

WHO
2020: International Year of the Nurse and the Midwife

In 2020 we celebrate the world's 22 million nurses and 2 million midwives who make up half of the global health workforce – providing vital health care everywhere, as they have been doing for centuries.

We also highlight the need to invest in strengthening the nursing and midwifery workforce. In many areas, there simply aren't enough nurses and midwives to do all this work effectively. Even where they are present, many lack the power, training, equipment and medical supplies to deliver the basic health services we all need to live healthy lives. 2020 is the year to change this.

Ideas for campaign activities:

Organize recognition awards/certificates

Organize recognition awards/certificates for midwives and nurses in your local/national healthcare facilities in appreciation of their contribution to the community.

Set up or take part in public events

Organize public events and meetings with active participation of nurses and midwives, patients, national health leaders and health sector partners. You could use an event to recognize and appreciate nurses and midwives – live on stage or through videos – encouraging nurses and midwives to tell their own stories.

Display campaign posters

Produce and display International Year of the Nurse and the Midwife posters at strategic locations – supermarkets, bus stops, schools, local health facilities, health ministry etc.

Engage local leaders and celebrities

Ask your leaders, health care leaders to promote the Year of Nurse and the Midwife in their speeches, on social media, websites, television and radio interviews.

Participate in the [Health for All Film Festival](#)

Until 30 January 2020, encourage film makers you know to submit their short films in the category dedicated to nurses and midwives in our Health for All Film Festival. Best films will be displayed at the World Health Assembly in May.

Work through the media

Getting media coverage for your activities can take our message to mass public audiences and helps to get the attention of policy-makers and politicians.

Work with artists

Approach artists to create artwork for health workers, with a focus on nursing and midwifery. Encourage theatre groups to produce plays on health workers, with emphasis on nurses and midwives.

Build and strengthen partnerships

Many voices strengthen our call. Work with organizations that share your goals and form coalitions so that there are more voices behind the celebration. Engage with nursing and midwifery groups and associations, non-governmental organizations and local health-care advocates and community leaders in your efforts.

Get active on social media

Join the drum roll and participate in our appreciation social media campaign on Twitter, Instagram, and LinkedIn. Share photos and video “testimonials”—of and from nurses and midwives, patients, health leaders, influencers and advocates—explaining why this vital workforce is essential, and why we need greater investment in the health workforce.

The primary hashtag that we are using is **#SupportNursesAndMidwives** but look out for posts using **#Nurses2020** and **#midwives2020** as well.

Get moving - organize your own national *Walk the Talk*

Walk the Talk: The Health for All Challenge” promotes healthy lifestyles and highlights the need for access to health for all people around the world. We encourage you to work with local partners and organize this fun event to get people moving.

<https://www.who.int/docs/default-source/documents/yonm-2020/campaign-toolkit.pdf>

US- America

BE A PART OF THE OFFICIAL YEAR OF THE NURSE POSTER!

The official Year of the Nurse poster will feature nurses from across the country at work, at home and at play. You could be one of them! We’re looking for selfies, group shots, family pictures – anything that defines YOU as a nurse. Click on the “Upload Photo” button below to get started!

<https://www.myamericannurse.com/year-of-the-nurse-2020-how-will-you-celebrate/>

United nations

“Nurses and midwives are the backbone of every health system: in 2020 we’re calling on all countries to invest in nurses and midwives as part of their commitment to health for all,” said Tedros Adhanom Ghebreyesus, the [WHO](#) Director-General.

The [International Year of the Nurse and the Midwife](#) marks the bicentenary of the birth of Florence Nightingale, the founder of modern nursing.

It celebrates professionals who provide a broad range of essential services to people everywhere.

Key areas for investment include employing more specialist nurses, making midwives and nurses central to primary health care, and supporting them in health promotion and disease prevention. — Tedros Adhanom Ghebreyesus (@DrTedros) [December 31, 2019](#)

<https://news.un.org/en/story/2020/01/1054531>

Western Governors University

The importance of this designation.

The designation comes at a time of great need for more nurses. According to the [WHO's Nursing and Midwifery fact sheet](#), nurses and midwives account for about half of the global health workforce—and yet there's still a critical shortage of nurses around the world. Nurses and midwives represent more than half of the global shortage of healthcare workers. The WHO estimates that the world will need an additional 9 million nurses and midwives by 2030; the biggest needs are in Southeast Asia and Africa.

Further Reading: [WGU's BSN prelicensure program, at a glance.](#)

To help fill these roles and celebrate nurses, the WHO is developing [the State of the World's Nursing report](#), which it aims to release by World Health Day, April 7, 2020. The report will emphasize the nursing workforce's influence in delivering universal health coverage and achieving the [Sustainable Development Goals](#), a 17-goal United Nations initiative to address and mitigate global challenges. It will also highlight areas for policy development over the next three to five years and provide a high-level description of the global nursing workforce.

Nurses are the key component in disseminating health information and care in UN member states. They provide care at the front lines, working with those most in need of care and health information. It's this close relationship that makes nurses so critical to improving healthcare and outcomes—and it's a large reason why the WHA is celebrating them in 2020.

<https://www.wgu.edu/>