



NURSING NOW BRAZIL!

APRIL 2019

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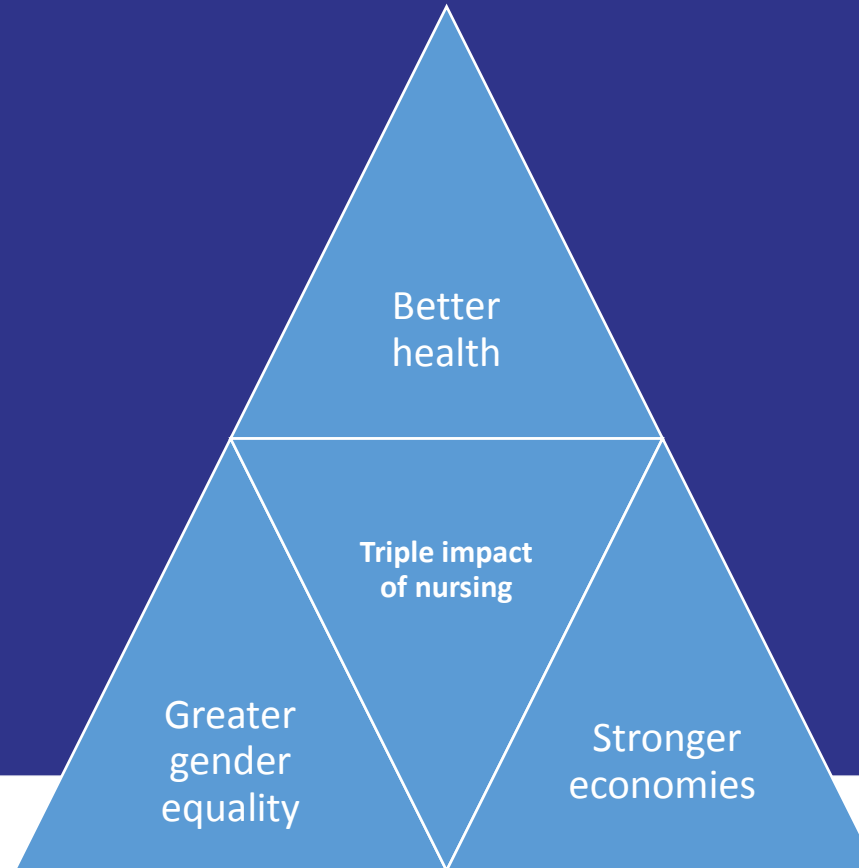


**Nurses MUST
lead the way to
health for
everyone,
everywhere –
Why nurses?
Why now?**

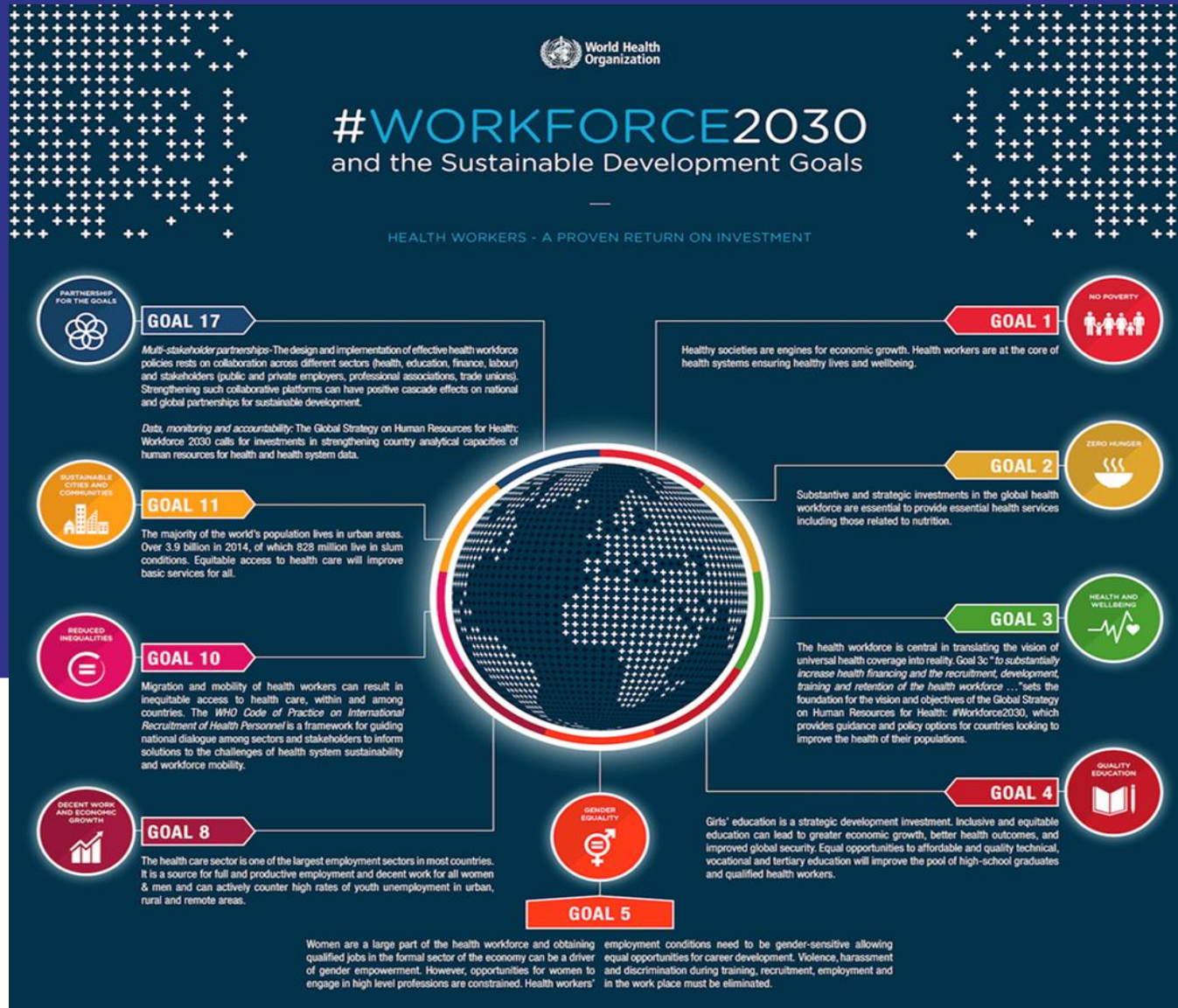
Credit: Tim Bekir for THET



The triple impact of nursing



The health workforce: a best buy in sustainable development



3x return on investment

- ✓ Economic growth
- ✓ Social development
- ✓ Health and human security

Nursing now

Our goal

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



Nursing **now**

Who we are

- A global campaign
- In collaboration with International Council of Nurses and World Health Organization
- Programme of the Burdett Trust for Nursing



Credit: Tim Bekir for THET

Nursing **now**



What we want to achieve

- Change policy globally and nationally
- Promote influential leadership
- Strengthen evidence of impact
- Increase investment
- Achieve triple impact

A woman with dark skin and hair, wearing a light blue hospital gown, is looking off to the side with a worried expression. A healthcare worker wearing white gloves is visible near her. The background shows a window with blue frames. A large blue rectangle is overlaid on the right side of the image, containing the text "What we are doing.....".

**What we are
doing.....**

Nursingnow

A growing global influence:

- 192 regional, national and local groups
- Over 80 countries



February 2018



April 2019



2020 Year of the Nurse & 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.

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





Disruptive leadership

Data – dialogue - decisions

Nursing **now**



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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