

NURSING NOW: NOW IS THE TIME, THEN IT'LL BE PAST!

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Writing an editorial about the *Nursing Now* campaign requires referral to the Burdett Trust for Nursing, an independent British charity created by Sir Henry Burdett KCB who founded the Royal National Pension Fund for Nurses (RNPFN) in 2002 in recognition of the importance of the work of nurses. At that time, the Burdett Trust for Nursing Program was implemented, aimed at valuing nursing, specifically funding nurse and midwifery training programs in the areas of management, leadership and research and supporting actions from leading local nurses.

Since that time, RNPFN has been implementing other nursing empowerment programs and, in partnership with the International Council of Nurses (ICN), has developed a program embraced by the World Health Organization (WHO) and the All-Party Parliamentary Group on Global Health of the United Kingdom, called Nursing Now. The Burdett Trust for Nursing gives and receives grants to support nurse-led projects, always focused on nursing empowerment and on improving patient, family, and community care¹.

The global three-year Nursing Now campaign, from 2018 to 2020, is based on the findings published in 2016 in the *Triple Impact* report. The document recommends the training of nurses to improve global health, promote gender equality, since the vast majority of the category is still composed of women, and generate economic growth².

The global launch of the campaign took place in London on February 27th, 2018, with the patroness of the Duchess of Cambridge, Kate Middleton, aiming to stimulate the training of nurses, in order to contribute to the improvement of global health, making these professionals more influential in addressing health challenges in the 21st century^{3,4}. Its end will occur in 2020, when the bicentenary of Florence Nightingale's birth will be celebrated⁴.

In a growing global movement, a number of countries have joined the campaign, with new regional groups, national groups and local supporters groups emerging every day, currently developing in more than 80 countries, including: Germany, Argentina, Australia, Brazil, Canada, China, Colombia, Korea, Egypt, Scotland, Spain, the United States, Philippines, France, Greece, England, Ireland, Israel, Italy, Japan, Lebanon, Mexico, Nigeria, Peru, Portugal, Russia, Sweden, Switzerland, Venezuela, Turkey and many others⁵.

The Nursing Now campaign arrived in Brazil as a result of the agreement between the Federal Nursing Council (*Conselho Federal de Enfermagem* – COFEn), the Collaborating Center of the Pan American Health Organization (PAHO/WHO), for the development of nursing research, the *Escola de Enfermagem de Ribeirão Preto da Universidade de São Paulo* (EERP-USP) and the Burdett Trust for Nursing, responsible for the Nursing Now Campaign in the world, representing ICN and WHO. With the agreement, commitments and responsibilities that require local, regional and national actions led by the signatory institutions were made⁶.


Brazil has 2,141,883 nursing professionals, including nurses, nursing technicians, nursing assistants and midwives, representing 60% of the health workforce⁶.

The historical milestone of the launching of the campaign in our country occurred on April 24th, 2019, in Brasília (DF), in the auditorium of the Oswaldo Cruz Foundation (Fiocruz), being the central theme “The impact of nursing contributions to health systems”. The opening table was attended by representatives of WHO, PAHO, PAHO Brazil and ICN, the COFEn president, the Coordinator of the Nursing Now Working Group in Brazil, the Minister of Health and representatives of the National Congress. University officials, representatives of the professional category and health managers participated in the ceremony.

The Nursing Now Brazil Campaign aims to value the contribution of nursing professionals in guaranteeing and expanding access to the population's health. To achieve this purpose, the following goals are established: “To invest in strengthening the education and development of nursing professionals with a focus on leadership; to invest in improving the working conditions of nursing professionals; to disseminate effective and innovative nursing practices based on scientific evidence at national and regional levels”⁶. Only with the integration of many actors, with social commitment and the articulation between local initiatives and regional representations will these goals be achieved.

The campaign, therefore, represents a strong initiative to empower nurses to play the central role in addressing health challenges in the 21st century, using their potential, competence and leadership.

Time flies! Now is the time for Brazilian nursing professionals to show what they are capable of! It is an unparalleled opportunity for recognition and appreciation of our professional category, for the health of people and for the effective functioning of health systems and services and, consequently, for Brazil's social development⁶.

Rita Catalina Aquino Caregnato 

Adjunct Professor of Nursing, Universidade Federal de Ciências da Saúde de Porto Alegre (UFCSA), Porto Alegre, Brazil.

Maria Belén Salazar Posso

Retired professor at the Universidade de Taubaté (UNITAU), Taubaté, Brazil, and assistant professor and retired emeritus of the Faculdade de Medicina do ABC, Santo André, Brazil.

Rachel de Carvalho 

Nurse, specialist in Cardiology and Surgical Center, Master and PhD in Nursing by the School of Nursing of the Universidade de São Paulo (USP). Full Professor of the Israeli Faculty of Health Sciences Albert Einstein, São Paulo, Brazil.

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