



## **Launch of the Nursing Now campaign Briefing Note 12 February 2018**

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The Nursing Now campaign will be launched on **27 February 2018** in London and Geneva.

### **What is Nursing Now?**

Nursing Now (NN) is a global campaign, being run in collaboration with ICN and the World Health Organization. It is aimed at raising the profile and the status of nursing worldwide. It seeks to empower and enable nurses to take up their place at the heart of efforts to tackle 21<sup>st</sup> century health challenges and ensure that everyone globally has access to healthcare.

More information on the campaign can be found on the website, [www.nursingnow.org](http://www.nursingnow.org)

### **Date and venue:**

The campaign will be launched simultaneously on Tuesday 27 February at St Thomas Hospital in London and at the University Hospital of Geneva (HUG) with the involvement of global leaders including members of the Campaign Board, representatives of ICN and WHO, and other high-profile leaders.

### **How you can join in:**

These events will be livestreamed on the Nursing Now website, [www.nursingnow.org](http://www.nursingnow.org) from 13:00-15:00 GMT on 27 February. More details to follow.

### **IND Launch:**

In addition, we will be launching our **2018 International Nurses Day publication** at the NN launch. We will hopefully be able to get some express copies to you all before the launch so you will have them on hand. The IND website will also be launched on that date so we can refer people to both these resources.

### **Regional launches:**

Nursing Now are working with partners in several countries:

- In Uganda with UK Uganda Health Alliance, <https://www.uukha.org/>
- In Singapore with the Care to Go Beyond campaign, <http://www.caretogobeyond.sg/nursing/>
- And in the US, with Intraheath, <https://www.intrahealth.org/>

We are organizing a launch event in South Africa as well and we would like to encourage our members to hold their own launches and watch the livestream from London and Geneva.

### **Social media:**

On Monday 26 February, there will also be a Q&A session on the Nursing Now Twitter account, **@NursingNow2020**, during which nurses from around the world can ask questions of high profile leaders of this campaign. We will be sending you more information on how nurses can join this.

**We sincerely hope that you will help us spread the word of this launch in your regions so that this becomes a truly global campaign, with the participation of nurses everywhere.**