Nursing Now USA Talking Points

- **Nursing Now** is a global campaign launched in **February 2018**
    - **3-year** global campaign
    - In collaboration with **International Council of Nurses** and **World Health Organization**
    - Programme of the Burdett Trust for Nursing
    - Based on the All-Party Parliamentary Group on Global Health report, *Triple Impact Report*: *How developing nursing will improve health, promote gender equality and support economic growth*
    - Website: www.nursingnow.org

- **Nursing Now USA** launched on **April 9, 2019**
    - Led by the **American Nurses Association**, the **United States Public Health Service Chief Nurse**, the **University of North Carolina Chapel Hill School of Nursing**, the **University of Washington School of Nursing**, and key groups across the US
        - **Vision**: Nurses Lead America to Health
        - **Mission**: Educating consumers, families and communities about how nurses affect their health and well-being, and ensure nurses are positioned to drive changes that will improve health for all people.
        - **Priorities**:
            - **Promote Innovation**: Fully engage nurses in providing innovative solutions through research, education, and care delivery that bring a return on investments in health.
            - **Lead and Develop Policy**: Prepare nurses to assume their vital role in influencing and creating public policies that promote and protect the health of all and advocate for conditions that support safe and healthy communities.
        - Website: https://www.nursingnow.org/USA/
        - **Our immediate work**: Serve as a resource to **engage groups and organizations to support the *Nightingale Challenge***
        - There are 3 small workgroups to address the ***Nightingale Challenge***:
            - Webpage, to include a repository and Toolkit on Leadership opportunities
            - Communications and message Development
            - Strategies to recruit organizations to participate in the Nightingale Challenge

- **How Can You Support Nursing Now USA?**
  - Make a tax-deductible contribution to *Nursing Now USA* at a sponsorship level:
    - **$20,000** contributions – Platinum level;
    - **$10,000** contributions – Gold level;
    - **$5,000** contributions – Silver level; and
    - **$2,500** contributions – Bronze level
  - Or, contribute in any amount possible – but please *make a contribution today*!

    To make your contribution, please visit https://give.unc.edu/donate?p=SONU (select Nursing Now-USA Support Fund - 422644)

    Or, mail a check to:

    Nursing Now USA
    c/o Office of Advancement
    Carrington Hall CB 7460
    School of Nursing
    University of North Carolina at Chapel Hill
    Chapel Hill, NC 27599-7460

- More on the *Nightingale Challenge*
  - Goal: to have at least 1,000 employers accepting the Nightingale Challenge, benefiting over 20,000 nurses and midwives aged 35 and under during 2020, the *Year of the Nurse*.
  - Nursing Now USA will focus on *leadership development opportunities*:
    - For "***early career***" nurses versus those aged 35 and under only
    - Across the full spectrum of opportunities
      - Academic
      - Clinical/Practice
      - Professional Development
    - Available outside of nursing
  - Employers of nurses and midwives are invited to take part by providing a leadership and development program, with larger health employers providing development for at least 20 early career nurses.
  - Leadership development can be any mix of formal courses, mentoring, shadowing or learning from other professionals or sectors.
  - The Institute for Healthcare Improvement (IHI) Open School has made available access to its Open School Resources to develop nurses' knowledge and skills in leading change, available at: http://www.ihi.org/education/IHIOpenSchool/Courses/Pages/Nursing-Now.aspx.
  - Requirements for participating employers must include: 1) opportunity for personal development to learn about leadership, management, or the greater organization, not just clinical; and 2) Sharing plans with Nursing Now at the beginning of 2020, and reporting back on experiences by the end of 2020.
  - Register today at: www.nursingnow.org/nightingale-sign-up/