

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:

- Ideas Channel open for six weeks from December 2017 – it generated 250 ideas from 25,000 interactions,
- 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,
- 30 Day Challenges developed to respond to these findings and to build positive perceptions of the professions.

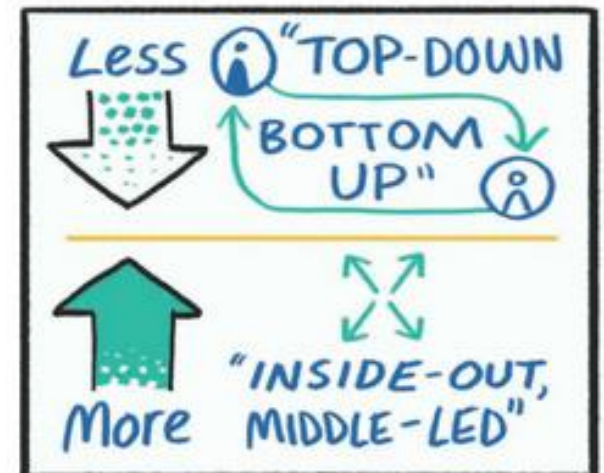


There are three core themes for the programme: education; nursing and midwifery workforce; and key influencers.

Congratulations on becoming an Ambassador!

The aim of the ambassador roles 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

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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



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.

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JUNE 2018	JULY	AUGUST	SEPTEMBER	OCTOBER
<p>Sign up to the TWELVE 30 DAY CHALLENGES & 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 & midwifery team</p> <p>INSPIRING & 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 & 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 & midwifery for your organisation to celebrate the professions</p> <p>CONNECTING YOUR VALUES</p>	<p>JUNE</p> <p>Reflect on your ten 30 day challenges as part of your REVALIDATION</p>	<p>30 DAY challenges</p>	

Support for Ambassadors

The programme support team is available for guidance and encouragement – contact Bev Matthews bev.matthews@nhs.net

Join our monthly Virtual Community sessions on the last Wednesday of the month, 6pm to 7pm

A briefing pack will be shared for each 30 Day Challenge which will include relevant materials such as:

- A blog setting out the challenge
- Example templates and guidance sheet
- Frequently Asked Questions
- Activity planner
- Suggestions for sharing

Things to start doing now

You might may like to:

- Make contact with your organisation's Chief Nurse/Director of Nursing
- Make contact with other departments that might be able to help you with the monthly challenges. For example, Communications and Engagement, medical staff, estates, domestics, catering, governors, patient groups.
- Get on Twitter if you aren't already – loads of great resources, connections, networks. Find like-minded people through the programme hashtags #FutureNursing #FutureMidwifery.
- Join the [Perceptions Facebook group](#)
- Make sure you're able to access [Zoom](#) for the virtual community meetings (if you're accessing it from work you might need to get in touch with your IT department).

THANK
YOU!

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