



Public Health
England

Academic Network
Event 21st March 2017

PHE WHO Collaborating Centre for Public Health Nursing and Midwifery



Public Health
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International call to action for nurses and midwives



International
Council of Nurses /
International
Council of Midwives

**Nursing and
midwifery as a
force for health
and change**



**WHO Europe
Health 2020
Strategic
Directions**

**Nurses and
midwives – a
vital resource
for health**



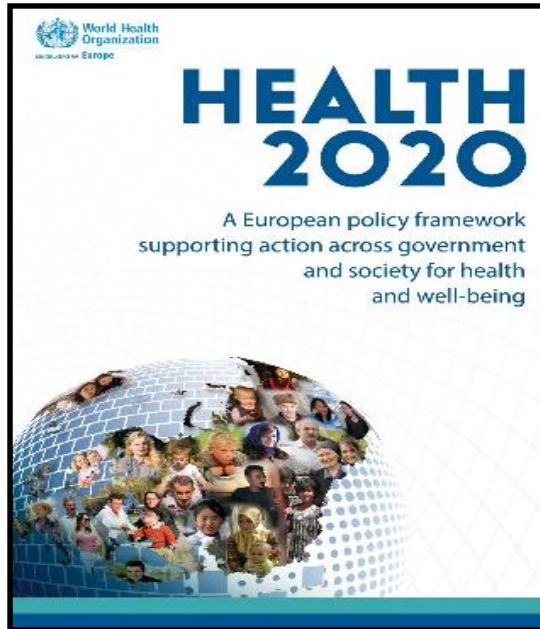
UK and Republic of
Ireland

**Caring for the
public's health**

Making the vital
resource visible

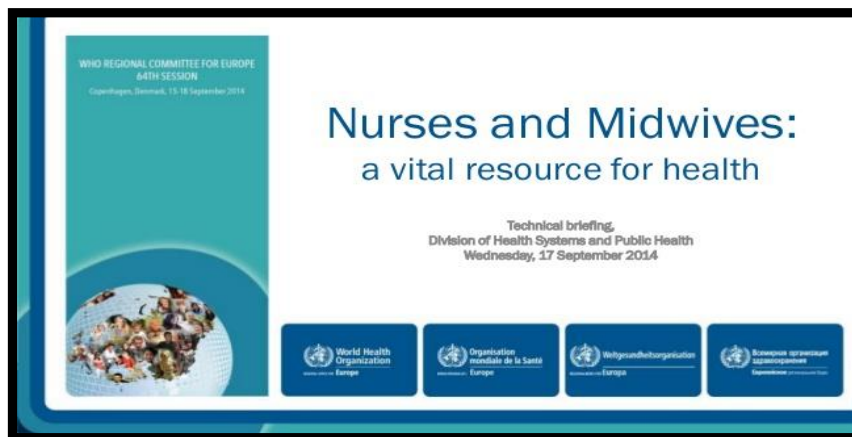
Embedding and
extending the
contribution of
nurses and
midwives

WHO Europe Health 2020



**Chief Nurse Directorate
Designated first WHO
Collaborating Centre
for Public Health
Nursing and Midwifery**

Nov 2016





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WHO European Region: geographical areas





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European Twitter Reach @VivJBennett





UN Sustainable Development Goals

Ensure healthy lives and promote well-being for all at all ages

Includes:

- By 2030, end preventable deaths of newborns and children under 5 years of age, with all countries aiming to reduce neonatal mortality to at least as low as 12 per 1,000 live births and under-5 mortality to at least as low as 25 per 1,000 live births
- Strengthen the prevention and treatment of substance abuse, including narcotic drug abuse and harmful use of alcohol
- By 2020, halve the number of global deaths and injuries from road traffic accidents
- By 2030, reduce by one third premature mortality from non-communicable diseases through prevention and treatment and promote mental health and well-being



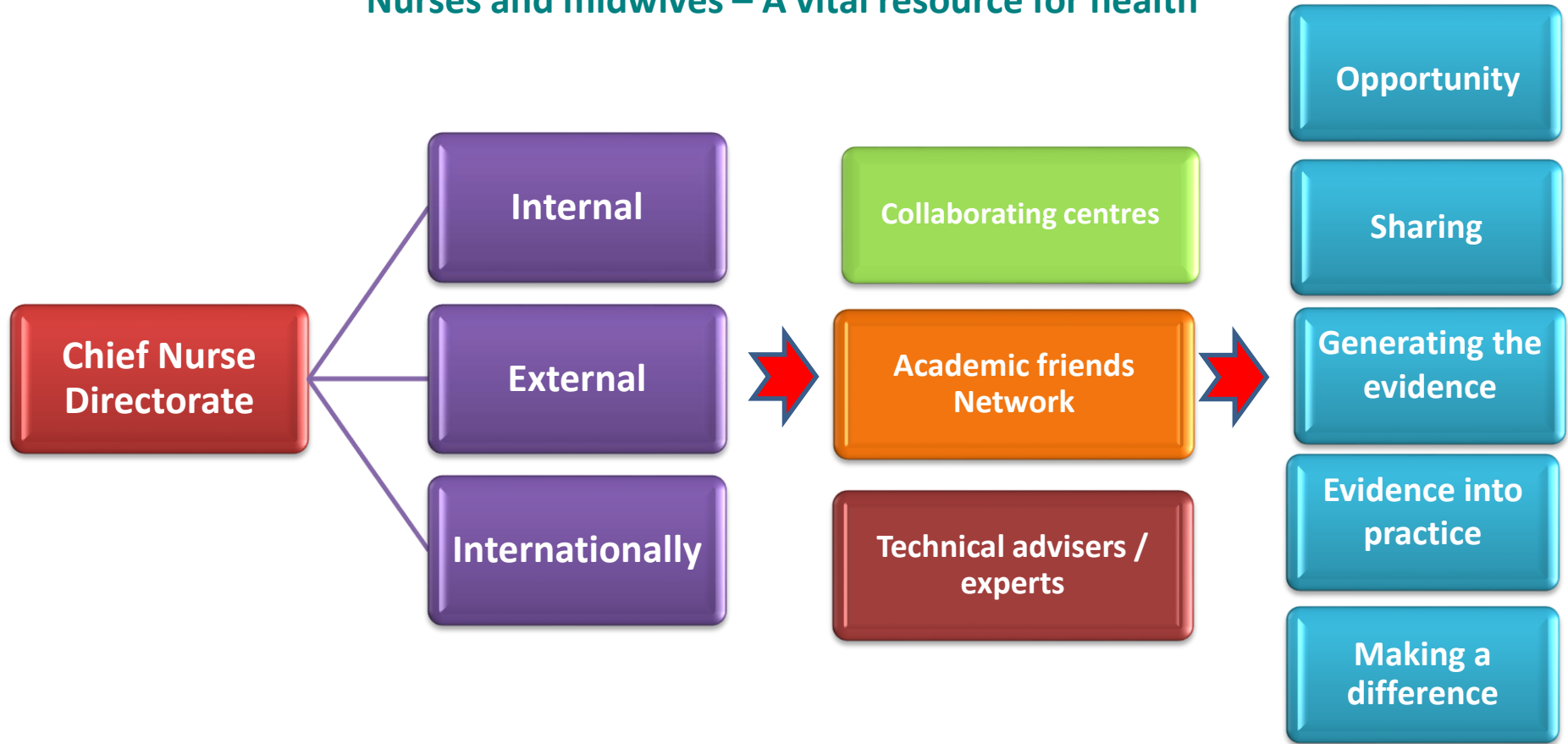


WHO Public Health Nursing and Midwifery Collaborating Centre Terms of Reference

- 1) To support WHO by generating evidence and defining frameworks of practice for nurses and midwives which prevent avoidable illness, protect health and promote wellbeing and resilience.
 - 2) To support WHO by providing information about the nurses' (including health visitors) and midwives' role and impact on maternal and child health.
 - 3) On request of WHO provide policy advice and technical assistance about public health nursing and midwifery to the Regional Office and Member States. To note this includes:
 - Case Studies
 - Advisory roles to committees
 - Commenting/revising papers
 - Advisory visits and 'buddying'
- To note WHO have a wide understanding of PH nursing and midwifery encompassing most community care*

Supporting collaboration through the systems

Nurses and midwives – A vital resource for health

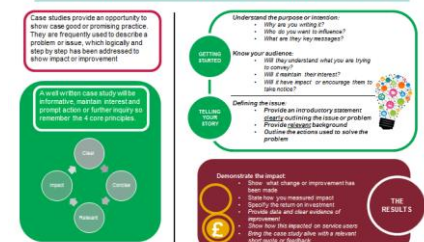


Work in progress

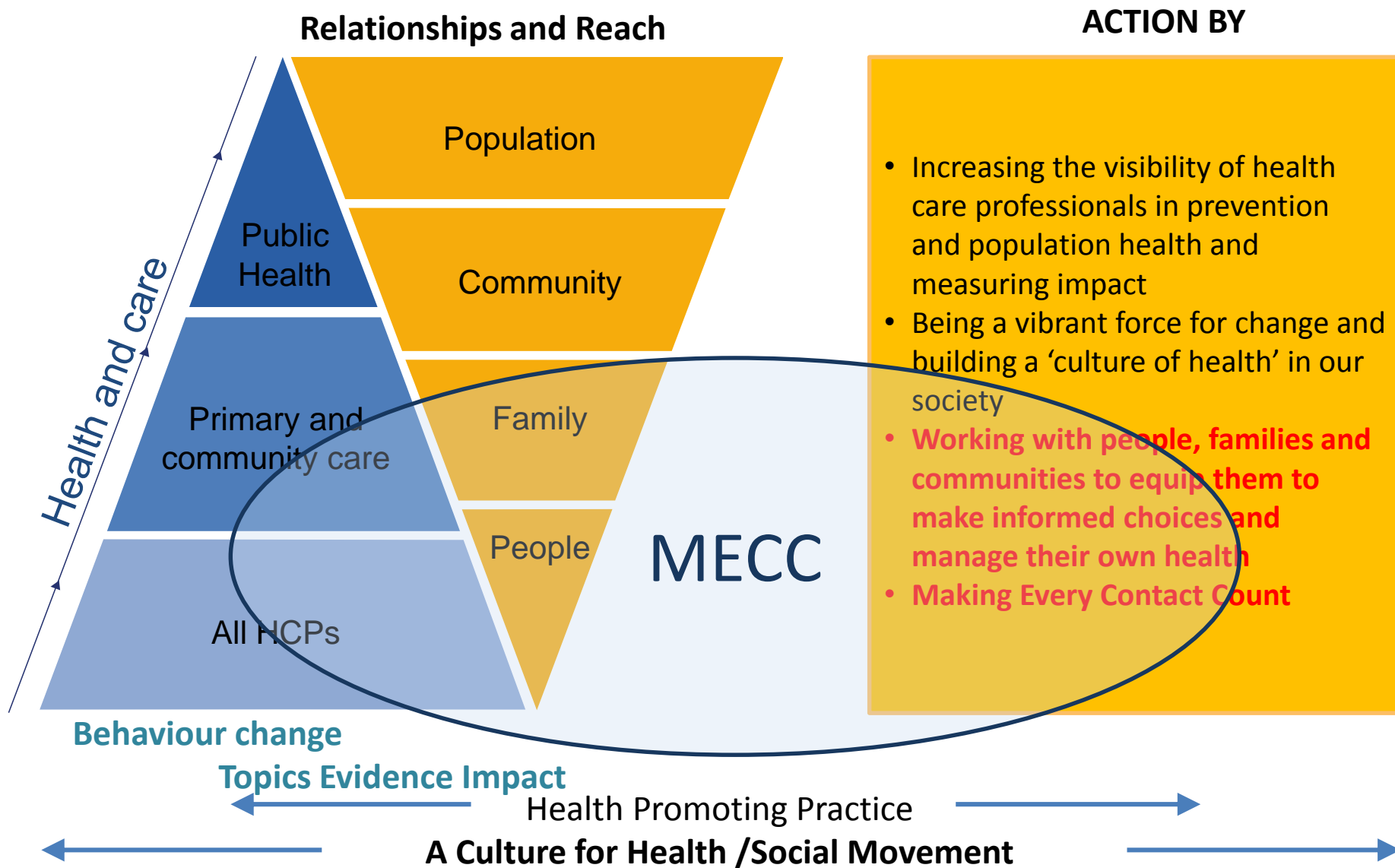
- Developing and agreeing detailed action plans
- Provide technical advice (ongoing)
- Collaborating with the academic friends network & agreeing the approach
- Developing strategic partners network (including other ALBs, devolved administrations, expert and representative bodies)
- Building on models currently being developed (AOH and Best Start) with focus on nursing and midwifery interventions
- Build collaboration with other WHO centres within PHE, with UK Centres, with WHO Europe for nursing and midwifery and internationally for specialist programme
- Developing a recruitment framework for technical advisers and 'experts'
- Identifying resources and maximising impact



Case studies – a short guide to writing case studies



Work will include models such as All O♥R Health





The first years of life are a critical opportunity for building healthy, resilient and capable children, young people and adults

'Healthy
Pregnancy'

Ready to
Learn at 2

Ready for
School at 5

Reducing Childhood Obesity

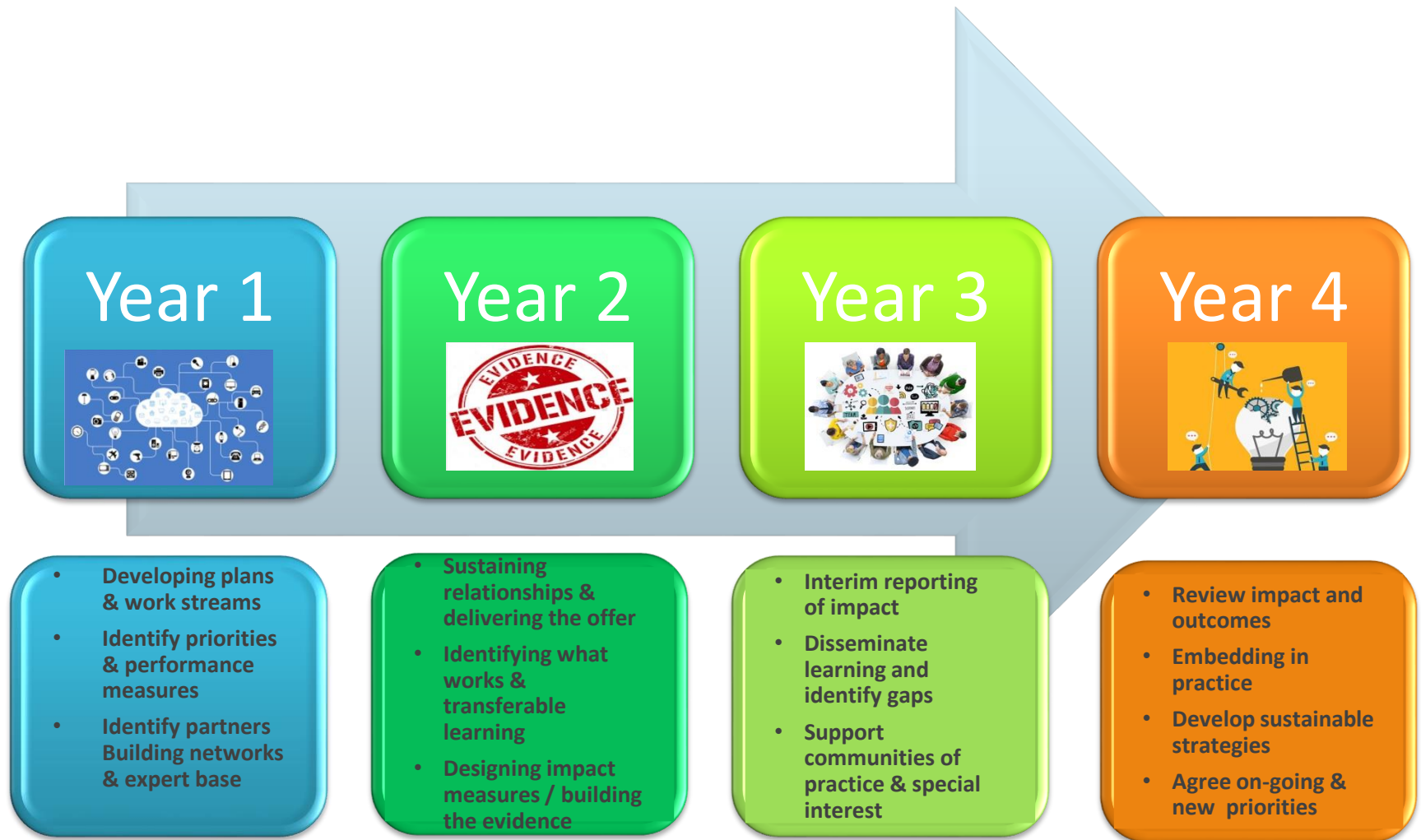
Building Resilience and wellbeing 5-24



A harder journey for some.....

Pregnancy	Mothers are more likely to be in poor health, have more psychological problems in pregnancy, gain less weight, smoke more and their babies to weigh less and be born early, with increased risk of infant mortality.
Infancy	Those in the lowest social economic group are nine times more at risk of sudden unexpected death in infancy. Death rates from injury and poisoning have fallen in all groups except this one and are now 13 times higher than those for more privileged children.
Children	Poorer children are more likely to be admitted to hospital and to be smaller.
Mental health	There is evidence of more attention deficit hyperactivity disorder, bed wetting and deliberate self-harm

4 year plan – WHO CC





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