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# Nursing Now

Professor Sheila Tlou  
Lord Nigel Crisp







**Our aim – to improve health globally by raising the profile and status of nursing**



# Who we are

- A global campaign
- 200+ groups in over 80 countries
- In collaboration with International Council of Nurses and World Health Organization
- Programme of the Burdett Trust for Nursing



*Credit: Tim Bekir for THET*

## A growing global influence:

- 282 regional, national and local groups
- 89 countries



February 2018



June 2019



# The path to Universal Health Coverage

**Invest and develop nursing and midwifery workforce.**

**In particular:**

- Nurse-led clinics
- More specialist nurses
- Develop midwifery services
- Primary health care
- Health promotion and disease prevention



Women make up 70% of the total health and social care workforce, yet women only comprise 25% of health system leadership roles.

WHAT'S IT GOING TO  
TAKE TO REMOVE  
GENDER BARRIERS TO  
NURSE LEADERSHIP?



INVESTING IN THE POWER  
OF NURSE LEADERSHIP  
WHAT WILL IT TAKE?

IntraHealth  
INTERNATIONAL  
Because Health Workers Save Lives.



Nursing now

Johnson & Johnson

Nursing now





# 2020 Year of the Nurse & the Midwife

**A once in a generation opportunity to put nurses and midwives at the centre of global and health policy.**

**A celebration of all that nurses and midwives do to improve health and health care.**

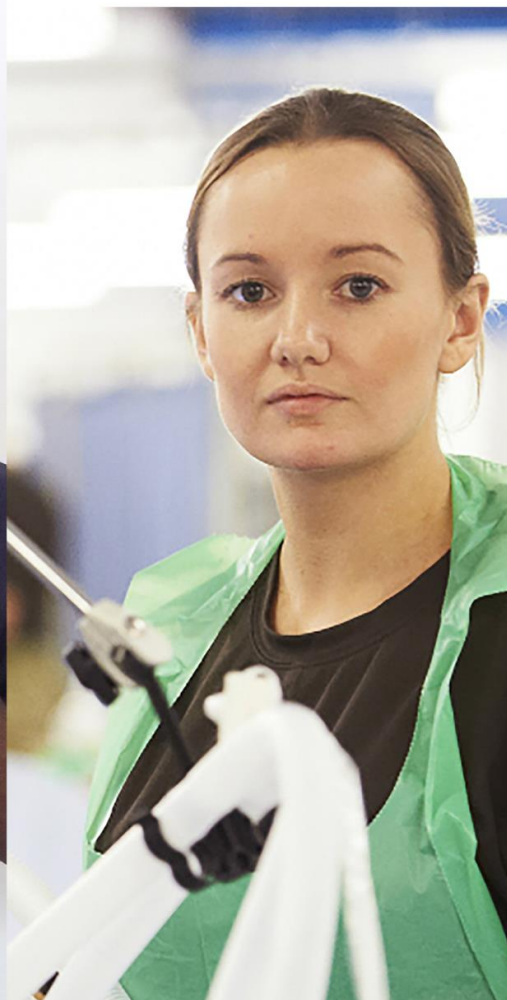
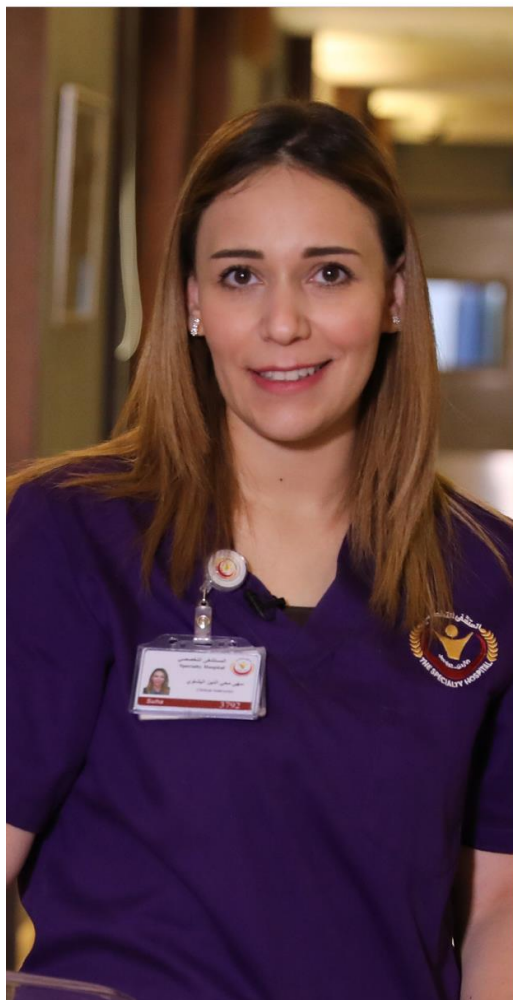
# WHO's first ever *State of the World's Nursing Report* with ICN & Nursing Now

- Inform national policy
- Drive investment in nursing workforce to achieve UHC and SDGs



Credit: THET





- ✓ Healthcare is changing fast – invest in nurses and midwives
- ✓ Enable them to play a bigger role in multi-disciplinary teams
- ✓ Demonstrate that nursing and midwifery are exciting and rewarding careers





**NIGHTINGALE  
CHALLENGE**



- Accept the Nightingale Challenge
- [www.nursingnow/nightingale/](http://www.nursingnow/nightingale/)
- [nightingale@nursingnow.global](mailto:nightingale@nursingnow.global)
- @NursingNow2020
- #NightingaleChallenge