

# LET'S RAISE THE PROFILE OF NURSING!

Nursing Now is an international awareness campaign which, in collaboration with the World Health Organization and the International Council of Nurses, aims to raise the status and profile of nursing around the world. The Australian College of Nursing (ACN) is proud to be the lead organisation for the Nursing Now Australia campaign.

The major nursing organisations in Australia have created a monthly challenge calendar to support the objectives of the Nursing Now campaign and count down to the 200th anniversary of the birth of Florence Nightingale on 12 May 2020.

This calendar will allow you to make a direct impact on the way our profession is regarded by other health care professionals, the media, governments and the community at large.

Each time you have completed a challenge make sure you submit a competition entry via the ACN website [acn.edu.au/nursingnow](http://acn.edu.au/nursingnow) for your chance to win one of two \$100 Visa gift cards every month. If you have completed six or more monthly challenges you will also go into the major prize draw.

## MAY



Host an ACN National Nurses Breakfast or other event to celebrate International Nurses Day. Register via the ACN website [www.acn.edu.au/events](http://www.acn.edu.au/events).

## JUNE



Include your title, qualification and membership postnominals in your email signature and social media bio. (e.g. Jane Smith BN, RN, MACN).

## JULY



Give friends and family an insight into nursing by describing a day in your life during catchups or on social media.

## AUGUST



Celebrate men who have chosen nursing as a career and profile your male colleagues in a public place at your work, in the local press or on social media.

## SEPTEMBER



Wear orange and organise an event to celebrate Community and Primary Health Care Nursing Week. Register your event via the ACN website [www.acn.edu.au/events](http://www.acn.edu.au/events).

## OCTOBER



Speak to your organisation's PR team or nominate yourself as a media representative to ensure nurses are recommended as experts for media interviews.

## NOVEMBER



Upload ACN's 'I love nursing' overlay frame onto your Facebook profile picture.

## DECEMBER



Reflect on why you're proud to be a nurse and share your thoughts on Twitter. ACN will share your reflections in a blog on [NurseClick](#).

## JANUARY



Lead by example and tell us what you are doing about your health and wellbeing by sharing your photos on social media using the hashtag #ACNNurseStrong.

## FEBRUARY



Publicly recognise a nurse who excels in their chosen area by nominating them for an award, such as the **Health Minister's Award for Nursing Trailblazers**.

## MARCH



Talk with local school kids, parents and teachers about what nursing is today and why it's a great profession to choose.

## APRIL



Participate in the Nightingale Challenge by nominating a young nurse leader under 35 for a leadership program in 2020, such as the **Emerging Nurse Leader Program**.

## MAY



Tell us who your nursing role models of the past and present are by sharing your stories on Twitter.

Remember to use the hashtag **#NursingNowAustralia** when posting on social media.

Please refer to the Nursing and Midwifery Board of Australia's social media policy to ensure you are complying with your professional requirements when posting on social media.

**Nursing now  
Australia**

[www.nursingnow.org](http://www.nursingnow.org)



**Australian College of Nursing**

[www.acn.edu.au](http://www.acn.edu.au)