most senior management team in health
- More senior leadership programmes for nurses
- The establishment of a global nursing leadership network
- More evidence for policy and decision makers about – where nursing can have the greatest impact, what is stopping nurses from reaching their full potential and how to address these obstacles
 - A landmark study on the economic impact of nursing is published
 - More articles on nursing's impact in peer-reviewed journals
 - A coordinated global network on research on nursing is established.

The Campaign will work with the World Health Organization, United Nations 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.

Running until the end of 2020, the Nursing Now campaign aims to improve perceptions of nurses, enhance their influence and maximise their contributions to ensuring that everyone everywhere has access to health and healthcare. The campaign invites you to participate and

workers, public health and social care.

Co-chair: Prof Sheila Tlou

Prof Tlou is former UNAIDS Director of the Regional Support Team for Eastern and Southern Africa, and former Member of Parliament and Minister of Health of Botswana. She is also former professor of nursing at the University of Botswana and director of the WHO Collaborating Centre for Nursing and Midwifery Development in Primary Health Care for Anglophone Africa. As Minister of Health, she led a very successful AIDS prevention, treatment, care and support programme. She holds a PhD in nursing science from the University of Illinois, Chicago, and has membership of the American Academy of Nursing and the US National Academy of Medicine.



seeks your commitment to giving nurses more recognition, investment and influence, to sign up to support the campaign. The new website with further information is available at: www.nursingnow.org/ The Nursing Now's social media toolkit to help get others interested and involved is developed (see <http://www.nursingnow.org/social-media-toolkit/>), and you can follow the campaign's progress on Twitter and Facebook.

Nursing Now also plans to showcase supporter-led events, case studies, education, funding opportunities and much more. You are welcome to share your plans (logon to: <http://www.nursingnow.org/share-your-plans/>) to champion nursing and they will be added to the campaign's global activity map (<http://www.nursingnow.org/global-activity-map/>).

Further information

Background information on how this has evolved is available at: www.nursingnow.org and you can subscribe to the newsletter and register for updates in addition to actively participating in the campaign.

Elizabeth Adams is INMO director of professional development