



In collaboration with WHO and International Council of Nurses, Nursing Now aims to raise the status and profile of nursing. WHO's Director-General Dr Tedros Adhanom Ghebreyesus (centre).

17 February 2019 – NursingNow is a 3-year global campaign (2018–2020), which aims to improve health by raising the profile and status of nursing worldwide. In collaboration with the World Health Organization and the International Council of Nurses, Nursing Now seeks to empower nurses to take their place at the heart of tackling 21st century health challenges and maximize their contribution to achieving universal health coverage.

Since its commencement in February 2018, regional, national and local supporter groups were formed in more than 60 countries around the world. Of these groups, 8 are from the Eastern Mediterranean Region: Egypt, Islamic Republic of Iran, Jordan, Lebanon, Pakistan, Qatar, Sudan and the United Arab Emirates.

Nursing Now groups aims to promote greater investment in developing nursing and midwifery education, practice and regulation, as well as improving standards and quality of care, and employment conditions in order to ensure that nursing and midwifery workforce have a more prominent role in health policy development and planning.

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