



Credit: Tim Bekir for THET

**Nursing Now is a global campaign to improve health globally by raising the status and profile of nursing**

Nurses and midwives are the largest group of health workers; enabling them to work to their full potential will help everyone, everywhere to access health care.

We are a global social movement with an active network of groups working to influence global and local policy. Nursing Now is growing fast and there are now 192 Nursing Now groups active in over 80 countries (as of 2 April 2019) with new groups registering and launching every month.

**Our goal:** Nursing Now aims to improve health and healthcare globally by raising the status and profile of nurses and midwives.

We believe that developing nursing and midwifery – and allowing nurses and midwives to work to their full potential – is one of the most important things we can do to improve health globally. They are too often undervalued and unable to work to the top of their license – an extraordinary waste of talent and resources. By developing nursing and midwifery, countries can achieve the triple impact of improving health, promoting gender equality and supporting economic growth.

# Towards achieving Universal Health Coverage

Nurses and midwives have a critical role to play in achieving health for all.

Countries that invest in and develop their nursing and midwifery workforce can achieve a rapid, cost-effective expansion of high quality health care

Unless nursing and midwifery is rapidly expanded and developed there is no possibility of achieving the World Health Assembly goal of a billion more people benefiting from Universal Health Coverage within five years.

On the path to Universal Health Coverage: countries can achieve a rapid expansion of health coverage by making the best use of existing staff and introducing changes in service delivery and practice.

We recommend countries focus on five key areas:

- More nurse-led clinics enabling nurses and midwives to work their full potential
- Employ more specialist nurses
- Develop more midwifery services
- Make nurses central to primary health care, providing services and supervising community health workers
- Support nurses and midwives in health promotion and disease prevention.

Our recommendations are based on the findings from a report published by World Innovation Summit (WISH) Nursing and UHC Forum at the WISH Conference 2018.



## The Nightingale Challenge

The Nursing Now campaign is working with partners to champion influential leadership roles for nurses and midwives. Being influential leaders means that they will be able to apply their own experiences, as well as evidence and data to stimulate changes in policy and improve health care delivery.



We have launched the Nightingale Challenge which calls for all employers of nurses and midwives globally to provide development opportunities in influential leadership for young nurses and midwives during 2020.

We aim to inspire 1,000 employers worldwide who between them will enable 20,000 young nurses and midwives to build their skills as advocates and influential leaders in healthcare. The Nightingale Challenge will be launched at the International Council of Nursing Congress in Singapore 2019.

# 2020 International Year of the Nurse and Midwife

This is a once in a generation opportunity to put nurses and midwives at the centre of global and national health policy, and to celebrate what nurses and midwives do to improve health and health care in their communities and across the world.

The World Health Organization Executive Board announced in January 2019 that they will request the next World Health Assembly to declare 2020 as the 'Year of the Nurse and Midwife'. The year also marks the 200th birthday of Florence Nightingale, considered by many as the founder of modern nursing.

Nursing Now, a movement of over 192 groups in over 80 countries, is working with nurses, governments, partners and stakeholders globally to make the most of this once in a generation opportunity.

## State of the World's Nursing Report

WHO's State of the World's Nursing report is being developed in collaboration with the International Council of Nurses and the Nursing Now Campaign.

The report, to be launched in 2020, is a first for nursing and will describe the critical role for nurses in delivering Universal Health Coverage and the Sustainable Development Goals.

Nursing Now is working with our groups in over 80 countries to engage nurses in gathering and sharing data and the report's findings.

We want to change the minds of politicians and health leadership. Investing in nursing makes sense - it is the most cost-effective way to ensure that access to essential health care will improve.



## A growing global influence 192 groups in over 80 countries in less than 14 months

April 2019



Nurses and midwives are already leaders in delivering care; the next step is put them at the heart of health policy-making.

Elizabeth Iro  
Chief Nursing Officer  
World Health  
Organisation

## Partner with us

- Spread the word – help to raise the profile and status of nursing
- Be agents for change – advocate for governments and health leaders to invest in nursing and midwifery
- Get involved in 2020 Year of the Nurse and Midwife
- Say yes to the NIGHTINGALE CHALLENGE

Explore partnerships with Nursing Now campaign by discussing your interests with our team. Please contact us at [info@nursingnow.global](mailto:info@nursingnow.global)



Nursing Now is a programme of the Burdett Trust for Nursing  
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