

INTRODUCTION PROGRAM
CAMPAIGN
'DECADE OF THE SPECIALIST
NURSE 2020-2030'



CONFLICT OF INTEREST DISCLAIMER

No conflicts of interest or restrictions relate to this presentation

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MY PRESENTATION

1. **LET'S NOT FORGET** 2020 AND 2021, YEAR OF THE NURSE AND COVID
2. WE NEED TO ADDRESS NEW **HEALTH PARADIGMA'S**
3. **THE PROGRAM** OF THE CAMPAIGN
4. LET'S TALK **ABOUT CAMPAIGNING**
5. NO UNTOLD AND UNHEARD **STORIES**
6. WE HAVE **TIME** BUT NOT ENDLESSLY



1 - Let's never forget

Why are we
here online,
the new
normal?

Where do we
come from?

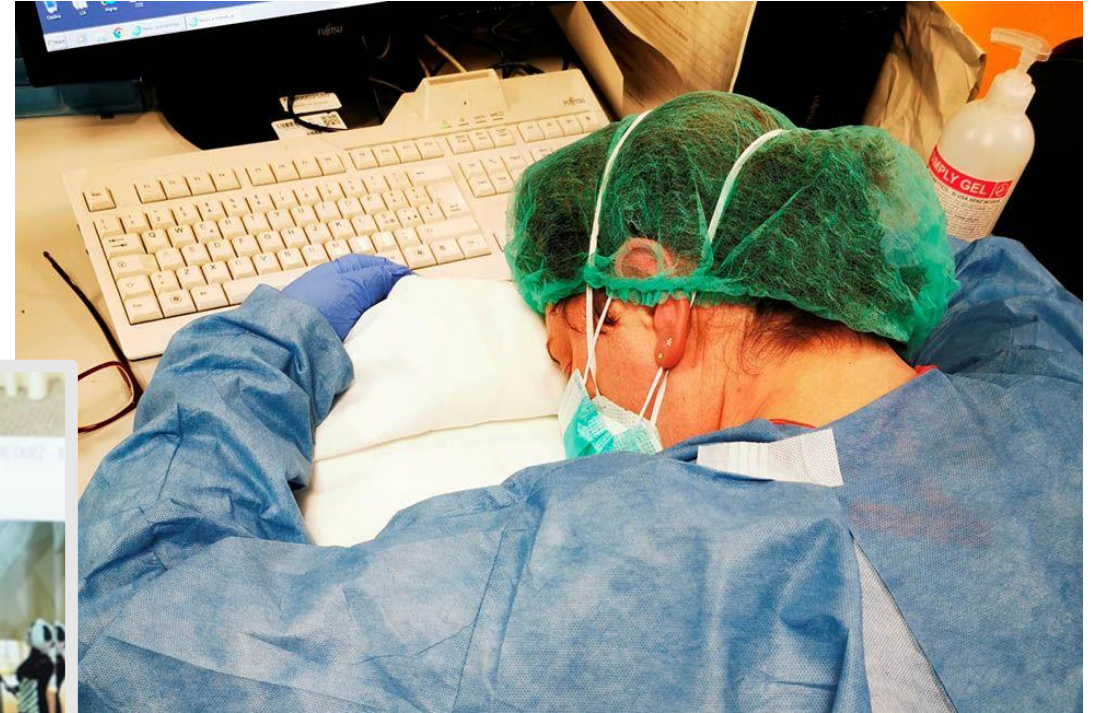


Nurse Elena Pagliarini, 43

3 April 2020

She became a symbol of the Italian health workers' efforts.

Photo of her asleep went viral, five days later she tested positive for coronavirus. She has now recovered and 'can't wait to get back' to work at a Cremona hospital



2- HEALTH AT CROSSROADS

Roadmaps bring people together for shared action and are good for shaping technology evolution

Forecasts are based on extrapolation and work, what went well to good guide to the future

Pathways enable flexible navigation towards a visionary goal and leaving adaptive moves open to deal with emerging and unexpected conditions

Scenarios tell stories of the uncertain future we might face, and are useful ways to test our plans



Roadmaps



Forecasts



Pathways



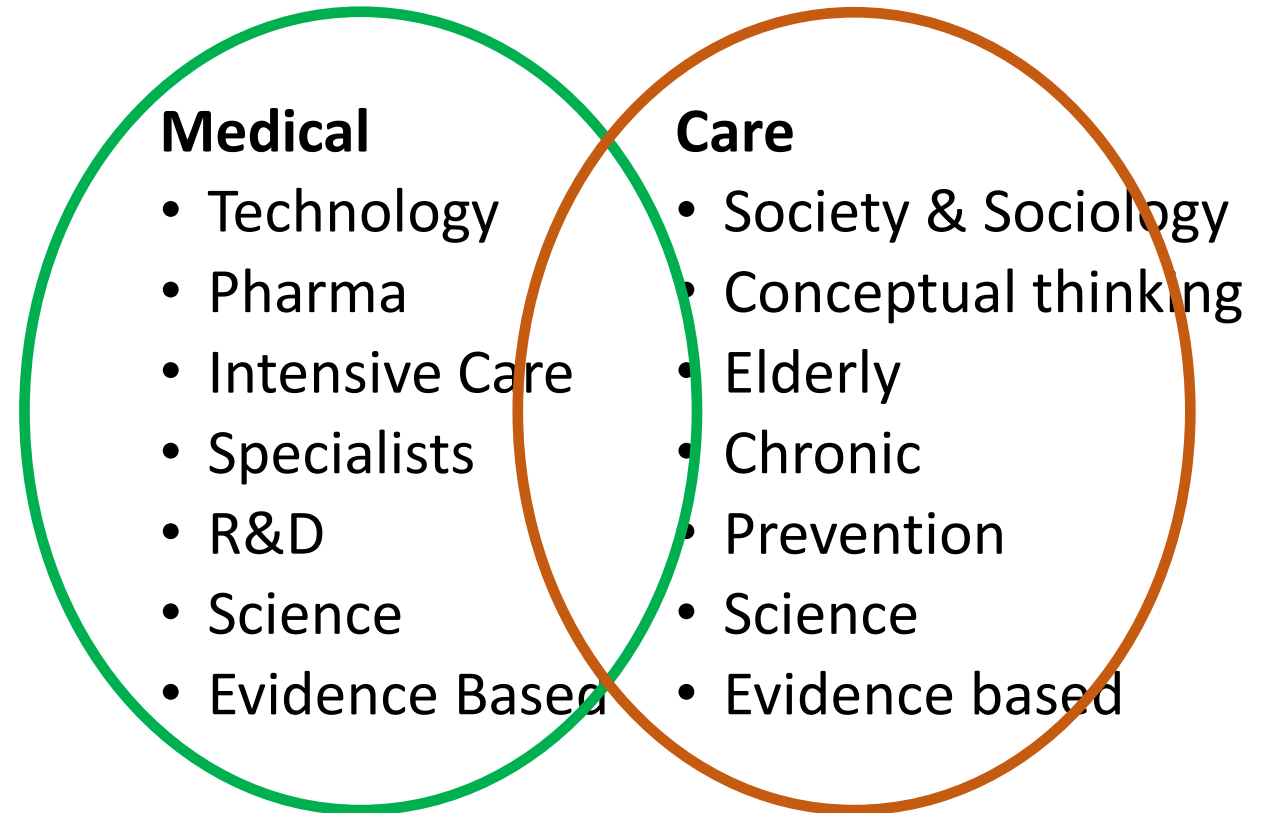
Scenarios

LET'S LOOK AT HEALTH CONCEPTS

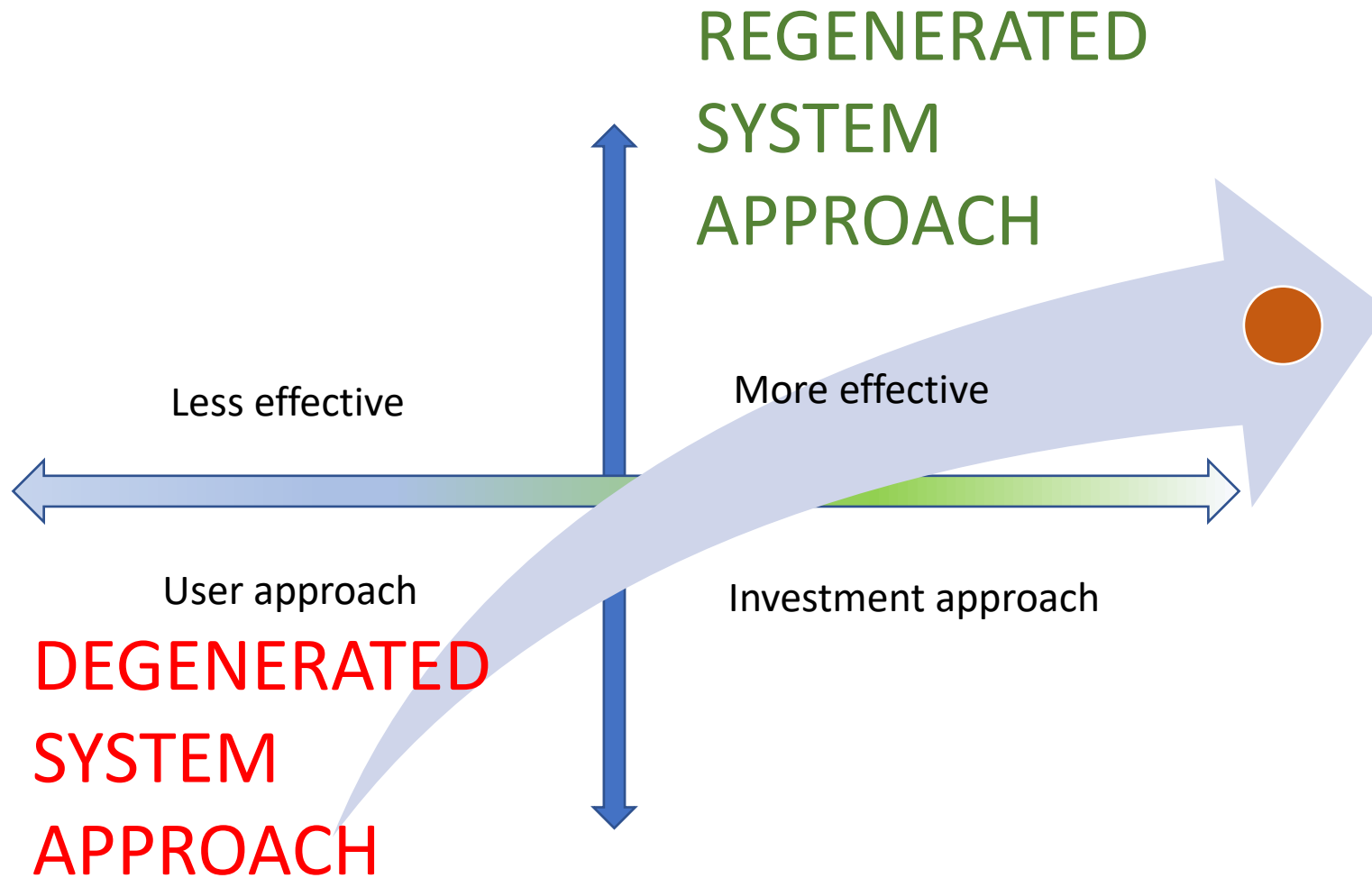
Health - acute response

- Medical
- Hospitals
- Virology
- Epidemiology
- Vaccines
- Pharmacology
- Policy

HEALTH



HEALTH AND CROSSROADS



MINDSET

REGENERATIVE

- Co-evolution: professionals act conceptual and integrated

RESTORATIVE

- Human and patient centered and no harm

SUSTAINABLE

- No additional damage and prioritize prevention

GREEN

- Environmental mind set

EXRTRA ACTIVE

- Human centered and minimal standards

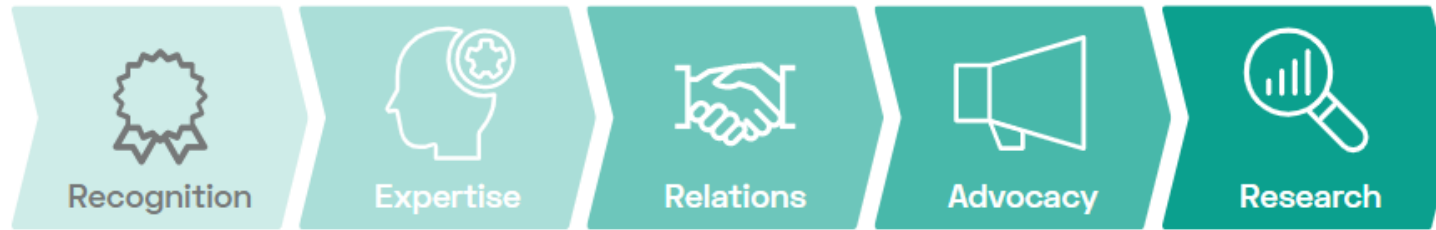
3 - THE PROGRAM

“It’s a constructive response on where it did go wrong, and how to work on a better and safety healthcare”.



Goals 2020 - 2030

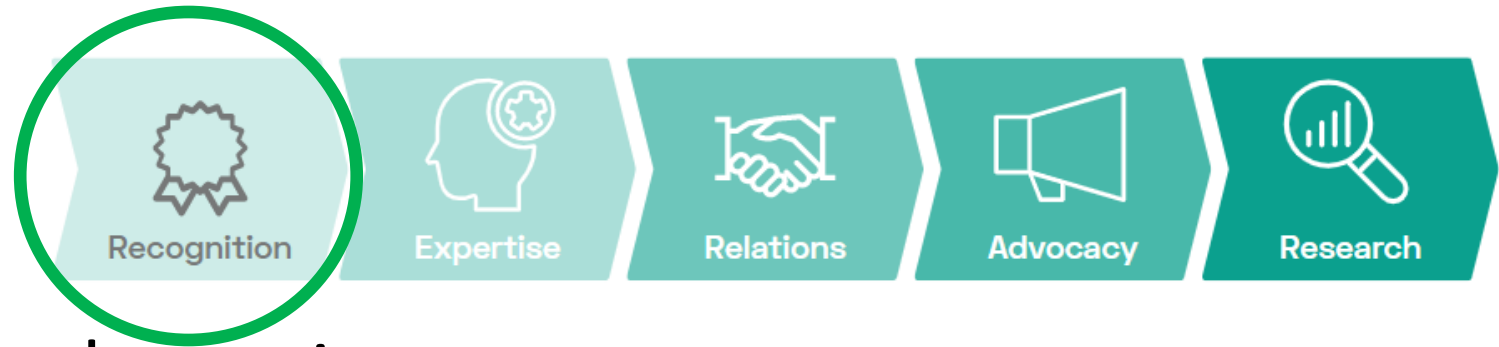
1. **Showcasing** of the specialist nurses across the full spectrum in healthcare all the way through to 2030.
2. **Present** the nurses' contribution of expertise within a broad range of health topics from clinical care to high-level policy.
3. **Promoting** specialist nurses and contributing to retention and recruitment.



FIVE PILLARS

- Recognition, Harmonization of education and certification of competencies for specialist
- Expertise Relevant health topics Contributing and accelerating the transformation of healthcare
- Relations Member's support valuing and supporting members' engagement
- Advocacy Health policy and advocacy Building new
- Research on specialist nursing in Europe Contribute to evidence

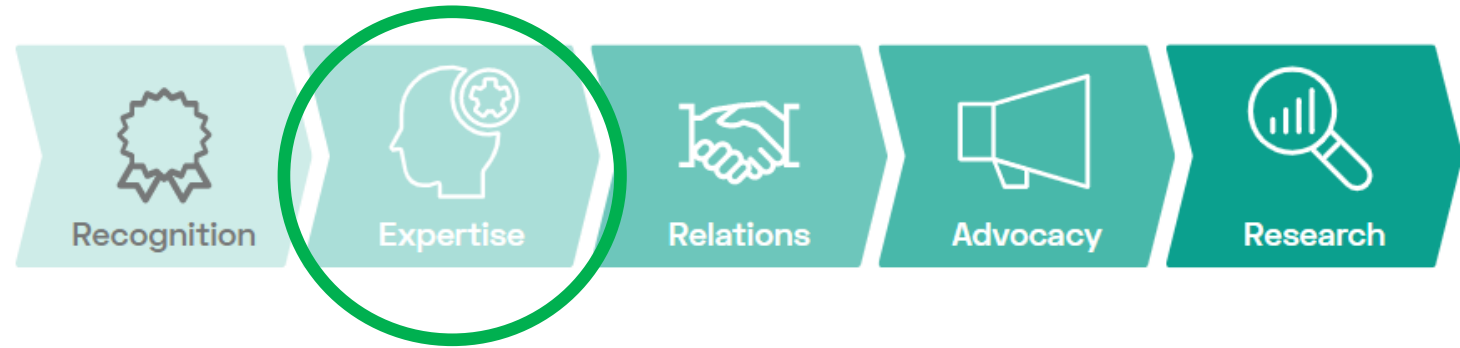
1 - Recognition, Harmonization of education



Recognition, Harmonization of education and certification of competencies for specialist nurses at the European level Promoting harmonization of training and education of nurses in specialist and advanced roles as an indicator of the quality of care

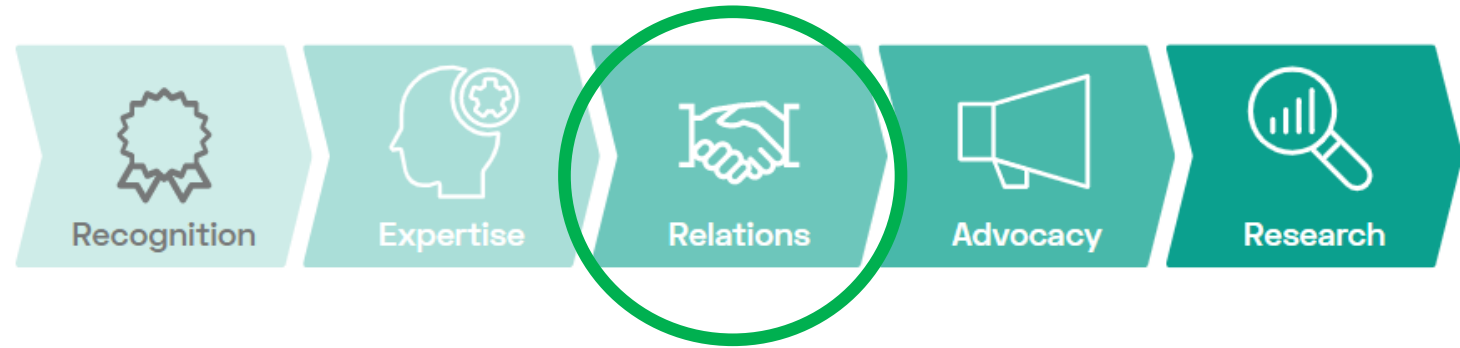


2 - Expertise



Expertise Relevant health topics Contributing and accelerating the transformation of healthcare in response to public health threats

3 - Relations



Relations Member's support Valuing and supporting members' engagement in the health workforce and topics

- Internal
- External

4 - Advocacy



Advocacy Health policy and advocacy Building new relationships with stakeholders, EU policymakers, EU associations stakeholders, and expanding collaboration with members

INFLUENCE

- ✓ political, European and national
- ✓ Magazine, health and also public
- ✓ Health Europa environment
- ✓ Scientifical high level and public friendly
- ✓ Press, European, national and local

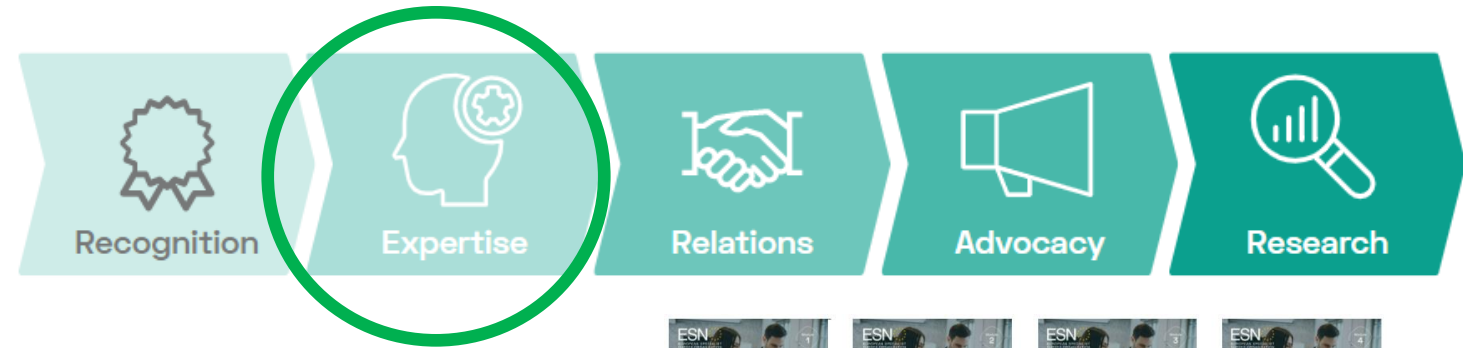
5 - Research



Research on specialist nursing in Europe Contribute to evidence, data collection, publications, and advice

- Forum development
 - Establish a platform of experts from different European regions and health domains.
 - Journal and Science Committee
- Research and publications
 - Initiate activities with relevance to health issues.
 - Contribute to tools on scientific understanding and drafting papers for nurses.

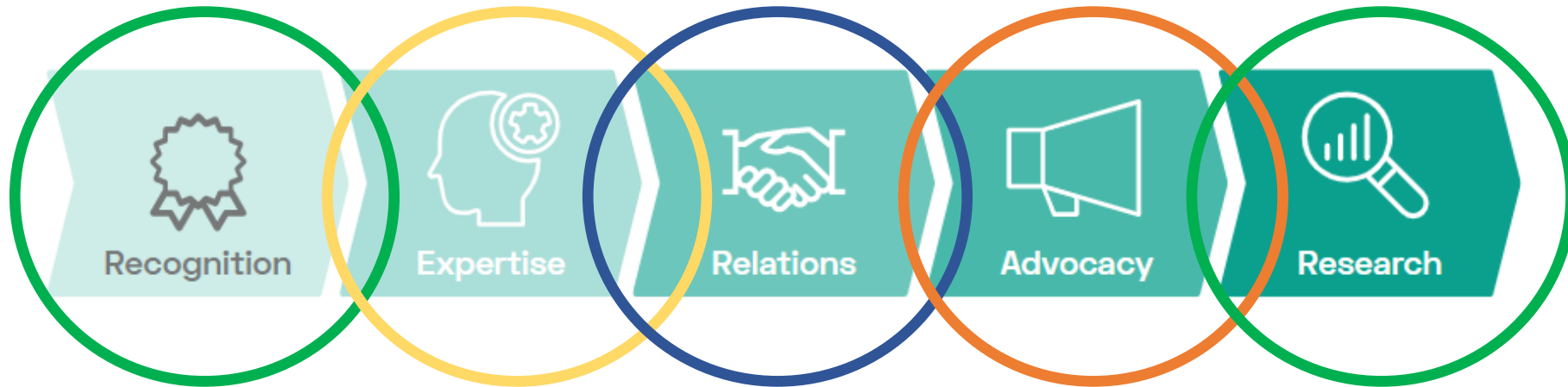
2 - Expertise



1. Microbial issues – Focus group
 - Education and Communication Guide → policy and strategy
 - **Take part in awareness days and forums**
2. Medication – Biosimilars,
 - Education and communication → **Biosimilar survey 800 responders**
3. Infection prevention – CAUTI webinar
 - Science and prevention in urine infection → webinar (**April TBC**)
4. Safety at work –
 - **Surgical smoke**, sleep work balance, sexual abuse, sharp needles, working with chemicals
5. New career pathways – Specialisations
 - **Curricula for plasma donation centers** → Launch of the curriculum (**2 March 14.00-15.00**)



Program with 5 pillars but intergrated



4 - CAMPAIGNING



- Campaigning for professionals who don't feel well with speaking out
- Decentralized approach
- Heart and Mind Set 2030
- National and Local shades and shapes
- **Story telling**



5 – CAMPAINING AND STORIES

12 May 2021

#ClappingWithWords

Sharing stories

- as an art, an instrument for recovery

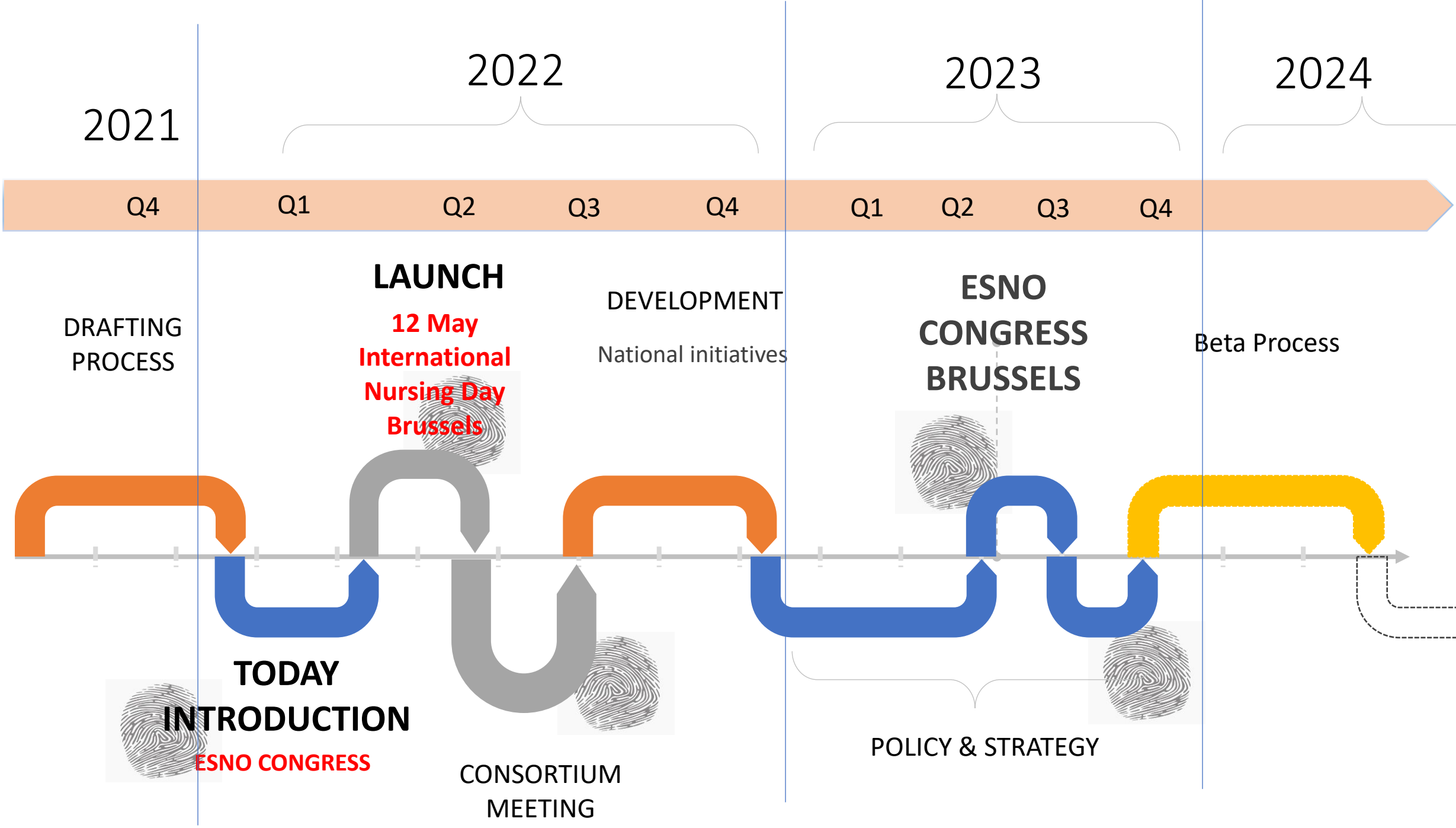


'Storytelling is an art as much as a science. Human beings live through stories. When people look back on life, they take their memories and turn them into a narrative to make sense of it all'

Webinar on story telling → September 2022



6 - TIMELINE



NEXT STEPS AND CHALLENGES

- FEEDBACK
- CONNECT WITH MEMBERS
- REFINING PROGRAM
- CAMPAIGN SCEDULING
- MILESTONES AND PRIORITIES
- SUPPORTERS AND SPONSORS
- ACTIVITIES



Thank you for your attention



THANK YOU FOR YOUR ATTENTION

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