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Importance of Research as Tool in Nursing Leadership and Visibility in the Framework of the Nursing Now Campaign

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Nursing now is a global social movement, in collaboration with the World Health Organization, International Council of Nurses and Burdett Trust for Nursing, with an active network of teams working together to influence global and local policy, planned for 3 years (2018-2020). 2020 marks the 200th birthday of Florence Nightingale, considered as a founder of modern nursing. The movement is growing fast and there are now 288 Nursing Now groups active in over 80 countries and new groups registering and launching every month, in less than 16 months.

Midwives and nurses are the largest group of health workers, enabling them to work to their full potential will help people, everywhere to access health care. Nursing Now aims to improve health and healthcare globally by raising the status and profile of nurses and midwives.

Developing nursing and midwifery will help them to work to their full potential and, as a consequence, we can improve health globally. By developing nursing and midwifery, countries can achieve the “Triple Impact” of improving health, promoting gender equality and supporting economic growth.

As nurses and midwives have a critical role to play in achieving health for all, countries that invest in and develop their nursing and midwifery workforce can achieve a cost-effective expansion of high quality healthcare, and more people benefiting from Universal Health Coverage within next years.

Nursing Now Campaign recommend countries focus on five areas: more nurse-led clinics enabling nurses and midwives to work their full potential; employ more specialists nurses; develop more midwifery services; make nurses central to primary health care, providing services and supervising community health workers; and finally support nurses and midwives in health promotion and disease prevention.

In order to generate evidence to influence policy, Nursing Now initiate new studies where there are significant gaps in available research; work in partners to improve and disseminate evidence, promote the role of research to strengthen the impact of nursing, and develop global collaborations between researchers. Nursing Now has collaborated on the following studies:

- Maximising the contribution of nursing to Universal Health Coverage, WISH.
- The Gender Assessment of Nursing Leadership report, IntraHealth, Johnson & Johnson, Nursing Now.
- Nursing for women’s empowerment, The Aga Khan University, *The Journal of Clinical Nursing*.
- The role of community nursing in high-income countries, The National University of Singapore.
- The economic and social impact of the nursing workforce, Harvard University.

The World Health Organization Executive Board has announced this year, that 2020 will be “The International Year of the Nurse and Midwife.” We want to change the minds of politicians and health leadership to invest in nursing. It is an excellent opportunity for countries demonstrate how much they appreciate their nurses and midwives, giving them the resources needed to development their careers and their jobs.

One important and more recent initiative of Nursing Now Campaign is “The Nightingale Challenge,” launched at the International Council of Nursing Congress in Singapore 2019, which invites all employers of nurses and midwives globally to provide development opportunities in influential leadership for young nurses and midwives during 2020. The aim is to inspire 1000 employers worldwide who between them will enable 20000 young nurses and midwives to build their skills as advocates and influential leaders in healthcare.

All nurses around the world could help being part of the campaign. Spread the word, collaborate with researches, 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; say yes to “The Nightingale Challenge.”

In order to influence health policy and service delivery so that nurses are enabled to have an even bigger impact on global health, we will need to present significant evidence of nursing’s contribution to health, economic development and gender equity. In order to generate evidence to influence policy, Nursing Now will:

- Initiate new studies where there are significant gaps in available research.
- Work with partners to improve and disseminate evidence.
- Promote the role of research to strengthen the impact of nursing.
- Develop global collaborations between researchers.

To date, Nursing Now has collaborated with partners on the following studies:

- Maximising the contribution of nursing to Universal Health Coverage, WISH.
- The Gender Assessment of Nursing Leadership report, IntraHealth, Johnson & Johnson, Nursing Now.
- Nursing for women’s empowerment, The Aga Khan University, *The Journal of Clinical Nursing*.
- The role of community nursing in high-income countries, The National University of Singapore.
- The economic and social impact of the nursing workforce, Harvard University.

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