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
A growing global influence:

- 282 regional, national and local groups
- 89 countries
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

Credit: The Royal College of Nursing
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?
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
✓ 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
Accept the Nightingale Challenge
www.nursingnow/nightingale/
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@NursingNow2020
#NightingaleChallenge