



## Webinar

### The Future of Nursing and Midwifery in

#### Primary Health Care in Europe

*May 7th 2024, 1400h-1600h CET*

Demand for health care is changing quickly in Europe with a growing number of older people, an increase in chronic conditions, and geographical imbalance with fewer people in rural and remote areas. At the Regional Committee of the WHO European Region in Astana in Kazakhstan in October 2023, the 53 Member States of WHO Euro expressed a recommitment to reorient health systems to the Primary Health Care (PHC) approach to progress more quickly towards health for all/universal health coverage (UHC). European countries are currently undergoing transformation to strengthen primary health care--the cornerstone of achieving health for all.

Nurses and midwives are the largest health professions, work close to patients in the community and provide quality, accessible, affordable care. Nurses and midwives are central to Primary Health Care transformation. But, there is currently a critical shortage of nurses and midwives in Europe--and studies show that the majority of students are not oriented to working in primary care as their first choice of workplace after graduation. Yet, new models of nursing and midwifery lead care may offer new and exciting career opportunities that may draw nurses and midwives to primary care.

The WHO Euro Roadmap to guide implementation of the Global Strategic Directions for Nursing and Midwifery identifies four strategic areas to strengthen Nursing and Midwifery: Education, Jobs, Leadership and Service Delivery. This webinar focuses on the future of nursing and midwifery in primary health care in Europe. The WHO Regional Office for Europe Nursing and Midwifery team, the European Forum of National Nurses and Midwives Associations (EFNNMA), the European Federation of Nurses (EFN) and the European Early Career Nurses and Nursing Students Association invite midwives, nurses and policy makers to this webinar focusing on the future of nursing and midwifery in Primary Health Care.

National nurses and midwives associations represent the professions at the policy table with governments and other decision makers at all levels. The purpose of this webinar is to support their advocacy role by providing good examples of new models of nurse and midwifery lead care in the community.

Russian/English interpretation.

## WEBINAR PROGRAM

(All times are Central European Summer Time - CEST)

1400-1405	<b>Welcome.</b> Mervi Jokinen, President, European Forum of National Nurses and Midwives Associations (EFNNMA)
1405-1410	<b>Welcome.</b> Maggie Langins, Policy Advisor Nursing and Midwifery, WHO Euro Regional Office
1410-1415	<b>Moderator:</b> Karen Bjørø, Vice President, EFNNMA
1415-1435	<b>The Future of Primary health care in Europe</b> Dr Melitta Jakab, PhD, Head of WHO Center for Primary Health Care (PHC) and José Cerezo, MPharm, MSc Global <b>Health</b> , Health Policy Analyst, WHO Center for PHC, Almaty, Kazakhstan
1435-1445	<b>Community Health Nursing and Midwifery - Video</b>
1445-1457	<b>Community Health Nursing Transformation in Kyrgystan</b> Aizat Asanova, President, National Nurses Association Kyrgystan, EFNNMA board member
1457-1510	<b>Midwifery lead care in the community</b> Lucy Rothwell, Registered Midwife, MSc Global Maternal Health Postgraduate Student MCoC Team Lead – East Suffolk and North Essex Foundation Trust.
1510-1520	<b>Leadership in Community Nursing - documentating nursing care quality and managing nursing in primary health care</b> João Gentil, RN, Public Health Specialist, Certified Global Nurse Consultant, ICN Global Nurse Leadership Institute, Nurse Manager, Portugal.
1520-1550	<b>Panel discussion – Students and early career nurses and midwives represent the future workforce in primary health care. What are their expectations to the primary care transformation and what factors will motivate them to make primary care their preferred career choice?</b>  <ul style="list-style-type: none"> <li>• European Early Career Nurses and Nursing Students’ Association</li> <li>• Midwifery students Group</li> <li>• Central Asia perspective</li> <li>• European Federation of Nurses Associations</li> </ul>
1550-1600	<b>Key messages</b> Karen Bjørø

**To register click on the link:** [bit.ly/nmweek](https://bit.ly/nmweek)

The webinar will be made possible through the Zoom platform of the CNAI, Italian Nurses Organization.

Interpreters: Georgy Pignastyy and Andrei Tarkin