



2020
INTERNATIONAL YEAR
OF THE NURSE AND
THE MIDWIFE

#SupportNursesAndMidwives

#COVID19



World Health Day 2020
Advocacy toolkit



World Health
Organization



Nursing **now**



International Council of Nurses
The global voice of nursing



International
Confederation
of Midwives

What is World Health Day about?

7 April 2020 is the day to celebrate the work of nurses and midwives and remind world leaders of the critical role they play in keeping the world healthy.

Nurses and other health workers are at the forefront of COVID-19 response – providing high quality, respectful treatment and care, leading community dialogue to address fears and questions and, in some instances, collecting data for clinical studies. Quite simply, without nurses, there would be no response.

In this International Year of the Nurse and the Midwife, World Health Day will highlight the current status of nursing and around the world. WHO and its partners will make a series of recommendations to strengthen of the nursing and midwifery workforce.

This will be vital if we are to achieve national and global targets related to universal health coverage, maternal and child health, infectious and non-communicable diseases including mental health, emergency preparedness and response, patient safety and the delivery of integrated, people-centered care, amongst others.

We are calling for your support on World Health Day to ensure that the nursing and midwifery workforces are strong enough to ensure that everyone, everywhere gets the healthcare they need.

The tagline for World Health Day is:
Support nurses and midwives.



Call to **action**



General public

1. Show nurses and midwives your appreciation for their work and thank them for what they do to keep us healthy.
2. Call on local leaders to do more to support nurses and midwives and make investments that enable them to work to their full potential.



Policy-makers

1. Invest in nursing and midwifery education and employment so universal health coverage becomes a reality everywhere.
2. Strengthen and pay more attention to nursing and midwifery influence and leadership: health services will improve as a result
3. Take steps to improve gathering of workforce data in order to better target resources and make changes where they are needed most.



Health Workers

1. Show your respect for nurses, midwives and other fellow health workers.
2. Listen to their views and explore their ideas.
3. Engage nurses and midwives in decision making.

Get **involved**

1.

Thank health workers or your favourite nurse/ midwife

Nurses, midwives and all health workers are on the COVID-19 frontline. Take a moment to thank them and show them your appreciation. Share photos and videos of and from nurses and midwives, or other health workers, and patients explaining why their work is vital. Use **#SupportNursesAndMidwives** and **#COVID19**.

2.

Write to your leaders

If you are a nurse/midwife, share your concerns with the people who make policies that can make a difference.

3.

Develop a petition

Petitions are a great way to demonstrate wider support for change. Gather signatures, submit your request to the authorities, and publicize it as widely as you can.

We have other ideas in our [Year of Nurse and the Midwife toolkit](#), make sure to check them out!

World Health Day assets

We have developed some World Health Day assets to help you mark the day.

We will be communicating via our social media channels:

[Follow WHO](#)

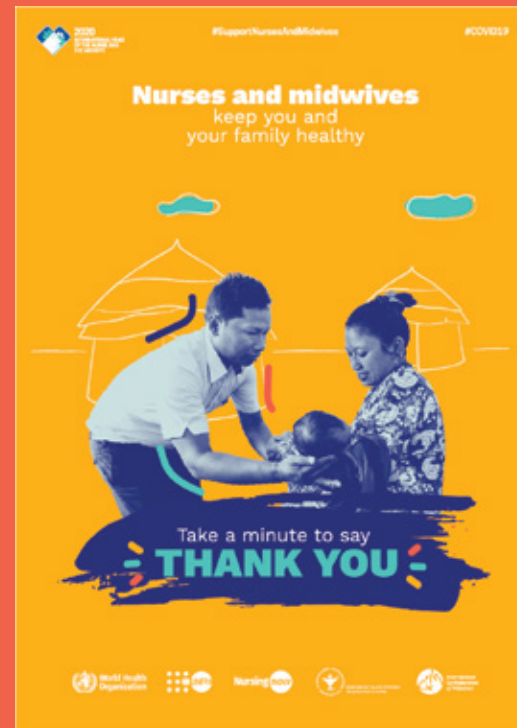
[Follow ICN](#)

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[Follow ICM](#)

[Follow UNFPA](#)

We encourage you to share our posts with your own networks and share your own materials using **#SupportNursesAndMidwives** and **#COVID19**



Some advocacy resources



Stories from the field

- [Nigeria: Producing well-trained, skilled and qualified health workers to achieve UHC](#)
- [Lithuania: Caring for thousands over 4 decades of midwifery](#)
- [Niger: A strong health workforce, a strong economy](#)
- [Philippines: Now that a deadly disease is eliminated, childbirth is safer](#)

Photo stories

- [Bringing midwifery back to a northern Canadian community](#)
- [Nursing in Nairobi](#)
- [Emergency Nursing in Jamaica](#)

Facts

- Factsheet on [Nursing and Midwifery](#)
- Factsheet on [Universal Health Coverage](#)
- Factsheet on [Primary Health Care](#)

Strategic documents and data

- [State of the World Nursing Report 2020](#)
- [Global Strategy on Human Resources for Health: Workforce 2030](#)
- [Data on the Global Health Workforce](#)

Key facts



Globally, 70% of the health and social workforce are women. Nurses and midwives represent a large portion of this.



Nurses and midwives play a key role in caring for people everywhere, including in times of outbreaks and settings that are fragile or in conflict.



Achieving health for all will depend on there being sufficient numbers of well-trained and educated, regulated and adequately supported nurses and midwives, who receive pay and recognition commensurate with the services and quality of care that they provide.



Nurses and midwives have a relationship with their patients that is based on trust; knowing the full picture of someone's health helps improve care and saves money. They also know the cultures and practices of their communities, making them indispensable during an outbreak or emergency.



Investing more in midwives, who are critical for maternal and newborn health as well as for family planning, could avert over 80% of all the maternal deaths, stillbirths and neonatal deaths that occur today.



Many countries need to do more to ensure that nurses and midwives can work in an environment where they are safe from harm, respected by medical colleagues and community members, and where their work is integrated with other health-care professionals.



COVID-19 highlights how important it is for all nurses to have access to the most up-to-date knowledge and guidance required to respond to such outbreaks. It also underscores the critical (and often unmet need) for protective equipment so they can safely provide care and reduce the rate of infection in health settings.



Five key investment areas to boost nurses and midwives worldwide:

- 1.** Invest in more nurse-led and midwife-led services
- 2.** Employ more specialist nurses
- 3.** Make midwives and nurses the heart of primary health care, providing services and supervising community health workers
- 4.** Support nurses and midwives in delivering health promotion and disease prevention.
- 5.** Invest in the leadership skills of nurses and midwives.

More key facts on nursing and midwifery can be accessed [here](#).

Voices



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“I love midwifery because of the connections we make with clients. I love getting to know them and making a plan that will work for them.”

Heather Heinrichs - Midwife in remote Hay River in Canada's Northwest Territories – a sub-arctic town of 3,500 people



© WHO/Jayme Gershen

“I want the patient to be treated how I would want to be treated if I was in a healthcare facility, so I am going to give my best so that quality care is given.”

Trecia Simone Stewart - Emergency nurse in Jamaica



© WHO/Mandy O'Neil



The challenges of the work is balancing all the different aspects of being an inclusion health nurse and looking at what people need and how to advocate for the best health and housing needs for them



Ann-marie Lawlee - Inclusion Health Nurse Manager dealing with homeless people, Ireland



© WHO/Christine McNab



One thing I love about nursing is knowing the community, knowing the people here, knowing I can help offer services to them at any stage in their life



Lorie Steinwand - Métis nurse in Canada's Northwest Territories



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“Nursing is in my blood. I can work from early morning to late in the evening. So long as the patients need care, I will be here to provide it”

Fatima Hassan Saleh - Assistant In-Charge, Children's Department, Mnazi Mmoja Referral Hospital, Zanzibar



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“I want to see the number of people taking on midwifery increase. We need qualified staff who are equipped with resuscitative skills because mothers are dying out there due to complications during birth”

Agnes Ojok - Nurse/midwife, Aga Khan Hospital, Kisumu, Kenya



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“There was such a shortage of healthcare providers in the village I come from, so much so, that the gap challenged me to join the profession”

Mussa Ali - In-Charge, Primary Health Care Unit, Zanzibar