NURSING NOW BRAZIL!
APRIL 2019

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Executive Director Nursing Now Global Campaign
Nurses MUST lead the way to health for everyone, everywhere – Why nurses? Why now?

Credit: Tim Bekir for THET
The triple impact of nursing

- Better health
- Greater gender equality
- Stronger economies
The health workforce: a best buy in sustainable development

#WORKFORCE2030
and the Sustainable Development Goals

GOAL 17
Healthy societies are engines for economic growth. Health workers are at the core of health systems ensuring healthy lives and wellbeing.

GOAL 11
The majority of the world’s population lives in urban areas. Over 90% of children in cities suffer from suboptimal nutrition. Universal access to health care will improve their exercise for all.

GOAL 10
Migration and mobility of health workers can result in inaccessible access to health care, which affects countries. The WHO Code of Practice on International Recruitment of Health Personnel is a framework for countries to identify and provide solutions to the challenges of health workforce sustainability and workforce mobility.

GOAL 8
The health care sector is one of the largest employment sectors in most countries. It is a source for both skilled and unskilled personnel, and a demand for all segments of society. The health workforce is essential to the economic wellbeing of every country.

GOAL 5
Women are a large part of the health workforce and obtaining qualified jobs in the formal sector of the economy can be a source of greater empowerment. However, the wages and opportunities for women in high-level positions are constrained. Women workers’ employment conditions need to be gender-sensitive allowing equal opportunities for career development. Violence, harassment, and discrimination during training, recruitment, training, and in the workplace must be eliminated.

3x return on investment

✓ Economic growth
✓ Social development
✓ Health and human security
Our goal

Nursing Now aims to improve health globally by raising the status and profile of nursing and midwifery.

Credit: Morgana Wingard for IntraHealth International
Who we are

• A global campaign
• In collaboration with International Council of Nurses and World Health Organization
• Programme of the Burdett Trust for Nursing
What we want to achieve

• Change policy globally and nationally
• Promote influential leadership
• Strengthen evidence of impact
• Increase investment
• Achieve triple impact
What we are doing.....
A growing global influence:
• 192 regional, national and local groups
• Over 80 countries

April 2019

February 2018
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.
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
Join the NIGHTINGALE CHALLENGE

✓ Champion influential leadership roles for nurses and midwives
✓ Provide development opportunities for young nurses and midwives during 2020
✓ Healthcare is changing fast and so should the workforce – invest in nurses and midwives, and prepare them for the future
✓ Demonstrate that nursing and midwifery are exciting and rewarding careers

Read more at nursingnow.org
Disruptive leadership

Data – dialogue - decisions
Congratulations Nursing Now Brazil!

- **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
Thank you

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