

**Nursing Now**  
**CHALLENGE**



**Burdett Trust**  
for Nursing

# **Nursing Now Challenge and the art of possibility: just what the nurse ordered**

Programme Director, Professor Aisha Holloway

BACCN Conference, Aberdeen

October 7th 2024



# The art of possibility....

A shoe factory sends two marketing scouts to a region of Africa to study the prospects for expanding business. One sends back a telegram saying,

**SITUATION HOPELESS - STOP - NO ONE WEARS SHOES**

The other marketing scout sends his telegram, writing triumphantly,

**GLORIOUS BUSINESS OPPORTUNITY - STOP - THEY HAVE NO SHOES**

Everyone has a story to tell.



# Your story....

What are you thinking and listening to right now?

Do you see yourself as a leader?

Do you see yourself as a change maker?

Do you feel fulfilled?

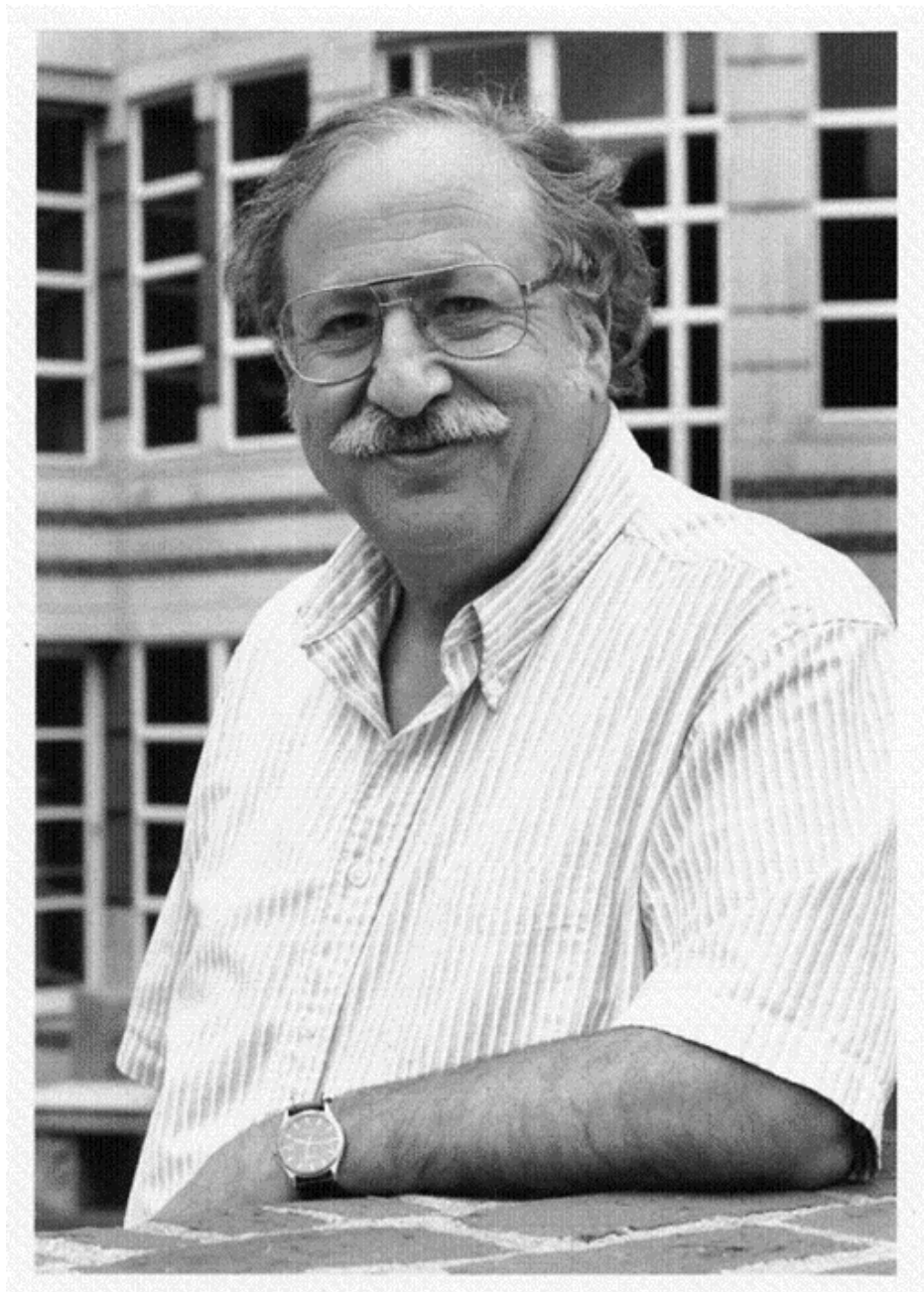
Are you comfortable with feeling uncomfortable?

Do you spend quality time with yourself understanding who you are and what is your purpose?



# Dr Marshall Ganz, Harvard Kennedy School

If it's good enough for Obama it's good enough for nurses



Marshall Ganz. 2009. What Is Public Narrative: Self, Us & Now (Public Narrative Worksheet). Working Paper.

# Mum and Dad





# Story of self: mixed blessings



# **Fast forward 50ish years.....**

**Professor of Nursing Studies**

**Programme Director of Nursing Now Challenge**

**Consultant WHO Geneva HQ Workforce 2023-2024**

**Global Nurse Advisor Scottish Ministerial Taskforce for Nursing and Midwifery**

**Co-Director Edinburgh Global Nursing Initiative**

**Fellow RCN**

**Fellow Nursing Midwifery Royal College of Surgeons Ireland**

**Adjunct Professor Johns Hopkins School of Nursing, USA**

**etc, etc, etc, etc.....!**





**It's never the role...it's always the goal**



# The Nursing Now Campaign (2017-2021)



**Lord Nigel Crisp,**  
Co-Chair, Nursing Now  
Campaign Board



**Professor Sheila Tlou,**  
Co-Chair, Nursing Now  
Campaign Board



**Dr Tedros Ghebreyesus  
Adhanom,**  
Director General, World  
Health Organization



**Annette Kennedy,**  
President, International  
Council of Nurses

- Improve health globally by raising health campaign as much as it was a nursing one
- Originated with Triple Impact Report
- Programme of the Burdett Trust for Nursing
- Run in association with WHO and ICN
- Inclusive, avoiding duplication of effort and welcoming organisations and individuals from nursing and beyond as allies and partners.
- Focus on the impact nurses have on health an society to strengthen their role as **leaders, service designers and advocates** - agents of change for improvement





WISH/Bradshaw







**Case study: Mexico: Bringing student nurses together to speak with one voice**

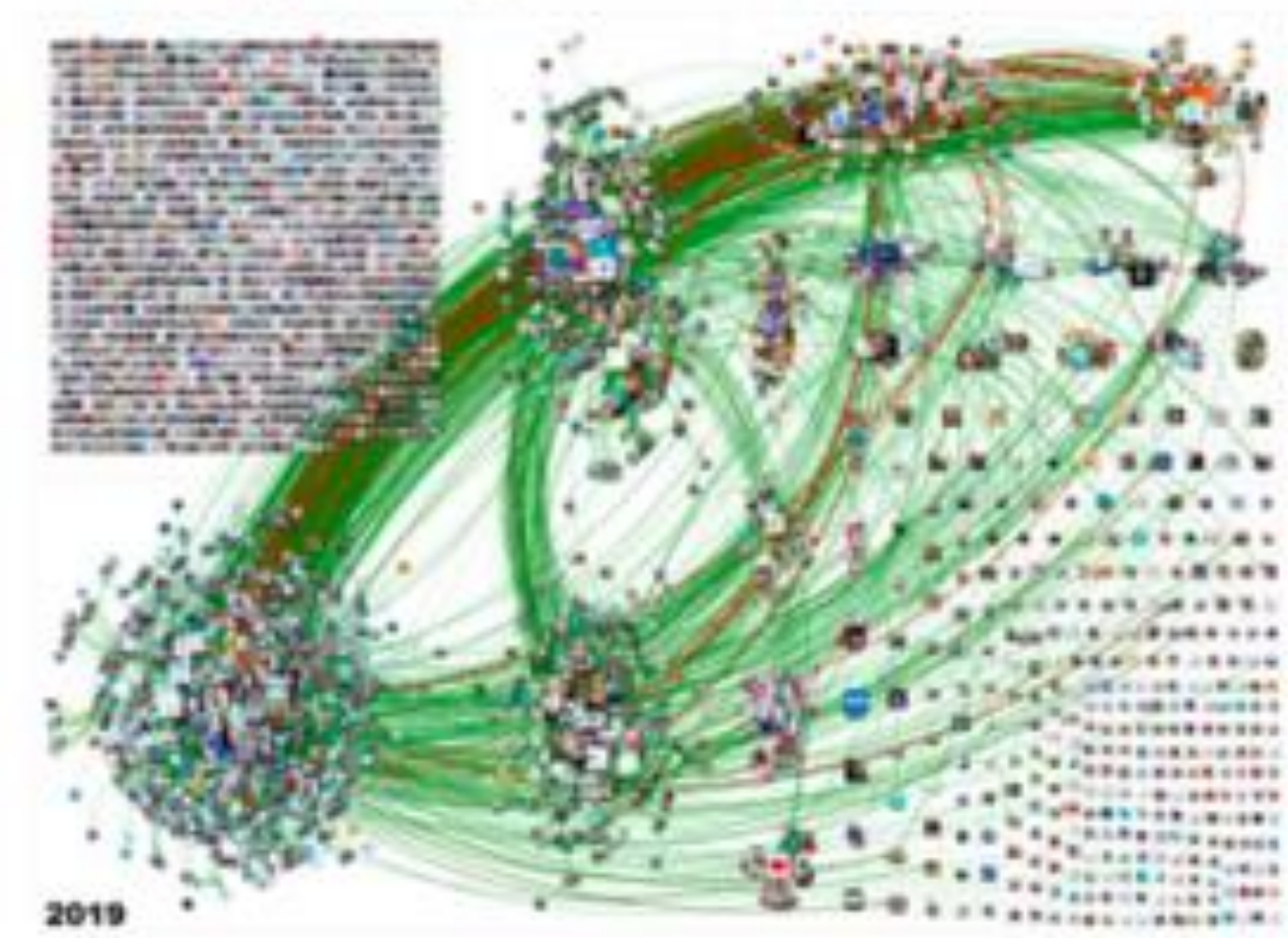
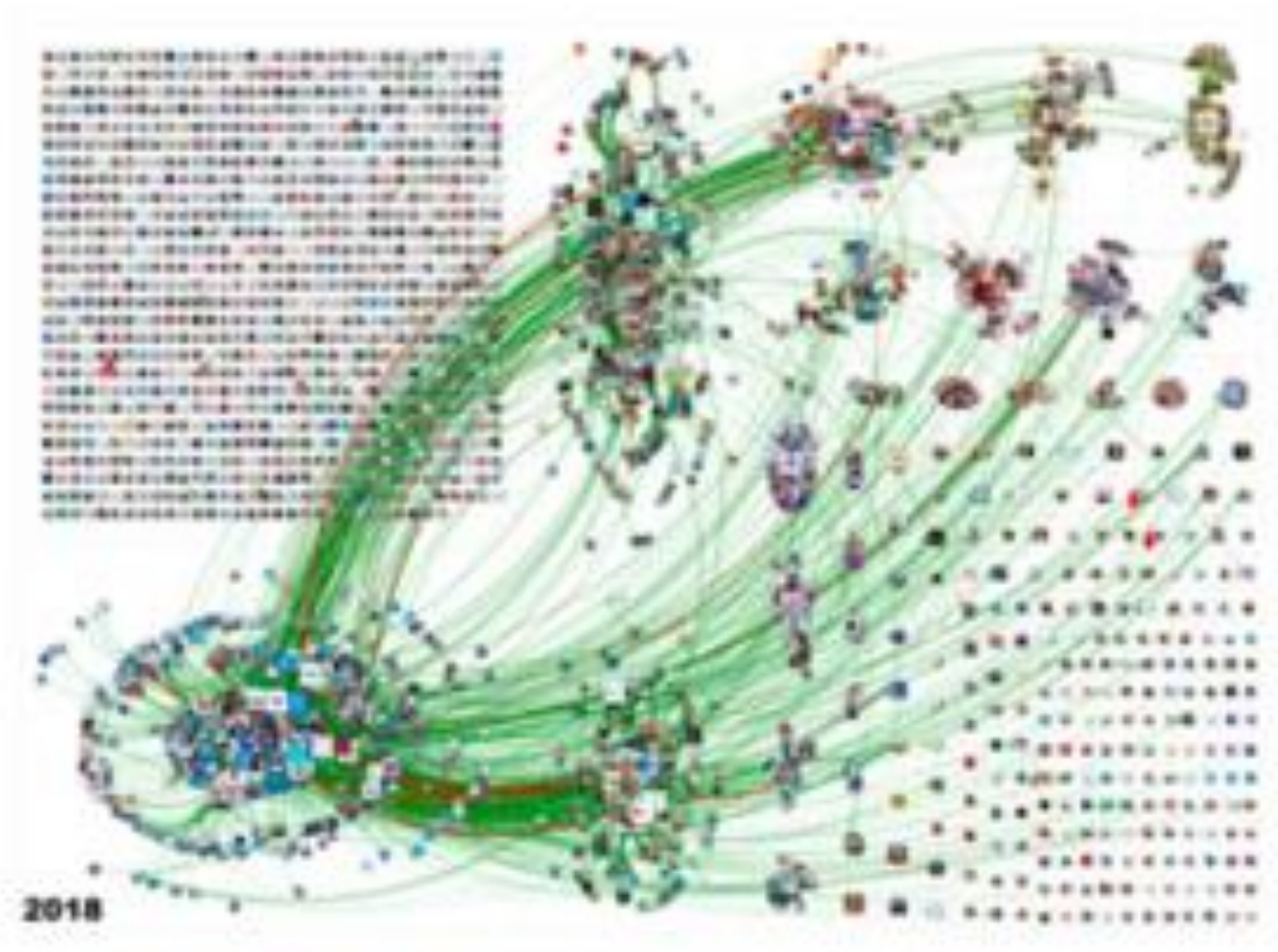
***“Our goal is to bring student nurses together to speak with one voice and we are very excited of what we have achieved so far with the help of the Nursing Now campaign.”***

George Chale, past President, Asociación Mexicana de Estudiantes de Enfermería (AMEENF)



inspired by the Nursing Now campaign to join together to form AMNEEF, the first Mexican Nursing Students' Association. They wanted to bring student nurses together to raise their voices to speak on issues that were important to them, to influence policy decisions and to empower nurses to engage with local, national and international nursing issues. This new national association of student nurses in Mexico was founded by a few passionate students and information was shared via social media platforms around the country. The group had no budget – only a youthful desire to see change and the passion and determination to make it happen. The AMEENF started with 10 associates and they have grown together as a team, bringing personal and professional development. The AMEENF now has more than 300 members in Mexico with 150,000 followers on Facebook worldwide. This is a remarkable achievement in two years and the group is going from strength to strength.





**Figure 4.2: Network visualisation of Twitter usage, 2017–20**

Source: Ahmed W (2020) Nursing Now Social Media Evaluation. Newcastle University, UK



STATE OF THE  
**WORLD'S  
NURSING** 2020



*Investing in education,  
jobs and leadership*

- Countries affected by shortages will need to increase funding to educate and employ at least 5.9 million additional nurses.
- Countries should strengthen capacity for health workforce data collection, analysis and use.
- Nurse mobility and migration must be effectively monitored and responsibly and ethically managed.
- Nurse education and training programmes must graduate nurses who drive progress in primary health care and universal health coverage.
- Nursing leadership and governance is critical to nursing workforce strengthening.
- Planners and regulators should optimize the contributions of nursing practice.
- Policy-makers, employers and regulators should coordinate actions in support of decent work.
- Countries should deliberately plan for gender-sensitive nursing workforce policies.
- Professional nursing regulation must be modernized.
- Collaboration is key.

# Global strategic directions for NURSING AND MIDWIFERY

2021-2025

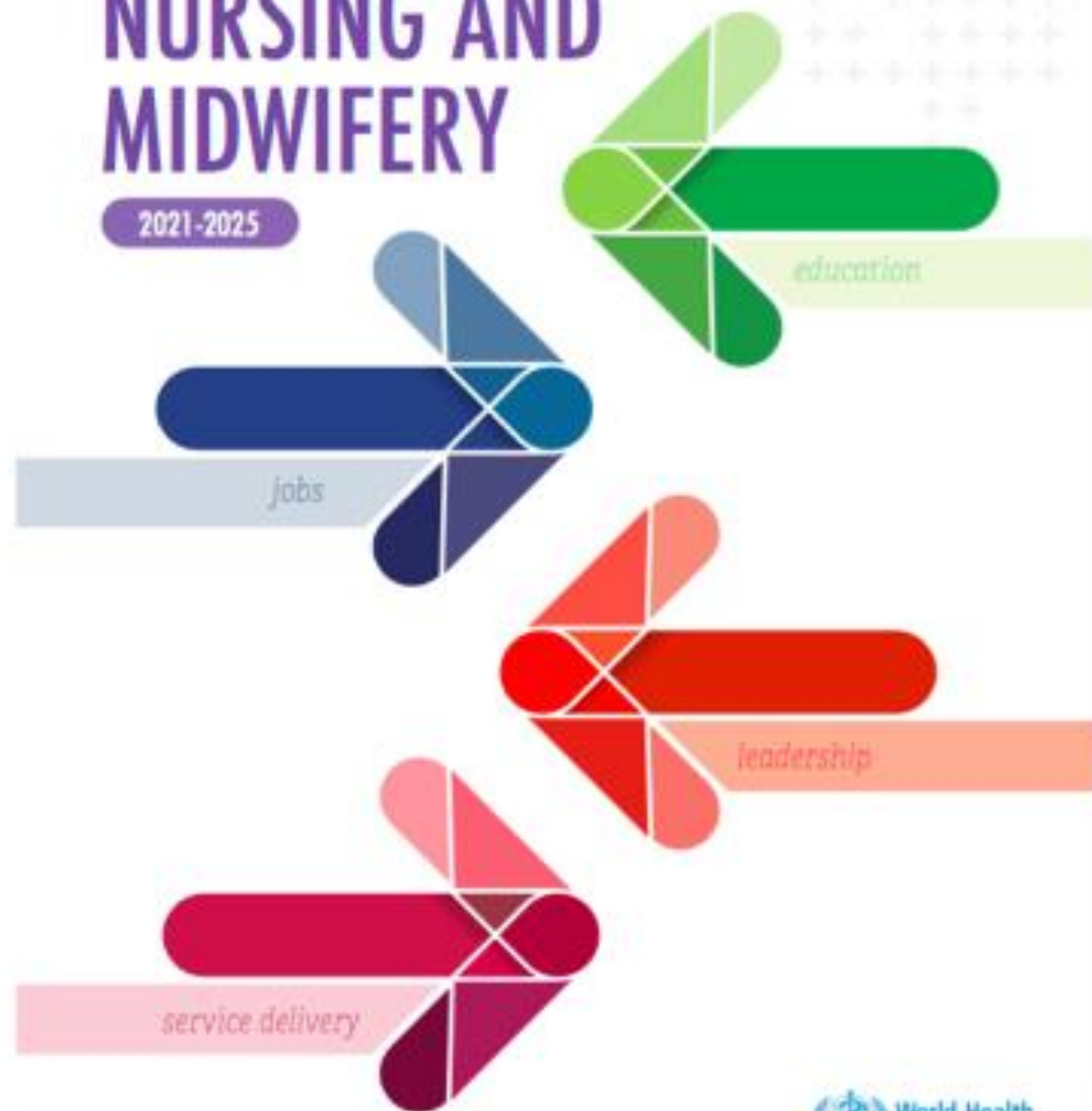


Table 1 Summary of global strategic directions and policy priorities 2021-2025

## EDUCATION →

**Strategic direction:** Midwife and nurse graduates match or surpass health system demand and have the requisite knowledge, competencies and attitudes to meet national health priorities.

**Policy priority:** Align the levels of nursing and midwifery education with optimized roles within the health and academic systems.

**Policy priority:** Optimize the domestic production of midwives and nurses to meet or surpass health system demand.

**Policy priority:** Design education programmes to be competency-based, apply effective learning design, meet quality standards, and align with population health needs.

**Policy priority:** Ensure that faculty are properly trained in the best pedagogical methods and technologies, with demonstrated clinical expertise in content areas.

## JOBS →

**Strategic direction:** Increase the availability of health workers by sustainably creating nursing and midwifery jobs, effectively recruiting and retaining midwives and nurses, and ethically managing international mobility and migration.

**Policy priority:** Conduct nursing and midwifery workforces planning and forecasting through a health labour market lens.

**Policy priority:** Ensure adequate demand (jobs) with respect to health service delivery for primary health care and other population health priorities.

**Policy priority:** Reinforce implementation of the WHO Global Code of Practice on the International Recruitment of Health Personnel.

**Policy priority:** Attract, recruit and retain midwives and nurses where they are most needed.

## LEADERSHIP →

**Strategic direction:** Increase the proportion and authority of midwives and nurses in senior health and academic positions and continually develop the next generation of nursing and midwifery leaders.

**Policy priority:** Establish and strengthen senior leadership positions for nursing and midwifery workforce governance and management and input into health policy.

**Policy priority:** Invest in leadership skills development for midwives and nurses.

## SERVICE DELIVERY →

**Strategic direction:** Midwives and nurses work to the full extent of their education and training in safe and supportive service delivery environments.

**Policy priority:** Review and strengthen professional regulatory systems and support capacity building of regulators, where needed.

**Policy priority:** Adapt workplaces to enable midwives and nurses to maximally contribute to service delivery in interdisciplinary health care teams.

# The story of Now

- This is a 'plot' moment
- We are facing significant challenge
- Locate our sources of hope to open pathways to action
- Values
- Emotion
- Action





**International Council of Nurses**  
*The global voice of nursing*

## RECOVER TO REBUILD



### INVESTING IN THE NURSING WORKFORCE FOR HEALTH SYSTEM EFFECTIVENESS

March 2023

Authors

James Buchan, Adjunct Professor, University of Technology, Sydney

Howard Catton, Chief Executive Officer, International Council of Nurses



## INTERNATIONAL NURSES DAY 2024

The economic  
power of care



**OUR NURSES.  
OUR FUTURE.**

International Council of Nurses



## Problem definition

Generating internal consensus on the nature of the problem and solutions

## Positioning

Portraying the issue in ways that inspire external audiences to act

## Governance

Establishing institutions to facilitate collective action

## Coalition-building

Forging alliances with external actors, particularly ones outside the health sector



# What is the Nursing Now Challenge about?

Our driving force & what we offer is present in our four foundational pillars:

# 1

**Resources:** we're here to share knowledge & information with you, to strengthen your global network

# 3

**Leadership:** we provide opportunities to build on leadership development both personally and professionally, to encourage local and global impact

# 2

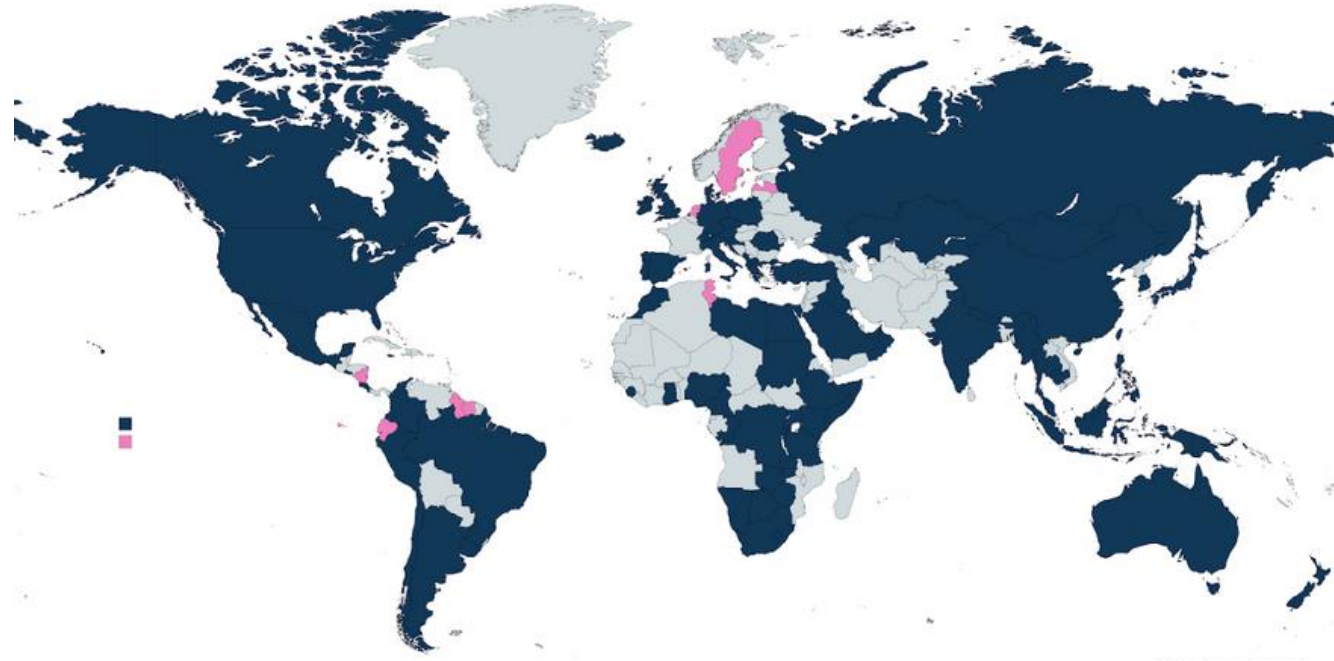
**Networking:** we offer opportunities to be part of a social movement, collaborating both online and in person

# 4

**Research & Innovation:** we connect people in innovation and research to accelerate global health solutions



# Nursing Now Challenge: the legacy continues



The Nursing Now Challenge is a global network of **155, 078** student & early-career nurses & midwives.

Our members are made up of **1,128** organisations & **942** individuals in **115** countries - and we continue to grow!

Since June, **8** new countries have joined the Nursing Now Challenge: ***Ecuador, Guyana, Latvia, The Netherlands, Nicaragua, Suriname, Sweden & Tunisia.***



# Membership



It is **totally free** to be a member of the Nursing Now Challenge.



**Individuals** and **organisations** alike can join the Nursing Now Challenge.

We work with **individuals**, as well as **health employers, universities & colleges** around the world to **champion leadership development** opportunities for **students & early-career nurses & midwives**.

If you would like your organisation to join, we can support you & provide guidance to your hospital or institution about how they can get involved.



# The Nursing Now Challenge Advisory Board: A formidable team of dedicated nursing leaders



**Dame Christine Beasley**

Former Chief Nursing Officer for England

[Read more](#)



**Professor Rowaida Al-Maaitah**

Former Senator and Minister of Higher Education, Jordan

[Read more](#)



**Professor Elizabeth Adams**

President, European Federation of Nurses Associations

[Read more](#)



**Dr Shin Kyung-Rim**

President, Korean Nurses Association

[Read more](#)



**Claudia Regina Laselva**

Director of patients and healthcare support, Albert Einstein Hospital, Brazil

[Read more](#)



**Dr Adelaida Zabalegui**

Vice Director, Nursing Research & Teaching, Hospital Clinic Barcelona

[Read more](#)



**Professor Maureen Bisognano**

President Emerita and Senior Fellow at the Institute for Healthcare Improvement

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**Professor Srinath Reddy**

President, Public Health Foundation for India

[Read more](#)



**Professor Francis Omaswa**

Executive Director, African Centre for Global Health and Social Transformation

[Read more](#)



**Professor Jill White**

Former Dean of Sydney Nursing School

[Read more](#)



**Amy Staley**

Clinical Nurse Manager of an Orthopedic/Vascular Medical-Surgical unit at New York Presbyterian Hospital (NYP)/Weill Cornell Medical Center and Co-Chair of the Nursing Now Challenge, Challengers' Committee

[Read more](#)



**Sana Gul**

Registered Nurse & Midwifery student

Co-Chair of the Nursing Now Challenge, Challengers' Committee

[Read more](#)



# The Network

If you decide to join you will be connected to your Regional Hub. There are six Regional Hubs, each with several Regional Leads as follows...

## Regions & their Regional Hub Leads

**African**

Maurine Musie  
Mohamed Modber  
Cecilia Ndunga  
Zipporah Iregi

**Americas**

Aimee Horcasitas  
Stephanie O'Neill  
Abigail Weavers  
Tracey Collins

**Western  
Pacific**

Tsung-Po Huang  
Hazel Vera Tan

**Europe**

Floriana Pinto  
Andrés de Juan Ortega  
Małgorzata Stefaniak  
Lincoln Gombedza

**Eastern  
Med**

Saima Alwani  
Zaibunissa Maneshia

**South  
East Asia**

Earnest Lamuel  
Jamyang Dorjee  
Rahul Sharma  
Ratna Gandana



# The Challengers' Committee



The **Challengers' Committee** is made up of more than **316** student & early-career nurses & midwives.

The Challengers' are members of the Nursing Now Challenge community who want to do more & are committed to driving change & forging the future of nursing & midwifery in their regions & beyond.

Challengers' Committee members work with the Nursing Now Challenge team to identify innovative ways to actively support the nursing & midwifery agenda in their countries & regions.



## Africa



### Mohamed Modber

Emergency Room Nurse at Medical and Health Services University Hospital, Sudan

[Read more](#)



### Zipporah Iregi

Registered Nurse, NursingNow Challenge Champion & Health Policy and Advocacy Enthusiast



### Cecilia Ndungu

Programs Officer at the National Nurses Association of Kenya



### Dr Maurine Rofhiwa Musie

Advanced Midwife specialist, Senior Midwifery lecturer and Clinical programme manager in the Nursing Sciences Department, University of Pretoria, South Africa.

## Europe



### Andrés de Juan Ortega

Nursing Student at the University of Barcelona, Spain



### Floriana Pinto

Intensive Care Nurse, Milan, Italy

[Read more](#)



### Lincoln Gombedza

Learning Disability (LD) Nurse and Practice Educator at North Staffordshire Combined Healthcare NHS Trust, UK

[Read more](#)



### Małgorzata Stefaniak

Midwife, Obstetric and Gynecology Unit, Poland, Warsaw & PhD, lecturer and researcher, Medical University of Warsaw, Poland



## Americas



### Aimée Horcasitas

Nursing Student & National President of the Mexican Nursing Student Association (Asociación Mexicana de Estudiantes de Enfermería - AMEENF A.C.), Mexico

[Read more](#)



### Stephanie O'Neill,

Clinical nurse manager in the cardiac Intensive Care Unit at Weill Cornell: New York Presbyterian hospital.

[Read more](#)



### Abigail Weavers

Student & registered nurse

[Read more](#)



### Tracey Collins

Registered Nurse currently attached to the Medical Directorate at the largest hospital on the island of Barbados, Queen Elizabeth Hospital.

## South East Asia



### Earnest Lamuel

Registered nurse, India

[Read more](#)



### Jamyang Dorjee

Staff Nurse, Eastern Regional Referral Hospital, Mongar Bhutan



### Rahul Sharma

Infection Control Nurse at Department of Microbiology, King George's Medical University, Lucknow, India

## New member



## Western Pacific



**Tsung-Po Huang**

Registered Nurse

[Read more](#)



**Hazel Vera Tan**

## Eastern Mediterranean



**Sana Gul**

Community Health Nurse and Assistant Manager  
Digital Health Aga Khan Health Services' Pakistan

[Read more](#)



**Zaibunissa Karim Maneshia**

Assistant Manager, Allied Health Programs, Aga Khan  
University





**Hear from members of the  
Challengers' Committee ...**







“Participating in the Nursing Now Challenge and being part of the Challengers' Committee has been an incredibly rewarding experience. It's been inspiring to work with passionate nurses from around the world, from the bedside to the political arena, in high-level events with the ultimate goal of promoting global health and patient well-being. Nothing I could have imagined a few years ago when I decided to enter nursing, and now making a difference has become the main goal and I know I can do it through nursing.”

**Andres De Juan, European Regional Hub Lead,  
Challengers' Committee.**





“It has been a remarkable journey working with the Nursing Now Challenge, an organisation dedicated to raising the voices of nurses globally. I take immense pride in being part of this impactful initiative, initially as a member of the Challengers’ Committee and now as the Challengers’ Committee, Eastern Mediterranean Regional Hub Lead.

We have organised many events and facilitated discussions about the role of Advanced Practice Nurses in advancing UHC, representing the Eastern Mediterranean region on a webinar hosted by the World Health Organization and participating in regional meetings to share and discuss strategic pathways.

The Nursing Now Challenge team is truly supportive without any barriers.”

**Zaibunissa Maneshia, Eastern Mediterranean Regional Hub Lead,  
Challengers’ Committee.**



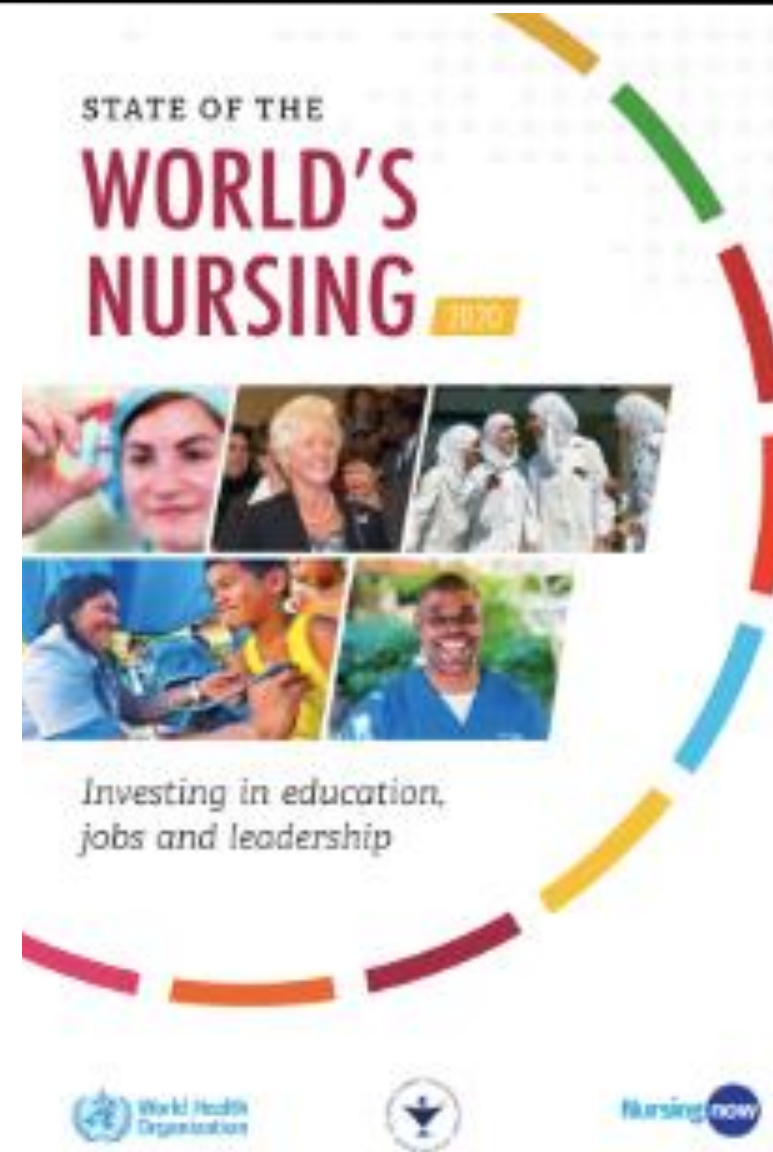


“True leadership in nursing is about building relationships that foster trust and collaboration. The Nursing Now Challenge has empowered nurses to hone these skills, creating a healthier future for all.”

**Aimee Horcasitas, Americas Regional Hub Lead, Challengers' Committee.**



# Some of our ongoing events & resources...







# Health Action Training

We collaborate with HAT to provide **exclusive online leadership courses & communications training** through techniques drawn from actor training, practical applied drama & evidence-based research to teach improved person-centred communication & resilience for health professionals.

We are developing a **bespoke leadership, advocacy & project management course** for the Regional Hub Leads of the Challengers' Committee. This course will be mandatory for all Regional Hub Leads to complete.





## The 1000 Challenge

This project is a call to nurses, midwives, community health workers and their respective students in **low-resource settings to identify and be supported in solving challenging healthcare issues** where they live and work.



Through these studies, nurses can feel **empowered and have leadership and career development**, as well as equip them to improve health outcomes in their communities.

The platform serves to tackle the **stark inequity that currently exists in research** – specifically who leads and who directly benefits from studies and their findings. It was acknowledged that nurses, midwives, and community health workers are frequently cited in work, but all too often not given the guidance or tools to lead research itself.



# The Global HPV Consortium

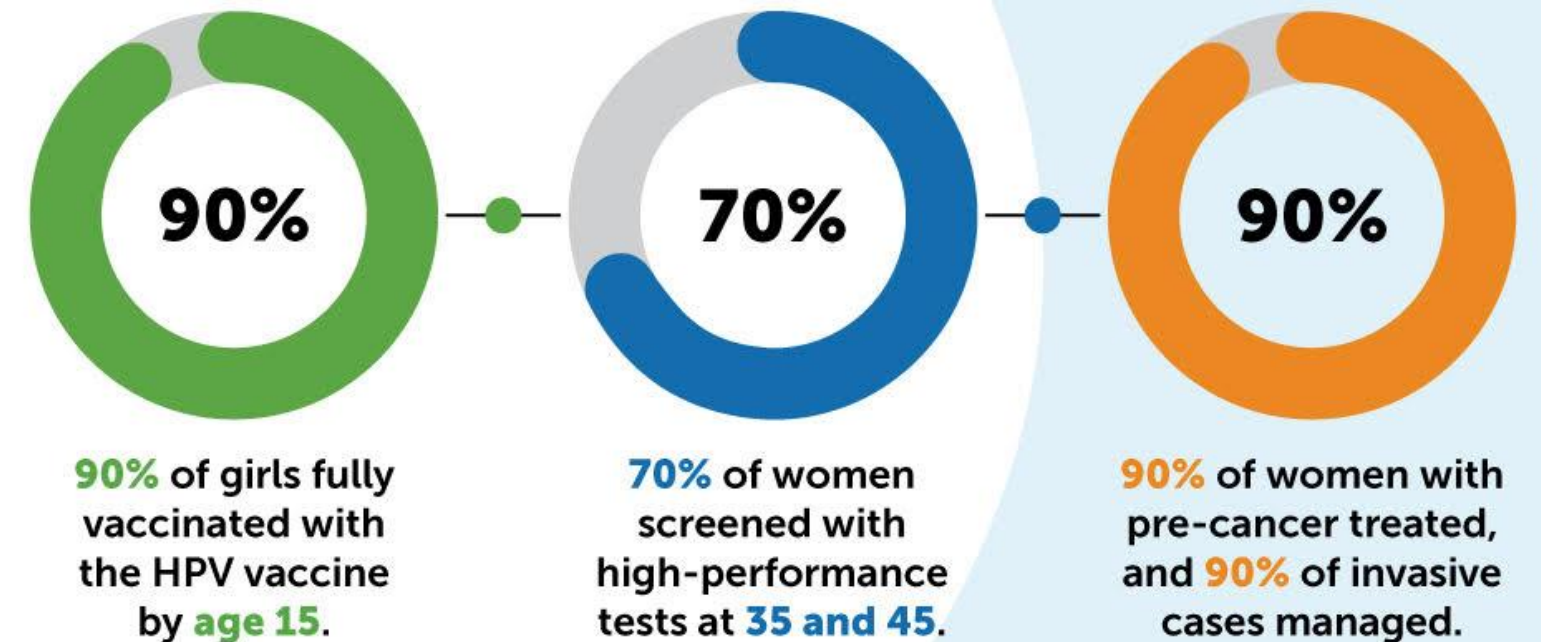


A new collaboration with the Sabin Vaccine Institute, to build on previous successful partnerships.

- This project is a public-private movement to prevent Human Papilloma Virus (HPV) infection, eliminating cervical cancer as a public health concern
- NNC is a Consortium partner and the work was launched at an event in Kuala Lumpur (4-6 September 2023)
- On 18th October, we will launch a new NNCGSI in collaboration with the Global HPV Consortium. This NNCGSI will challenge participants to consider ways to improve access acceptance & uptake of HPV screening & treatment.



## WHO's 90-70-90 Targets to Eliminate Cervical Cancer by 2030



# Nursing Now Challenge: The Debates



We are planning a series of interactive online sessions, covering what we hope will be **impactful issues for global audiences, with an engaging and unifying potential.**

## Stream 1: Nursing in Crises

- Nursing in conflict zones
- Imposter syndrome
- How to find your tribe
- How to keep going in a healthy, positive way amongst disappointment and emotional heft

## Stream 2: Advocacy

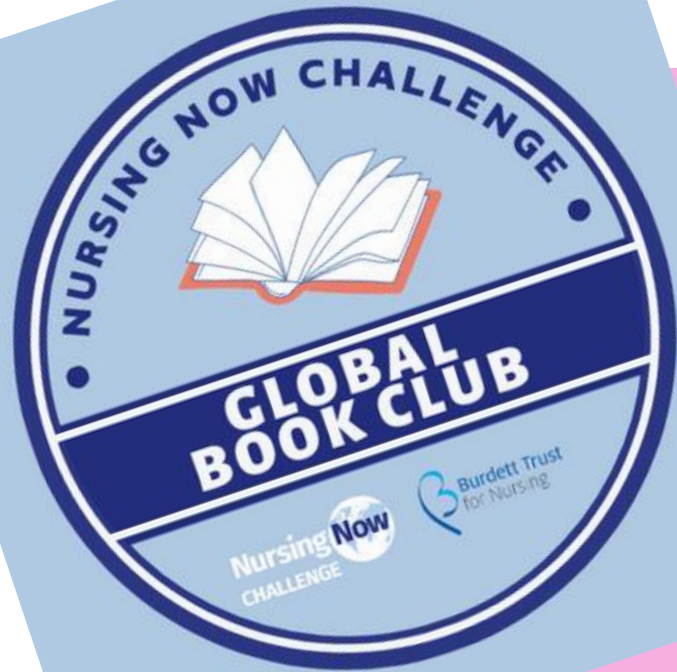
- Politics and healthcare
- Lobbying from grassroots – what's possible for you to achieve?
- Climate change and planetary health

## Stream 3: Industry

- Planetary health and NCDs
- AI and informatics - developments and how they impact healthcare
- Genomics
- Financing and economy



# Nursing Now Challenge Global Book Club



The idea for the Nursing Now Challenge Global Book Club came from wanting to **create a space for sharing thoughts** on books that were **directly or indirectly related** to nursing and midwifery.

Engaging with the authors to explore the origins behind the book, allowing for a **healthy and respectful flow** of conversation, **stimulating ideas and thoughts to broaden our understanding** of the books, their story and meaning.

We have facilitated several Global Book Clubs, featuring authors such as:

- **Sarah DiGregorio**, *Taking Care: The story of nursing & its power to change the world*
- **Katherine Trebeck**, *The Economics of Arrival*
- **Lord Nigel Crisp**, *Health is Made at Home, Hospitals are for Repairs*



# Upcoming events

## OCTOBER

- Launch of new NNCGSI in collaboration with the HPV Consortium, Sabin Vaccine Institute
- Global Book Club session with Kandace Chimbiri (TBC)

## NOVEMBER

- Relaunch of Nursing & Midwifery in Crisis webinar series
- Launch of Debates series

## DECEMBER

- Welcome Webinar
- Global Book Club with Barbara Stilwell





# Circle back to Marshall....

“A story of self tells why we have been called to serve. It expresses the values or experiences that call each person to take leadership on a given issue.

The key focus is on choice points: moments in our lives when values are formed because of a need to choose in the face of great uncertainty.

When did you first care about being heard, or learn that you were concerned about the issue on which you want to take action? Why? When did you feel you had to do something about it? Why did you feel you could? What were the circumstances? What specific choice did you make?”

<http://nrs.harvard.edu/urn-3:HUL.InstRepos:30760283>



# Amy Staley's story





# Reflections

- Your potential is always bigger than the problem
- Walk in the direction of your purpose, potential and opportunity
- Radiate your potential outwards – make yourself available
- You will only miss out on 100% of opportunities if you don't take any of them
- Emotion is real, feel all of it: the good, the bad and the ugly, it will define you
- Live in the gap – it will bring creativity and new opportunities
- Energy sapping interactions have more impact than energizing ones – up to 7 times
- 90% of anxiety at work is created by 5% of one's network (those who sap energy)

**What will be your story after today?**

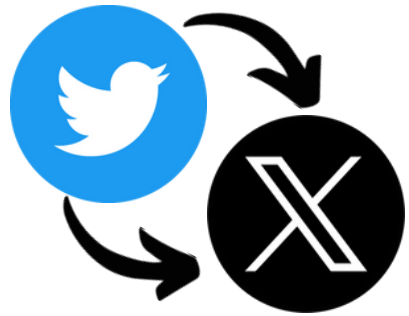
**If you want to see what your life looks like in 5 or 10 years time, listen to what you are saying right now**



**The Nursing Now Challenge may just be your first step to YOU being the author of the next chapter of your story**



# Stay connected!



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[NursingNow2020](https://www.facebook.com/NursingNow2020)



[nursingnow.org](https://nursingnow.org)



**Thank you for listening!**



If you have any questions, please don't hesitate to contact us at **[challenge@nursingnow.global](mailto:challenge@nursingnow.global)**