



Public Health  
England

Public Health England  
Chief Nursing Directorate  
WHO Collaborating Centre for Public Health  
Nursing and Midwifery

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**Public Health England**  
**December 2016**



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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



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# WHO Europe Health 2020



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

**Nov 2016**



**Prevent** avoidable disease, **Protect** health, **Promote** wellbeing resilience



# 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 school nurses) 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 WHO have a wide understanding of Public Health nursing and midwifery encompassing most community care

# Outline draft action plan ToR 1

Terms of Reference (TOR) (1)	Description of the activity (Short description of the activity)	How it is implemented (concrete actions that will be undertaken to implement the action plan)	Activity Timeframe (2016-2020)	Outcome
To support WHO by <b>generating evidence and defining frameworks</b> for nursing and midwifery practice which prevents avoidable illness; protects health and promotes wellbeing and resilience	Review of literature on models/frameworks to increase preventative practice in nursing and midwifery roles and in more specialist community/public health roles (international)	<ul style="list-style-type: none"> <li>Establish a network of academic departments and specialist practitioners to collaborate on this programme</li> <li>Complete a systematic review of the research and literature focusing on the principles and practice of prevention and population health for nursing and midwifery</li> </ul>	2016-2017	
	Generate evidence based on literature review and application of evidence to N&M practice	<ul style="list-style-type: none"> <li>Design evidence based framework of good public health practice</li> </ul>	2017/18	<b>Published systematic review</b>
	Design framework/s for practice	<ul style="list-style-type: none"> <li>Provide WHO with models based on available evidence/professional advice to support incorporation of prevention and public health into nursing and midwifery practice which supports the N&amp;M Strategic Directions to enhance capability and extend contribution to H2020 and H2030</li> <li>.Develop Guidance for practice and education</li> </ul>	2018/20	<b>Published Framework/s for Practice supported by guidance and case studies of good practice</b>

# Outline draft action plan ToR 2

Terms of Reference (TOR) (2)	Description of the activity (Short description of the activity)	How it is implemented (concrete actions that will be undertaken to implement the action plan)	Activity Timeframe (2016-2020)	Outcome
To support WHO by providing information about the nurses' and midwives' <b>role and impact on maternal and child health</b>	<b>Design a Maternity and Child Health Pathway</b> for nursing and midwifery interventions in collaboration with WHO European region N&M CCs (and other relevant partners)	Drawing on evidence of interventions and member states maternal and child public health programmes design and publish 'Model Pathways' taking a life course approach for <ul style="list-style-type: none"> <li>• Preconception and pregnancy</li> <li>• The Early Years 0-2</li> <li>• Preschool years 2-5/6</li> <li>• School age years 5-16</li> <li>• (Transition to adulthood)</li> </ul>	2016-2020	Published midwifery and nursing prevention and population health pathways in maternal and child health
	<b>Support application of pathway with case studies in a range of situations/ settings)</b>	Collect and publish case studies of good nursing and midwifery practice in promoting good maternal and child health outcomes  (N&M contribution to promoting adoption of positive health behaviours and reduction of risk factors).	2016-2020	Published case studies (stand alone or incorporated into wider WHO E compendium good practice

# Outline draft action plan ToR 3

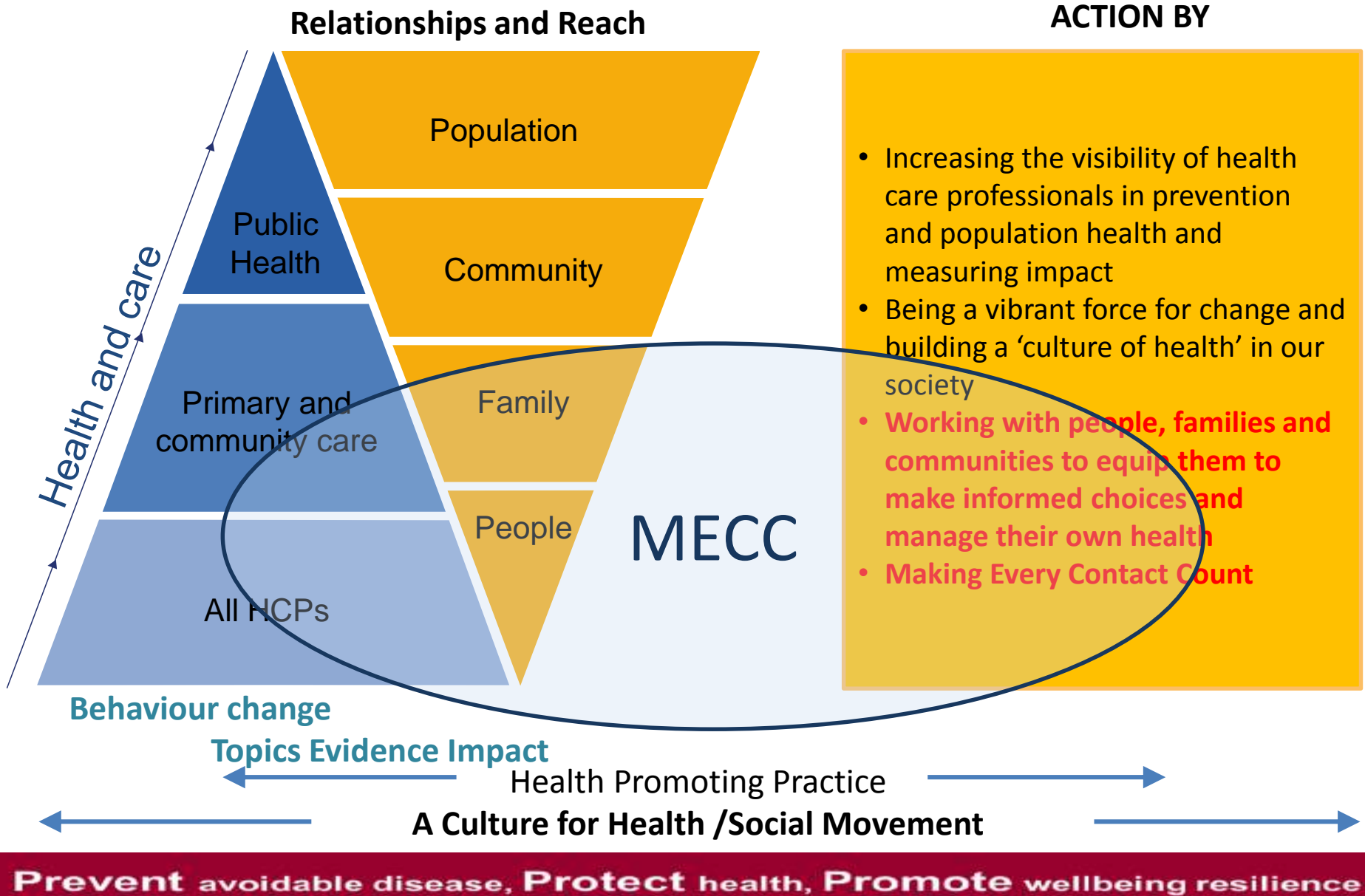
Terms of Reference (TOR) (3)	Description of the activity (Short description of the activity)	How it is implemented (concrete actions that will be undertaken to implement the action plan)	Activity Timeframe (2016-2020)	Outcome
<p>On request of WHO, provide <b>policy advice and technical assistance about public health nursing and midwifery</b> to the Regional Office and Member States</p>	<p>To support WHO by providing information on</p> <ul style="list-style-type: none"> <li>• Practice</li> <li>• Leadership</li> <li>• Regulation</li> <li>• Education and continuing professional development</li> </ul> <p>which supports prevention and population/public health nursing and midwifery practice</p>	<p>Provide technical advice as requested by WHO in member states and/or through creating resources as requested</p>	<p>2016 -2020</p>	<p>As requested</p>

## Next Steps

- Develop and agree detailed action plans
- Provide technical advice (ongoing)
- Complete establishment of academic friends network
- Develop strategic partners network (including other ALBs, devolved administrations, expert and representative bodies)
- Build on models currently being developed (see AOH and Best Start) with focus on nursing and midwifery interventions
- Build collaboration with other WHO centres within PHE, within Europe for nursing and midwifery and internally for specialist programme
- Identify resources – the Chief Nursing Directorate is a very small directorate and has no additional income for the WHO CC, we will be building on partnerships and networks



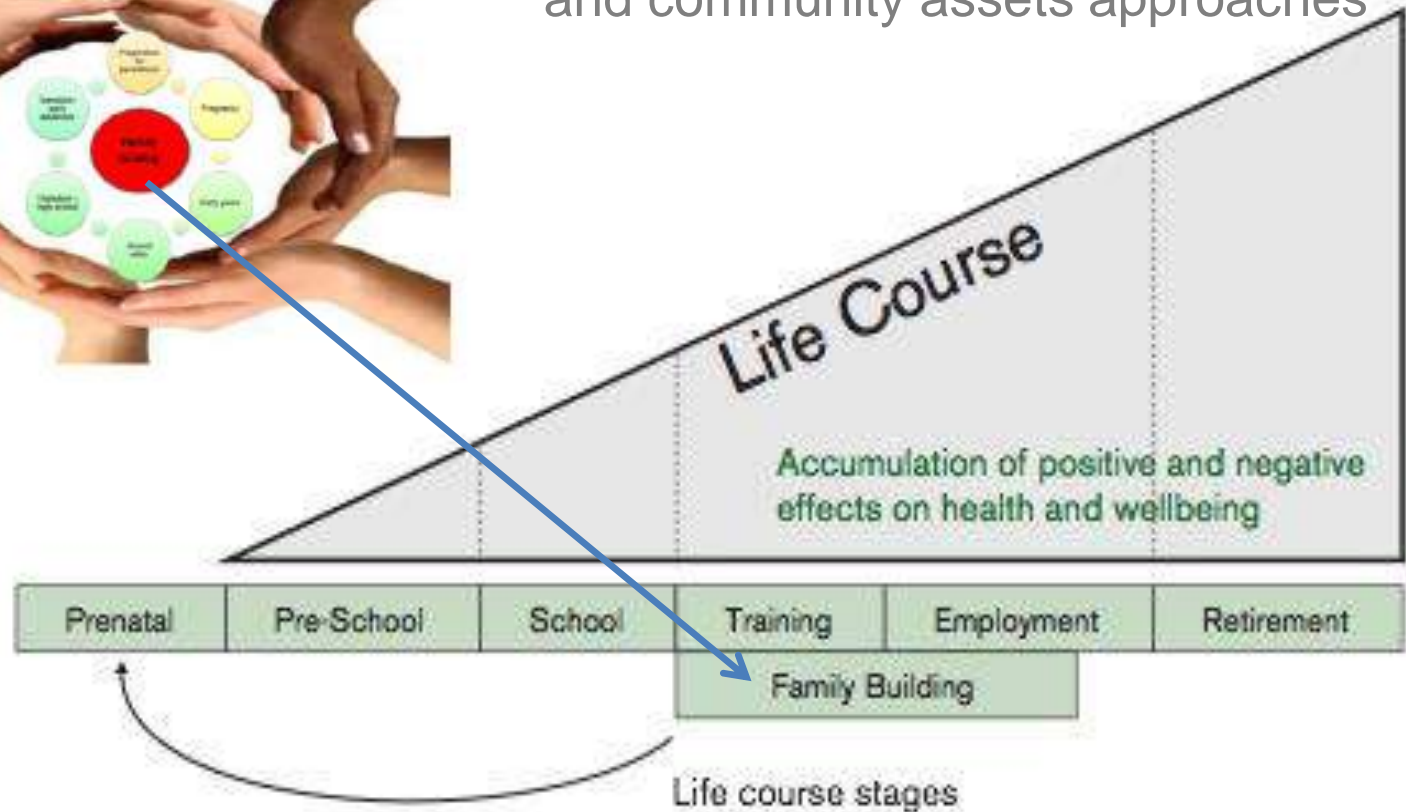
# Work will include models such as All O♥R Health



# Evidence and action



We will build on existing work and evidence to support whole family and community assets approaches



*Marmot 2010, Fair Society, Healthy Lives: The Marmot Review*

**Prevent** avoidable disease, **Protect** health, **Promote** wellbeing resilience



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## Work will include models such as Start of Life Journey

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

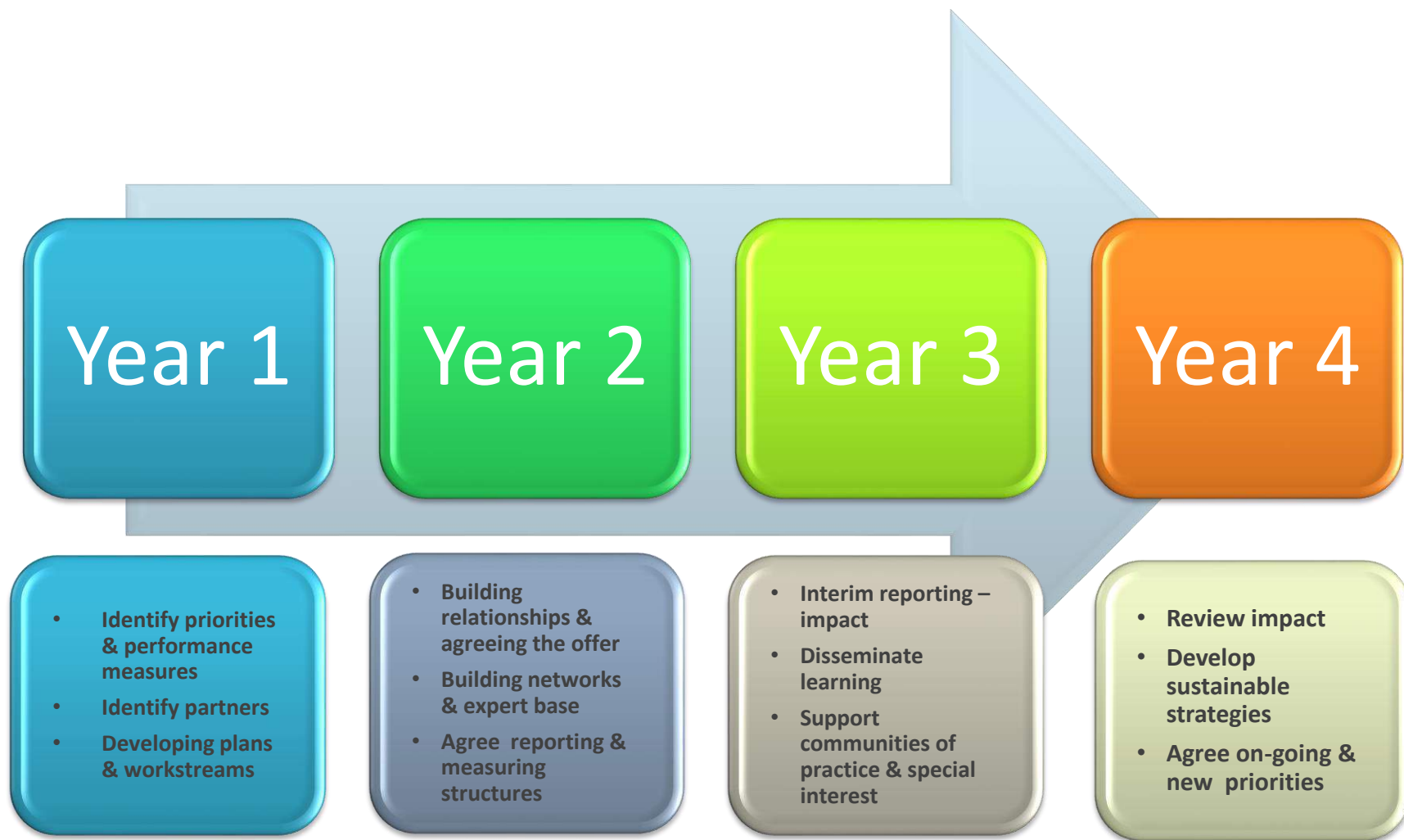


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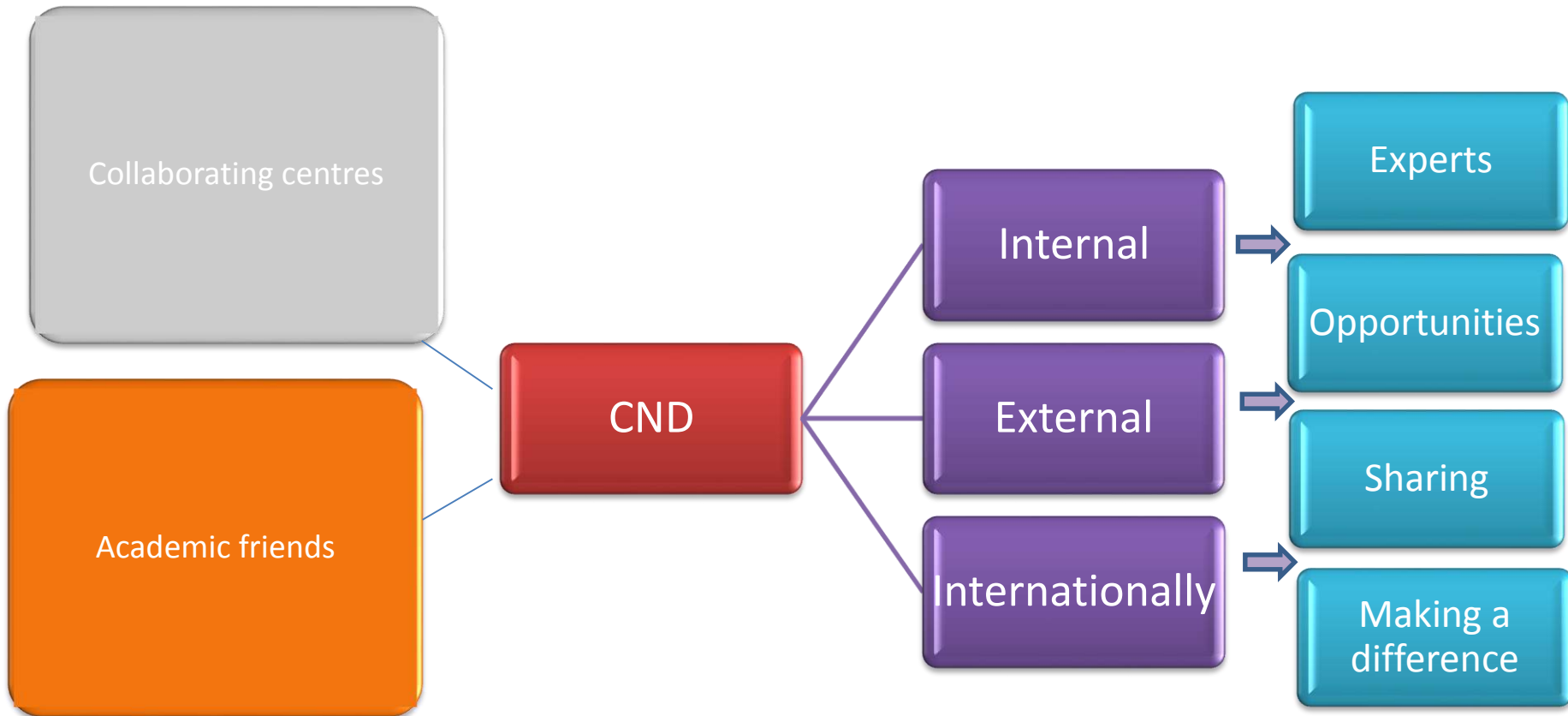
## A harder journey for some.....

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



# Supporting the system – developing together





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[Public health contribution of nurses and midwives: Guidance](#)  
[All Our Health: Personalised care and population health](#)