

# The value of nursing

In the second week of our *Nursing the Future* campaign, chief nursing officers in Northern Ireland, Wales and Scotland add their support



**Rosemary Kennedy: Chief Nursing Officer Wales**

I am delighted to add my support to *Nursing the Future*. The need for knowledgeable, competent and articulate nurses and midwives is as great as it has ever been. Recruitment and retention solutions, education, support and development of our nursing workforce are strategically important if nursing wants to provide best quality, effective and responsive health care that is fit for our future. Whether nurses work as managers, educators, researchers or clinicians, in the NHS, armed forces or the independent sector, their contribution to population health and welfare cannot be underestimated: nurses are critical to the success of the organisation. But nurses only reach their full potential if they are nurtured, supported and valued and I wish this campaign every success in achieving those objectives.



**Judith Hill CBE: Chief Nursing Officer Northern Ireland**

I fully endorse *Nursing the Future*. Like other parts of the UK, Northern Ireland's health and social services have made many advances, advances that challenge the nursing professions. Nurses have contributed positively to patient, family and community care, showing a willingness and ability to work collaboratively with other members of the care team, initiating and leading the drive for individually focused approaches to health and wellbeing. Opportunities for nurses have never been greater. This campaign is a huge opportunity for nurses to show their leadership in providing safe, effective and compassionate care delivered in real partnership with patients, communities and other members of the care team.



**Anne Jarvie CBE: Chief Nursing Officer Scotland**

I am delighted to support the aims of this campaign, particularly as they are in line with our ministerially-supported nursing strategy *Caring for Scotland* and our recruitment and retention convention *Facing the Future*. I believe that by re-committing ourselves to the values and practice of caring and working in partnership with patients, we will retain and regain public and colleagues' respect. Continuing investment in clinical leaders will bring the confident, motivated and excited practitioners that result in high quality care. I hope this campaign will encourage each of us to be proud of what we do, to consider how to do it better, give us courage to boast about our contributions to our communities, encourage our friends to return to practice and promote the profession so that many more join us. To care is a privilege to be valued

## What makes you proud to be a nurse? Join *Nursing Standard's* campaign

Your name: ..... What inspired you to come to work today? .....

Your address: .....  
.....  
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What was the last good thing a patient said to you? .....

Your tel no: .....

Your email address: .....

What makes a good ambassador for nursing? .....

Your job and where you work: .....  
.....

What did you do today that made a difference? .....

Can we contact you? Yes  No

*Please answer the questions opposite using additional sheets if necessary*

Write to: Nursing The Future, Nursing Standard, The Heights, 59-65 Lowlands Road, Harrow-on-the-Hill, Middlesex HA1 2AE

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or you can go to [www.nursing-standard.co.uk/nursingthefuture](http://www.nursing-standard.co.uk/nursingthefuture)