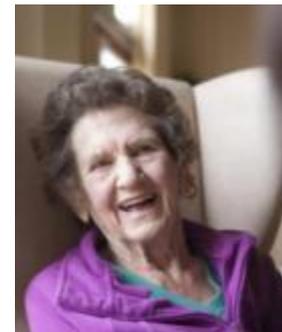


# Developing a vision & strategy for Nursing, Midwifery and Care-Givers



Jane Cummings  
Chief Nursing Officer  
England

NHS Commissioning Board



**THE NHS**  
CONSTITUTION  
the NHS belongs to us all



## My Ambition – My Aims



### My Vision and Strategy for Nursing and Midwifery

- Increase in respect for the profession
- Increased number of nurses and midwives who are proud of their role
- Improved quality of care and patient experience



## NHS Constitution

*“ The NHS belongs to us all. It is there to improve our health and well – being, support us to keep mentally and physically well, to get better when we are ill and, when we cannot fully recover, to stay as well as we can to the end of our lives.*

*It works at the limits of science – bringing the highest levels of human knowledge and skill to save lives and improve health.*

*It touches our lives at times of basic human need, when care and compassion are what matter most.”*





# The Nursing Narrative

- Nursing - 'today and tomorrow'
- Recognise the breadth and depth of the profession
- Care with knowledge, skill and compassion 'everywhere' and at 'every age/stage' of life
- From prevention, to recovery from illness and surgery
- Build public confidence in care across all settings
- Identify nursing contribution to good health and surgical outcomes
- Ensure effective team working and communication
- Promote nursing as an incredible career
- Modern nurses respect and build on the traditional value of caring together with knowledge and skills to manage the complexity of healthcare today



# Our Vision - developing the culture of compassionate care



**Our values and behaviours are at the heart of the vision and all we do**



## Care

Delivering high quality care is what we do. People receiving care expect it to be right for them consistently throughout every stage of their life.

# Care



‘Care means to me being able to comfort when people  
are at their most vulnerable’

Senior Ward Sister Alexandra Hospital Worcestershire Acute Trust

**Our values and behaviours are at the heart of the vision and all we do**



## Care

Delivering high quality care is what we do. People receiving care expect it to be right for them consistently throughout every stage of their life.

## Compassion

Compassion is how care is given, through relationships based on empathy, kindness, respect and dignity.

# Compassion



'Compassion means seeing  
the whole person not  
just a diagnosis'

Vikki Tweddle, a mental health nurse  
at Gloucestershire and Hereford

**Our values and behaviours are at the heart of the vision and all we do**



**Care**

Delivering high quality care is what we do. People receiving care expect it to be right for them consistently throughout every stage of their life.

**Compassion**

Compassion is how care is given, through relationships based on empathy, kindness, respect and dignity.

**Competence**

Competence means we have the knowledge and skills to do the job and the capability to deliver the highest standards of care based on research and evidence.

# Competence



'To have the knowledge, skills  
experience to enable confi  
autonomy within our scope  
practice'

Lisa Conway, Student Midwife, WSHT West

Our values and behaviours are at the heart of the vision and all we do



## Communication

Good communication involves better listening and shared decision making - 'no decision about me without me'.

# Communication



Very simply,  
understanding and being  
understood'

...Duffey Head of Midwifery, Women's,  
Children's and Sexual Health Services,  
Maidstone and Tunbridge Wells

**Our values and behaviours are at the heart of the vision and all we do**



## Communication Courage

Good communication involves better listening and shared decision making - 'no decision about me without me'.

Courage enables us to do the right thing for the people we care for, be bold when we have good ideas, and to speak up when things are wrong.

# Courage



**'Courage to challenge poor practice is every Nurses concern'**  
Caroline Driver, Head Matron, Emergency Care Ipswich Hospital

**Our values and behaviours are at the heart of the vision and all we do**



**Communication**

**Courage**

**Commitment**

Good communication involves better listening and shared decision making - 'no decision about me without me'.

Courage enables us to do the right thing for the people we care for, be bold when we have good ideas, and to speak up when things are wrong.

Commitment will make our vision for the person receiving care, our professions and our teams happen. We commit to take action to achieve this.

# Commitment



Commitment is about consistently aiming to meet the demands of my role to the best of my ability, remaining focused, enthusiastic and passionate about being a nurse whether experiencing the highs or lows of the role.

Lisa Magill - Practice Development Nurse at University Hospitals Birmingham



## Six Areas for Action

**Helping people to stay independent, maximising well-being and improving health outcomes**

- Deliver evidence-based care & extend evidence through research
- Explicitly demonstrate our impact on outcomes
- Make 'every contact count' to promote health and wellbeing
- Support people to remain independent
- Maximise the contribution to specialist community public health nursing

**Working with people to provide a positive experience of care**

- Design our services so people, and their carers and family are active participants in their care
- Prioritise patients and the people who receive care in every decision we make
- Collect, listen to and act on feedback and complaints
- Promote personal responsibility for health and wellbeing

**Delivering high quality care and measuring impact**

- Follow evidence-based best practice to deliver high quality outcomes to those that use health and care services
- Measure what we do and our contribution to quality
- Be transparent and publish the outcomes
- Promote careers in research to strengthen the focus on evidence based practice

**Leadership at every level**



## Six Areas for Action

### Building and strengthening leadership

- Ensure all registered nurses & midwives understand their leadership role with the wider care-giving team
- Free our leaders to have time to lead e.g. supervisory status, better use of technology
- Empower nurses, midwives & registered managers to make local changes to improve care.

### Ensuring we have the right staff, with the right skills in the right place

- Use evidence based staffing levels
- Commit to and support life long learning for the whole care-giving team
- Recruit staff with the right culture & values

### Supporting positive staff experience

- Create worthwhile & rewarding jobs
- Create equality of opportunity
- Support each other & new entrants to the professions
- Be professionally accountable
- Embrace new technology
- Be productive and efficient

**Leadership at every level**



# Some thoughts from nurses and midwives

....

Nurses don't realise how important they are, they influence people's lives and need to focus on their communication

The 6 Cs are vitally important in the redevelopment of our nursing role

Lets make sure that the students of today are fit to practice in the working environments of tomorrow

We need to be planning ahead and looking at how to provide patient focused care

Engaging in initiatives such as E4E reminds us of what is important and how we can influence care





**But hard working committed nurses can describe the 6 Bs of their daily reality ..... Line Staff...**

**Bullied**



**Bewildered**

**Burnt Out**



**Bemused**

**Bruised**

**Blocked**

Jane Cummings, CNO  
6 Cs of Nursing

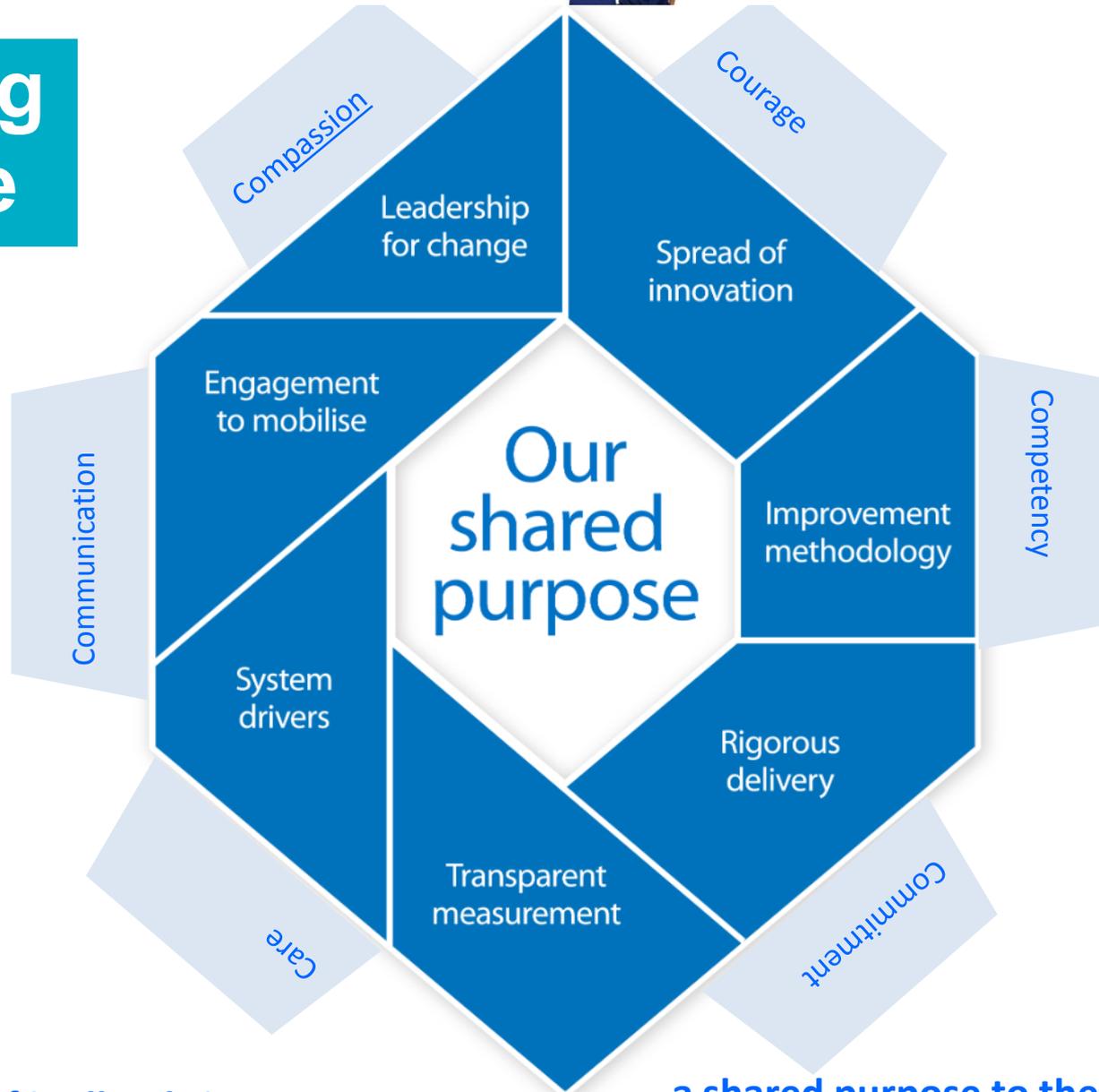
Energise for  
Excellence:  
a call to action



NHS

NHS Change Model

Leading  
change



Making sense of it all to bring

a shared purpose to the vision

## Next Steps .....



**LAUNCH**

**Framework for ACTION to  
deliver the vision and strategy**

**Conversation with Nurses,  
Midwives, the public and  
stakeholders.**

**Draft Publication of the  
Nursing and Midwifery Vision  
and Strategy – 21<sup>st</sup> September**

## How to Engage.....



Use the hashtag #6Cs and join the debate on Twitter. Follow us:

- @nhscb
- @JaneMCummings
- @VivJBennett

**NHS Commissioning Board**

<http://www.commissioningboard.nhs.uk/2012/09/21/nursingvision/>

**Website:**  
**Department of Health**

<http://www.dh.gov.uk/health/2012/09/views-vision-nursing/>

**Website:**  
Email: [commissioningboard@nhs.net](mailto:commissioningboard@nhs.net)



# The POWER to make patient care better



Andrea Roth

Alice Walker, the American novelist, said “the most common way people give up their power is by thinking they don’t have any”.

Every single nurse and midwife has power. Whatever job you are in, you have individual power to make a difference to the care people receive, and it is important that you use it.