

# Nursing Ambassadors Nursing Now

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Social Movement

#NursingNow

#MidwiferyNow



Transforming PERCEPTIONS of NURSING and MIDWIFERY

## Ambassadors' Welcome Pack



# About the Transforming Perceptions of Nursing and Midwifery Programme

- The Perceptions of Nursing and Midwifery work led by Professor Jane Cummings, Chief Nursing Officer for England was launched in March 2017 at the CNO Summit.
- The key activities since then are:
- 10 Building Blocks and 10 Enemies developed from looking at what the ideas were telling us,
- Chief Nurses, Head of Midwifery and Directors of Nursing asked to nominate a key nurse and midwife to represent their organisation and create a community of Ambassadors to lead the work locally, CNO suggested and asked I look at this locally.
- 30 Day Challenges developed to respond to these findings and to build positive perceptions of the professions.
- There are three core themes for the programme: **Education; Nursing and Midwifery Workforce; and Key Influencers**

# Nursing Ambassador GPNs Barnsley

- The aim of the ambassador role is to re-ignite the passion that nurses and midwives have for their profession: increasing job satisfaction, improving retention and, through the project work and connecting them with a network of like-minded colleagues to share, learn and spread innovative ways of working.
- Our aspiration is that this will be infectious: creating a social movement that will support the work of nursing and midwifery ambassadors at local, regional and national levels to change the perceptions of nursing and midwifery.

# BUILDING BLOCKS

for positive perceptions

Thousands of nurses, midwives, and patients have designed these building blocks.

1 Everyone having

A VOICE

2 Growing the

**TALENT**

3 An extraordinary career for YOUNG PEOPLE

An extraordinary career for YOUNG PEOPLE

4 Showing the PRIDE in the professions

Showing the PRIDE in the professions

5 Valuing DIVERSITY

Valuing DIVERSITY

6 Inspiring & Supportive leadership

Inspiring & Supportive leadership

7 Connecting with our values

Connecting with our values

8 #hello my name is...

#hello my name is...

9 Uniting across BOUNDARIES

Uniting across BOUNDARIES

10 Investing in INNOVATION

Investing in INNOVATION

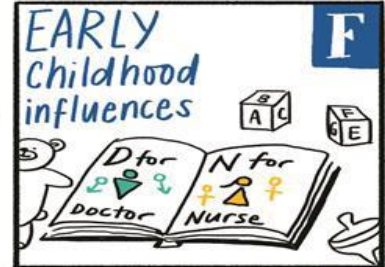
# Enemies

Transforming PERCEPTIONS of NURSING and MIDWIFERY



**ENEMIES of POSITIVE PERCEPTIONS**

10 core themes emerge which were identified as the most critical barriers that impacted on the perceptions of NURSING and MIDWIFERY.



# Making a difference

## **The role of the nursing and midwifery ambassador is to:**

- Act as a local ambassador for nursing and midwifery, representing our professions in a positive light and by doing so, building awareness and positive perceptions
- Create a bridge between activities to promote nursing and midwifery locally and the nationwide campaign
- Speak for local organisations and the nurses and/or midwives in them within the national campaign
- Bring back the ideas and calls to action from the national campaign and customise, remix and reshape them so they will work in a local context

# Connecting





Ambassadors will also lead the 30 Day Challenges within their local organisations – translating the challenge to be meaningful to their own opportunities and challenges to improve perceptions of nursing and midwifery.



Transforming PERCEPTIONS of NURSING and MIDWIFERY



JUNE 2018	JULY	AUGUST	SEPTEMBER	OCTOBER
<p>Sign up to the TWELVE 30 DAY CHALLENGES &amp; become an Ambassador</p>	<p>Write a blog to celebrate achievements and innovation in nursing and midwifery</p> <p>SHOWING YOUR PRIDE IN THE PROFESSIONS</p>	<p>Run a "BREAKING the RULES" meeting to promote positive perceptions for nursing and midwifery</p> <p>GIVE EVERYONE A VOICE</p>	<p>Add your title and qualification to your email signature and social media bio</p> <p>#hello my name is...</p>	<p>Celebrate the diversity of people who are nurses and midwives</p> <p>valuing Diversity</p>
<p>NOVEMBER</p> <p>The senior nurse and midwife challenge: conversations with every nursing &amp; midwifery team</p> <p>INSPIRING &amp; SUPPORTIVE LEADERSHIP</p>	<p>DECEMBER</p> <p>Mentor a junior colleague or student or reverse-mentor a senior nurse or midwife</p> <p>TALENT PIPELINE</p>	<p>JANUARY 2019</p> <p>Give a talk to young people about what extraordinary careers NURSING &amp; MIDWIFERY are</p> <p>An EXTRAORDINARY CAREER for YOUNG PEOPLE</p>	<p>FEBRUARY</p> <p>Run a "great ideas" challenge for tackling unwarranted variation</p> <p>INVESTING -IN- INNOVATION</p>	<p>MARCH</p> <p>Run a local randomised coffee trial across health and care</p> <p>UNITING across BOUNDARIES</p>
<p>APRIL</p> <p>Arrange a meeting with your MP</p> <p>SHOWING YOUR PRIDE IN THE PROFESSIONS</p>	<p>MAY</p> <p>Share the story of nursing &amp; midwifery for your organisation to celebrate the professions</p> <p>CONNECTING YOUR WITH VALUES</p>	<p>JUNE</p> <p>Reflect on your ten 30 day challenges as part of your REVALIDATION</p>	<p>30 DAY challenges</p>	

# GPNs how you can help

- Get on Twitter if you aren't already – loads of great resources, connections, networks. I'm tweeting using hashtags #FutureNursing #FutureMidwifery @AndreaParkin2
- Joined the Perceptions Facebook group
- Accessing the Nursing Now Zoom virtual community meetings meeting up with nurses all over the country



# 10 Things Fab Leaders Do!

1. INTRODUCE THEMSELVES

#hello my name is...

2. Less Talking  
...MORE LISTENING

5. BE ACCESSIBLE



3. EMPOWER!

Help others develop as leaders. Encourage learning from ~~mistakes~~ mistakes

4. LIVE THE VALUES

7. REMAIN POSITIVE

... even when having a bad day!



8. WELCOME CHALLENGE

I recognise I don't have all the answers, and I seek different views.

6. GIVE CREDIT AND THANKS

9. BALANCE

When to intervene... and when to get out of the way!



10. LEARN AND DEVELOP



@HorizonsNHS