



# The Nursing Now campaign and the Council's engagement with it

## Briefing Paper – December 2018

### Nursing Now campaign

[Nursing Now](#) is a three-year global campaign, ending in 2020, to raise the global profile of nursing. It is run in collaboration with the International Council of Nurses and the World Health Organization. The campaign has been launched in 66 countries across the globe. It is run by a Campaign Board made up of nurses and non-nurses from 16 different countries, as well as two young nurses. The campaign is run as part of the Burdett Trust for Nursing.

Nursing Now is based on the findings of the [Triple Impact](#) report. The report concluded that as well as improving health globally, empowering nurses would contribute to improved gender equality – as the vast majority of nurses are still women – and build stronger economies. It aims to improve health globally by raising the profile and status of nurses worldwide – influencing policymakers and supporting nurses themselves to lead, learn and build a global movement.

The global campaign wants to achieve the following five aims by 2020:

1. Greater investment in improving education, professional development, standards, regulation and employment conditions for nurses
2. Increased and improved dissemination of effective and innovative practice in nursing
3. 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
4. More nurses in leadership positions and more opportunities for development at all levels
5. 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

In addition to an awareness raising campaign, Nursing Now is progressing its vision through five main programmes of activity. These are: growing support for *Universal Health Coverage*, generating *evidence of impact* of nursing to influence policy makers, supporting the *leadership and development* of nurses, maximising nursing's contribution to the *sustainable development goals* and improving the publication and *sharing of effective practice*.

Nursing Now groups are being launched in England, Scotland, Wales and Northern Ireland with each group setting their own programme work at a national and local level.

## Nursing Now research roundtable event, 5 December 2018

The Council of Deans of Health hosted a roundtable discussion chaired by our Vice-Chair Jan Draper on 5 December 2018 with senior leaders of the Nursing Now campaign in the UK. Lord Crisp, Nursing Now Co-Chair, Baroness Watkins, Nursing Now Alternate Chair, and Barbara Stilwell, Nursing Now Chief Executive attended the event. The Council's Executive Members for Research and Global as well as our lead member for research in Scotland and our Vice-Chair for the Council of Deans of Health Wales joined to share views to strengthen engagement and raise the profile of research in nursing, midwifery and the allied health professions.

The roundtable event was an opportunity for the Council to engage with Nursing Now senior leaders and hear the ambitions and approach of the campaign. Conversely it enabled the Council to outline its priorities, particularly in relation to our research portfolio. The opportunities for increasing the visibility and impact of nursing research were discussed. The Council highlighted its work on clinical academic careers and how a higher profile could be achieved.

Professor Hugh McKenna who has been appointed to chair the Research Excellence Framework's sub-panel 3 for allied health professions, dentistry, nursing and pharmacy for the third time, shared his views on nursing research excellence. He emphasised that nursing research has demonstrated significant impact on clinical practice and healthcare organisation not only UK-wide but internationally.

### The Council and Nursing Now next steps

It was agreed that the Council will support the Nursing Now campaign in including nursing research in its activities, for example by promoting the examples of international research collaboration in the Council's publication '[UK health faculties' global engagement](#)', or Hugh McKenna's forthcoming publication on the international dimension of the REF 2014 impact case studies.

The Nursing Now campaign is already entering into a partnership with the University of Edinburgh to promote research in nursing globally.

Baroness Mary Watkins will be presenting the motivations and objectives of Nursing Now at the Council's annual conference on 22 January 2019. Achievements of the campaign may be presented at the Council's January 2020 conference.

Barbara Stilwell also offered the Council to have some of our students from the Council's Student Leadership Programme – particularly those interested in research and global aspects of nursing - at the event for young nurses being planned for the World Health Assembly in Geneva next May and potentially other student engagement opportunities beyond that.

The forthcoming project of the World Health Organisation on the state of the world's nursing and midwifery would also be an opportunity for the Council to emphasise the importance of research and advanced clinical practice in this context.

The Council's has worked very closely over the past year with the Chief Nursing Officer for England to develop a research portfolio as part of her [Leading Change, Adding Value Framework](#). Over 150 case studies of nurse and midwife led research have been collected and will be published under this framework in March 2019. This resource will showcase the leading role nurses and midwives have in a variety of research areas.

**For more information contact:**

Robyn Cooke, Policy Officer, [robyn.cooke@cod-health.ac.uk](mailto:robyn.cooke@cod-health.ac.uk)