International call to action for nurses and midwives

International Council of Nurses / International Council of Midwives

Nursing and midwifery as a force for health and change

WHO Europe Health 2020 Strategic Directions

Nurses and midwives – a vital resource for health

UK and Republic of Ireland

Caring for the public’s health

Making the vital resource visible

Embedding and extending the contribution of nurses and midwives
WHO Europe Health 2020

HEALTH 2020
A European policy framework supporting action across government and society for health and well-being

Chief Nurse Directorate
Designated first WHO Collaborating Centre for Public Health Nursing and Midwifery

Nurses and Midwives: a vital resource for health

Nov 2016

Prevent avoidable disease, Protect health, Promote wellbeing resilience
1) To support WHO by generating evidence and defining frameworks of practice for nurses and midwives which prevent avoidable illness, protect health and promote wellbeing and resilience.

2) To support WHO by providing information about the nurses’ (including health visitors and school nurses) and midwives’ role and impact on maternal and child health.

3) On request of WHO provide policy advice and technical assistance about public health nursing and midwifery to the Regional Office and Member States.

To note WHO have a wide understanding of Public Health nursing and midwifery encompassing most community care.
<table>
<thead>
<tr>
<th>Terms of Reference (TOR) (1)</th>
<th>Description of the activity (Short description of the activity)</th>
<th>How it is implemented (concrete actions that will be undertaken to implement the action plan)</th>
<th>Activity Timeframe (2016-2020)</th>
<th>Outcome</th>
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</table>
| To support WHO by generating evidence and defining frameworks for nursing and midwifery practice which prevents avoidable illness; protects health and promotes wellbeing and resilience | Review of literature on models/frameworks to increase preventative practice in nursing and midwifery roles and in more specialist community/public health roles (international) | • Establish a network of academic departments and specialist practitioners to collaborate on this programme  
• Complete a systematic review of the research and literature focusing on the principles and practice of prevention and population health for nursing and midwifery | 2016-2017 |
| Generate evidence based on literature review and application of evidence to N&M practice | • Design evidence based framework of good public health practice | 2017/18 | Published systematic review |
| Design framework/s for practice | • Provide WHO with models based on available evidence/professional advice to support incorporation of prevention and public health into nursing and midwifery practice which supports the N&M Strategic Directions to enhance capability and extend contribution to H2020 and H2030  
• Develop Guidance for practice and education | 2018/20 | Published Framework/s for Practice supported by guidance and case studies of good practice |
## Outline draft action plan ToR 2

<table>
<thead>
<tr>
<th>Terms of Reference (TOR) (2)</th>
<th>Description of the activity (Short description of the activity)</th>
<th>How it is implemented (concrete actions that will be undertaken to implement the action plan)</th>
<th>Activity Timeframe (2016-2020)</th>
<th>Outcome</th>
</tr>
</thead>
<tbody>
<tr>
<td>To support WHO by providing information about the nurses’ and midwives’ role and impact on maternal and child health</td>
<td>Design a Maternity and Child Health Prevention Pathway for nursing and midwifery interventions in collaboration with WHO European region N&amp;M CCs (and other relevant partners)</td>
<td>Drawing on evidence of interventions and member states maternal and child public health programmes design and publish ‘Model Pathways’ taking a life course approach for</td>
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<tr>
<td></td>
<td></td>
<td>• Preconception and pregnancy</td>
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<td>• The Early Years 0-2</td>
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<td></td>
<td>• Preschool years 2-5/6</td>
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<td></td>
<td>• School age years 5-16</td>
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<tr>
<td></td>
<td></td>
<td>• (Transition to adulthood)</td>
<td>2016-2020</td>
<td>Published midwifery and nursing prevention and population health pathways in maternal and child health</td>
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<tr>
<td></td>
<td>Support application of pathway with case studies in a range of situations/settings)</td>
<td>Collect and publish case studies of good nursing and midwifery practice in promoting good maternal and child health outcomes</td>
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<tr>
<td></td>
<td></td>
<td>(N&amp;M contribution to promoting adoption of positive health behaviours and reduction of risk factors)</td>
<td>2016-2020</td>
<td>Published case studies (stand alone or incorporated into wider WHO E compendium good practice</td>
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</tbody>
</table>
## Outline draft action plan ToR 3

<table>
<thead>
<tr>
<th>Terms of Reference (TOR) (3)</th>
<th>Description of the activity (Short description of the activity)</th>
<th>How it is implemented (concrete actions that will be undertaken to implement the action plan)</th>
<th>Activity Timeframe (2016-2020)</th>
<th>Outcome</th>
</tr>
</thead>
</table>
| On request of WHO, provide policy advice and technical assistance about public health nursing and midwifery to the Regional Office and Member States | To support WHO by providing information on  
  • Practice  
  • Leadership  
  • Regulation  
  • Education and continuing professional development  
  which supports prevention and population/public health nursing and midwifery practice | Provide technical advice as requested by WHO in member states and/or through creating resources as requested | 2016-2020 | As requested |
Next Steps

• Develop and agree detailed action plans
• Provide technical advice (ongoing)
• Complete establishment of academic friends network
• Develop strategic partners network (including other ALBs, devolved administrations, expert and representative bodies)
• Build on models currently being developed (see AOH and Best Start) with focus on nursing and midwifery interventions
• Build collaboration with other WHO centres within PHE, within Europe for nursing and midwifery and internally for specialist programme

• Identify resources – the Chief Nursing Directorate is a very small directorate and has no additional income for the WHO CC, we will be building on partnerships and networks
Work will include models such as:

**All Heart Health**

**Relationships and Reach**

- **Population**
- **Community**
- **Family**
- **People**
- **Primary and community care**
- **All HCPs**

**ACTION BY**

- Increasing the visibility of health care professionals in prevention and population health and measuring impact
- Being a vibrant force for change and building a ‘culture of health’ in our society
- Working with people, families and communities to equip them to make informed choices and manage their own health
- Making Every Contact Count (MECC)

**Behavior change**

**Topics Evidence Impact**

**Health Promoting Practice**

**A Culture for Health/Social Movement**

*Prevent avoidable disease, Protect health, Promote wellbeing resilience*
Evidence and action

We will build on existing work and evidence to support whole family and community assets approaches.

Marmot 2010, Fair Society, Healthy Lives: The Marmot Review
The first years of life are a critical opportunity for building healthy, resilient and capable children, young people and adults.

Work will include models such as Start of Life Journey.

- **‘Healthy Pregnancy’**
- **Ready to Learn at 2**
- **Ready for School at 5**
- **Reducing Childhood Obesity**
- **Building Resilience and wellbeing 5-24**

### A harder journey for some

<table>
<thead>
<tr>
<th>Pregnancy</th>
<th>Mothers are more likely to be in poor health, have more psychological problems in pregnancy, gain less weight, smoke more and their babies to weigh less and be born early, with increased risk of infant mortality.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Infancy</td>
<td>Those in the lowest social economic group are nine times more at risk of sudden unexpected death in infancy. Death rates from injury and poisoning have fallen in all groups except this one and are now 13 times higher than those for more privileged children.</td>
</tr>
<tr>
<td>Children</td>
<td>Poorer children are more likely to be admitted to hospital and to be smaller.</td>
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<tr>
<td>Mental Health</td>
<td>There is evidence of more attention deficit hyperactivity disorder, bedwetting and deliberate self-harm.</td>
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</tbody>
</table>
4 year plan – WHO CC

Year 1
- Identify priorities & performance measures
- Identify partners
- Developing plans & workstreams

Year 2
- Building relationships & agreeing the offer
- Building networks & expert base
- Agree reporting & measuring structures

Year 3
- Interim reporting – impact
- Disseminate learning
- Support communities of practice & special interest

Year 4
- Review impact
- Develop sustainable strategies
- Agree on-going & new priorities

Prevent avoidable disease, Protect health, Promote wellbeing resilience
Supporting the system – developing together

Collaborating centres

Academic friends

CND

- Internal
- External
- Internationally

Experts
Opportunities
Sharing
Making a difference

Prevent avoidable disease, Protect health, Promote wellbeing resilience
Wendy.nicholson@phe.gov.uk

@WendyJNicholson

Public health contribution of nurses and midwives: Guidance
All Our Health: Personalised care and population health