

HOW TO BUILD SYNERGIES BETWEEN STAKEHOLDERS IN NURSING

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WHAT IS THE NATURE OF THE NURSING ENVIRONMENT?

- NURSING OPERATES IN A MULTIDISCIPLINARY ENVIRONMENT
- NURSING IS SURROUNDED BY A GREAT NUMBER OF PUBLIC PERCEPTIONS
- NURSING IS PRIMARILY FEMALE AND THEREFORE, NOT GIVEN THE SAME REGARD AS MALE LED PROFESSIONS
- NURSES DO NOT ENJOY SELF-PROMOTION
- PATIENTS WHO ARE GRATEFUL TO NURSES, DON'T LIKE TO REMEMBER WHEN THEY WERE ILL

WHO ARE THE STAKEHOLDERS?

- NURSES
- THE PUBLIC WHO HAVE A RIGHT TO THE BEST NURSING CARE AS DETERMINED BY INTERNATIONAL CRITERIA AND STANDARDS
- DOCTORS AND OTHER HEALTH CARE PROFESSIONALS WHO WILL NEED TO CHANGE THEIR PRACTICES AND ROLES IF NURSING IS DEVELOP
- POLITICIANS WHO NEED TO PUT THE LEGAL FRAMEWORK IN PLACE

WHAT STRATEGIES NEED TO BE APPLIED

- DEVELOP THE UNDERSTANDING OF NURSES ABOUT THE IMPORTANCE OF THE CHANGE
- DRAW THE PUBLIC INTO THE DISCUSSION ABOUT THE ROLE OF NURSES IN HEALTH CARE
- ENGAGE THE OTHER PROFESSIONS IN THE PROCESS OF CHANGE
- GET POLITICIANS TO OWN THE QUALITY OF CARE DEBATE

DEVELOP THE UNDERSTANDING OF NURSES ABOUT THE IMPORTANCE OF THE CHANGE

- PRIDE AT LOCAL WAYS OF WORKING
- NEED TO MAKE THE PROFESSION EVIDENCE-BASED
- ENCOURAGE ASPIRATIONS AND DEVELOPMENT OF PRACTICE
- PUBLIC RECOGNITION FOR ACHIEVEMENT

THE PUBLIC AND THE ROLE OF NURSES IN HEALTH CARE

- POSITIONING OF NURSE STORIES IN THE MEDIA
- INVOLVEMENT OF MEDIA IN NURSE DEVELOPMENTS
- NURSE ENGAGEMENT WITH LOCAL VOLUNTARY GROUPS (OFTEN SPECIALIST CARE GROUPS)
- NURSES LOBBYING ABOUT PUBLIC HEALTH CONCERNS

ENGAGE THE OTHER PROFESSIONS IN THE PROCESS OF CHANGE

- ESSENTIAL TO GET DOCTORS TO UNDERSTAND THE BENEFITS OF THE PROPOSED CHANGES FOR HEALTH CARE DELIVERY
- INVOLVE DOCTORS AND OTHER HEALTH CARE PROFESSIONALS IN NURSING DEVELOPMENTS
- DEMONSTRATE NURSE DEVELOPMENTS THAT IMPROVE THE WAY OTHER HEALTH CARE PROFESSIONALS CAN UNDERTAKE THEIR WORK
- UNDERTAKE JOINT CONFERENCES TO SHARE THE BENEFITS OF DEVELOPMENTS IN HEALTH CARE

POLITICIANS TO OWN THE QUALITY OF CARE DEBATE

- INVITE LOCAL POLITICIANS TO COME AND SEE THE HEALTH CARE FACILITIES IN THEIR AREAS AND TALK TO NURSES
- PROVIDE REGULAR BRIEFINGS FOR LOCAL AND NATIONAL POLITICIANS ON DEVELOPMENTS IN NURSING
- ENGAGE IN POLICY DEBATES ON HEALTH DELIVERY
- PROVIDE 'GOOD NEWS' STORIES THAT POLITICIANS CAN USE IN THEIR WORK

SUMMARY

- BE PRO-ACTIVE
- BE OPTIMISTIC
- BE WELL-INFORMED, ESPECIALLY ABOUT RELEVANT INTERNATIONAL DEVELOPMENTS IN NURSING
- BE WELL TRAINED IN MEDIA WORK