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Iechyd Cyhoeddus
Cymru
Public Health
Wales

Name of Meeting

Board

Date of Meeting

30 September 2021

Agenda item:

3.1a

Nursing Now a global campaign raising the profile of Nursing and Midwifery across the world;

**A Report of the
Nursing Now Cymru Wales
Steering Group Report 2019-2021**

Executive lead:

Rhiannon Beaumont-Wood, Executive Director, Quality, Nursing and Allied Health Professionals

Author:

Caroline Whittaker, Quality Lead, Quality, Nursing and Allied Health Professionals

Approval/Scrutiny route:

Business Executive Team – 20 September 2021 (for information)

Purpose:

This cover paper supports the proposed publication and provides context for the report developed for publication by the Nursing Now Cymru Wales Steering Group for the period 2019-2021, which celebrates the work of Nurses and Midwives in Wales in supporting the Nursing Now Global Campaign.

Recommendation:

APPROVE

CONSIDER

RECOMMEND

ADOPT

ASSURANCE

The Committee is asked to:

- **Endorse** the final Nursing Now Cymru Wales Report 2021

1. Situation

The 'Nursing Now' global campaign originated from the *Triple Impact* report (1) which argued that strengthening nursing would make a major contribution to three of the United Nations Sustainable Development Goals: Improved Health, greater gender equity and economic development. The campaign was launched in 2018 and endorsed by the World Health Organisation (WHO) and International Council of Nurses (ICN). The campaign was a call to action at local and global levels promoting opportunities to raise the profile of nursing across a range of themes, such as advanced practice and innovative practice, research capacity, leadership development to name but a few. The campaign also led to the WHO designating 2020 the Year of the Nurse and the publication of the first *State of the World's Nursing* report (2).

It could not have been predicted that 2020 would bring the role of Nurses and Midwives directly into the spot light, with the significant demands placed upon them and other health workers from the impact of COVID-19, highlighting even more their essential role and significant contribution to improving and protecting health.

The campaign strongly encouraged local and national involvement set in the context of individual countries and settings. In Wales the Chief Nursing Officer at this time (Professor Jean White) asked Public Health Wales through the Executive Director of Quality, Nursing and Allied Health Professionals to establish a cross organisational Nursing Now group, to ensure that Wales played its part in the global campaign. The 'Nursing Now Cymru/Wales' has been set in the Welsh policy context of *A Healthier Wales* (3).

The Nursing Now Cymru/Wales campaign was formally launched in Cardiff on the 29th of March 2019, supported by the former Chief Nursing Officer for Wales, Professor Jean White, and Lisa Bayliss Pratt representing the Nursing Now Global campaign, following which a steering group was established.

Through the collaboration achieved through the steering group opportunities to share best and innovative practice and to influence policy have been realised. This report highlights the focus and work of the steering group. The group was keen to ensure that the learning from Wales was shared more broadly through the publication of this report, the aim is to further raise the profile and status of nursing and midwifery nationally and internationally.

The group developed and agreed five themes to guide the work of the Nursing Now campaign in Wales, with all outcomes resulting in better health for all. (Appendix 1). These were:

1. Building resilience and promoting wellbeing in students and registrants
2. Preparing students and supporting nurses and midwives to recognise their role and responsibility in contributing to prevention, improving individual and population health outcomes
3. To actively encourage and increase diversity in nursing and midwifery to positively influence inclusion of underrepresented groups promoting social and economic developments
4. Strengthening and building leadership and influencing capability at all levels

5. Increasing and improving dissemination of effective and innovative practice in nursing to drive consistency in system wide adoption.

2. Background

2.1 Nursing Now was a programme of the Burdett Trust working in collaboration with WHO and the International Council of Nurses, which aimed to raise the status and profile of nursing globally. The campaign aims were to have:

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

2.2 The three year global campaign began on the 27th February 2018 co-chaired by Lord Nigel Crisp and Professor Sheila Tlou and was formally launched globally with filmed events in London and Geneva (Head Quarters for ICN and WHO Global) with a Memorandum of Understanding signed by Dr Tedros Adhanom Ghebreyesus (Director General of WHO).

2.3 Following a request made by the former Chief Nursing Officer for Wales a Nursing Now group for Wales was established, led by Public Health Wales on behalf of Welsh Government. The steering group was brought together and was made up of representation from across NHS Wales organisations, nurse leaders from Welsh Universities, Royal College of Nursing, Royal College of Midwives and third sector representatives. The first objective was to identify what aspects of nursing policy and practice to focus on, which led to five themes being identified, aligning to both the Welsh Government's 'A Healthier Wales' and the triple impact report (Appendix A).

3. Description/Assessment

3.1 Following the launch and through the focus and harnessing the collective efforts of the Nursing Now Cymru/Wales steering group, examples of expert and innovative nursing and midwifery practice have been showcased. It has been recognised that nurses and midwives are at the heart of most health teams, playing a crucial role in improving and transforming health services, promoting health and preventing and reducing the impact of disease. In supporting this work, we have demonstrated the benefits of getting round 'the virtual table' and have been inspired at every meeting by the great things that nurses and midwives in Wales are doing.

3.2 Having a safe space which encouraged nursing and midwifery voices to share best practice, to generate and share new knowledge, to focus on important issues, such as resilience, that impact on the nurses and midwives of the future, and to harness the full range of topics and opportunities in order to have greater impact, has been truly uplifting. For example the group has played a role in a range of activities intended to promote inclusion and diversity in nursing, acknowledging the need to better reflect the communities we serve. This has included influencing policy, communications and establishing an audit to better understand ongoing training and development needs for those nurses and midwives from ethnic minority backgrounds.

3.3 The Nursing Now Cymru/Wales Steering Group has embraced the opportunity to bring together cross-sector representation from the NHS, academia, social care, professional bodies and third sector organisations. This has enabled everyone to benefit from the rich contributions resulting from this cross-sector collaboration across Wales, examples of which have been captured in the publication of this report.

4. Conclusion

4.1 By focusing on our five high level themes, we have been able to galvanise commitment across the sectors represented in the steering group. All of our focus can be linked back to the important strategic issues identified in the Triple impact report produced by the All-Party Parliamentary Group on Global Health.

4.2 The group has gathered momentum and has unanimously expressed a desire to continue working cross collaboratively through this steering group and to reflect on how we want to go forward and achieve greater impact and influence through what we have learnt to date.

5. Recommendations

The Public Health Wales Board is asked to **endorse** the publication of this report.

References

- (1) *Triple Impact Report How developing nursing will improve health, promote gender equality and support economic growth*

<https://globalhealth.inparliament.uk/sites/globalhealth.inparliament.uk/files/2020-12/DIGITAL%20APPG%20Triple%20Impact%20%283%29.pdf>

- (2) *State of the World's Nursing 2020*
[9789240003279-eng.pdf](https://www.wonacare.org/~/media/State-of-the-Worlds-Nursing-2020-9789240003279-eng.pdf)

- (3) *A Healthier Wales: Health and Social Care*

<https://gov.wales/sites/default/files/publications/2021-09/a-healthier-wales-our-plan-for-health-and-social-care.pdf>

Appendix A

Five high level themes for Nursing Now Cymru Wales

High Level Themes

Better Health

Building resilience and promoting wellbeing in our students and registrants.

Nursing now
Cymru - Wales



Better Health

Increasing and Improving dissemination of effective and innovative practice in nursing to drive consistency in system wide adoption.



Better Health

Preparing students and supporting nurses and midwives to recognise their role responsibility in contributing to prevention, improving individual and population health outcomes.



Stronger economies and Greater Gender Equality

To actively encourage and increase diversity in nursing and midwifery to positively influence inclusion of underrepresented groups promoting social and economic developments.



Better Health, Stronger economies, Greater Gender Equality

Strengthening and building leadership and influencing capability at all levels.