

‘Nursing Now’ Campaign



‘Nursing Now’, a three-year global campaign (2018-2020), run in collaboration with the World Health Organization (WHO) and the International Council of Nurses (ICN) aims to improve health by raising the profile and status of nursing professionals worldwide.

Her Royal Highness of the Duchess of Cambridge is the PATRON of the ‘Nursing Now’ Campaign.

The campaign is co-chaired by Lord Nigel Crisp, Co-Chair of the UK All-Party Parliamentary Group on Global Health (APPG), and Professor Sheila Tlou, Co-Chair of the Global HIV Prevention Coalition.

‘Nursing Now’ seeks to empower nurses to take their place at the heart of tackling 21st century health challenges and maximize their contribution to achieving Universal Health Coverage.

The campaign will focus on five core areas: ensuring that nurses and midwives have a more prominent voice in health policy-making; encouraging greater investment in the nursing workforce; recruiting more nurses into leadership positions; conducting research that helps determine where nurses can have the greatest impact; and sharing of best nursing practices.

The campaign is based on the findings of the **Triple Impact** report. The report concluded that empowering nurses would contribute to improved gender equality – as the vast majority of nurses are women – and build stronger economies as well as improve health globally.

The campaign is being run as a programme of the Burdett Trust for Nursing, an independent charitable trust based in the UK. The Campaign Board includes individuals from 16 countries alongside representatives from the International Council of Nurses and the Burdett Trust for Nursing as well as the Director of WHO’s Health Workforce Department, Jim Campbell.

In India ‘Nursing Now’ campaign was launched during International Conference on “Nurses and Midwives for Universal Health Coverage” hosted by Indian Nursing Council and endorsed by International Council of Nurses from 29th November, 2018 to 1st December, 2018 by

1. Shri Suresh Prabhu, Hon’ble Union Minister of Commerce & Industry and Civil Aviation;
2. Shri Ganesh Singh, Hon’ble Member of Parliament (Lok Sabha);
3. Dr. Kirit Premjibhai Solanki, Hon’ble Member of Parliament (Lok Sabha);
4. Dr. T Dileep Kumar, President, Indian Nursing Council (INC);
5. Dr. Annette Kennedy, President, International Council of Nurses (ICN);
6. Dr. Leslie Mancuso, President of Johns Hopkins Program for International Education in Gynecology and Obstetrics (JHPIEGO)
7. Dr. Amit Arun Shah, Project Management Specialist-Reproductive Health, USAID