

Perceptions of nursing and midwifery



Virtual meeting with Ambassadors

#FutureNursing #FutureMidwifery

— CONVERSATION! —

Please use the **chat box** to introduce yourselves, ask **QUESTIONS**, and **CONTRIBUTE** throughout the session. 

CLICK the  icon if you need SUPPORT


 Join the conversation
@Sch4Change
#S4CA

If you're replying to someone in the chat box, please use
@theirname

Aims for 7th March

- Build the change skills, confidence and connections of a group of emerging leaders of nursing and midwifery
- Design implementation actions to transform the perceptions of nursing amongst young people and their teachers, the current nursing and midwifery workforce and senior decision makers
- Start implementing the priority actions identified to transform perceptions of nursing and midwifery
- Build a nationwide community of Nurse/Midwife Ambassadors to help transform perceptions of nursing and midwifery

Where in England are you?



The Fundamental Law

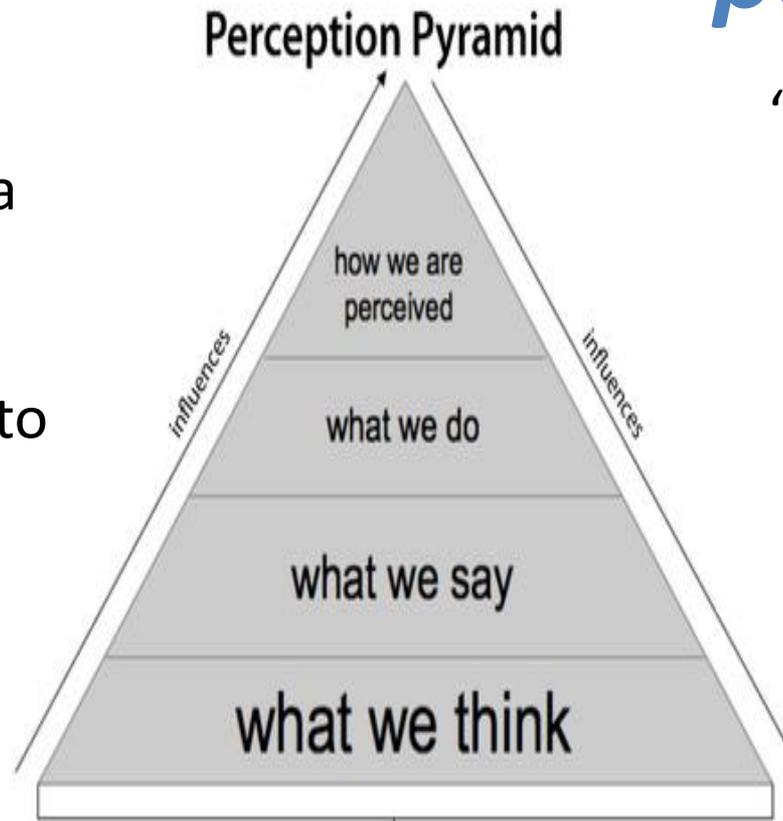


“The sum of the expertise of the people in the audience is greater than the sum of expertise of the people on stage

Dave Winer”

The word *image*

“the general impression that a person, organisation, or product presents to the public”



The word *perception*

“the way in which something is regarded, understood, or interpreted”



Google image search
using the word
'doctor'



Google image search
using the word
'nurse'

The initiative was launched at the Chief Nursing Officer's Summit in March 2017

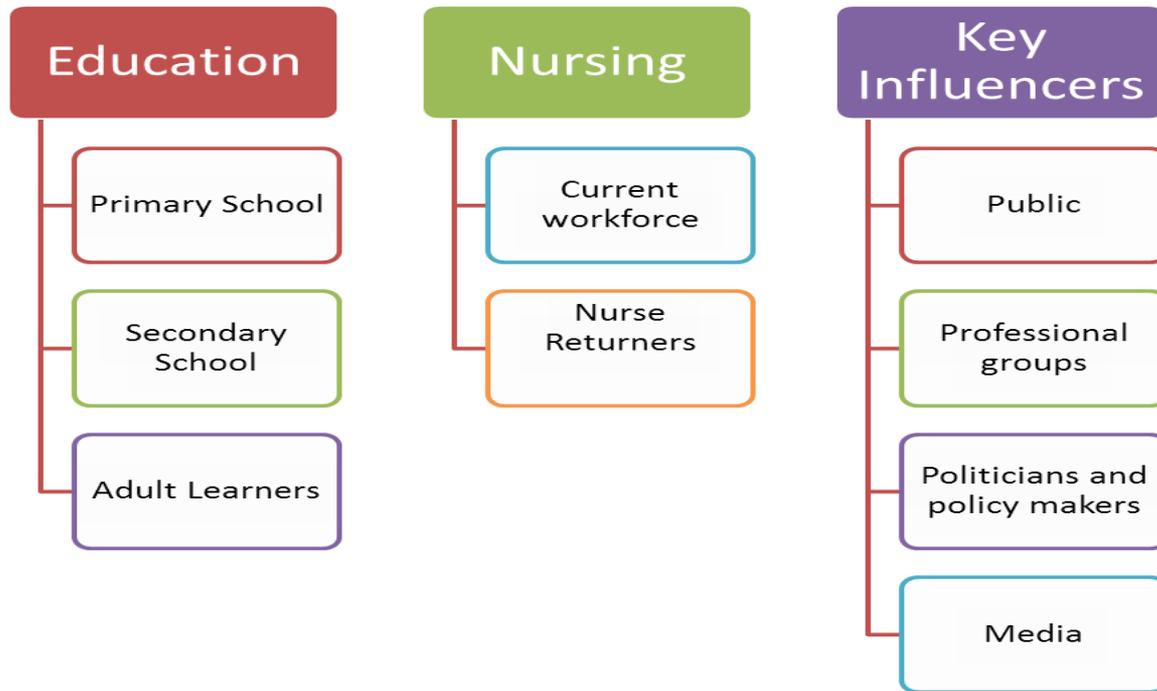


- A programme design team formed from NHS England, RCN and the Horizons team
- 70 participants took part in a national scoping workshop which shaped the way forward
- Many others contributed via social media and there is massive energy and enthusiasm for the next phase of action
- An Ideas Channel has been set up to ensure maximum opportunity for engagement

<https://nhs70.crowdcity.com/>

THE GOAL

To improve the perceptions of nursing amongst three key groups:



So that their perceptions match the reality of nursing as a high-status career, which creates massive value for society and there is an positive impact on recruitment and retention of nurses

The approach: the “sprints”



Pre-sprint:

- Set up and test platform with Crowdicity
- Massive media campaign for sign-up
- Appoint the expert panel

Sprint 1:

Key question:

How can we promote the positive perception of nursing and midwifery:

- Young people in education
- Current nurses & midwives
- Key influencers and decision makers?

At the end of this phase, the expert panel will identify the **most promising ideas** and these will be **worked up into actions** to be tested with the nurse ambassadors in a parallel meeting to the CNO Summit

Sprint 2:

Key question:

How can the actions developed in Sprint 1 be tested in practice?

At the end of this phase, the expert panel will further review the outputs ready for the RCN Congress on 10th May 2018.

Sprint 3:

Key question:

How can the actions be implemented and what is the learning from the implementation.

At the end of this phase there will be a comprehensive resource developed for sharing the changes made and their impact

Honestly.....
go ahead



Do we really
have permission?



The draft agenda for 7th March

09.00	<p>Registration & coffee/tea</p> <p>Welcome to the ambassadors, aims of the two days, getting to know each other</p> <p>Streaming of CNO Speech</p> <p>Reflections of Jane's Speech</p> <p>Preparation for tomorrow's visit programme</p> <p>The challenge for today: building blocks to transform perceptions of nursing and midwifery</p> <p>Forming teams: one team for each "building block"</p> <p>The mission of the team part one:</p> <ul style="list-style-type: none">• Review title of your building block• Review the ideas so far and assess their implementation potential• Finalise a set of high-impact ideas for your building block (includes working lunch) <p>The mission of your team part two:</p> <ul style="list-style-type: none">• Design a campaign for your building block that is ACE:<ul style="list-style-type: none">▪ Actionable (designed to make people do something)▪ Connected (promotes connections that spread the ideas)▪ Extensible (the ideas can be easily customised, reshaped or remixed by people locally so they can make them their own)• Prepare a pitch to the other teams and judging panel (includes time for tea and coffee) <p>Pitching of ideas to the panel</p> <p>Last minute instructions for tomorrow</p>
19.00	Prize-giving & canapes
20.00	close

Our



of you:

Create your profile on the ideas platform

<https://nhs70.crowdcity.com/> to:

1. and join the Ambassadors Forum
2. listen to the recording of the Ambassadors Briefing (21st Feb 2018)
3. Read the FAQs to help you prepare for the event
4. Say hello to your fellow Ambassadors

Join in our



Randomised Coffee Trial!



How did you feel about taking part in this virtual meeting?



Very positive: Good opportunity to influence the national agenda collectively



I'm cautiously hopeful that we can make some useful things happen

I remain unconvinced or sceptical



I'm willing to give it the benefit of the doubt



THANK
YOU!

For taking part