The strategic goal is to realise the full potential of the nursing and midwifery professions in order to meet, in partnership with others, the changing health and well-being needs of people living in Wales.

In order to support the role, function and voice of the professions in Wales in achieving this goal, the Nursing Directorate under the leadership of the Chief Nursing Officer for Wales, will focus its energies in a number of priority areas. The actions associated with these priority areas will help deliver the Welsh Government’s programme of work set out in ‘Taking Wales Forward’. The prudent healthcare principles remain a key consideration in the delivery of the health services within Wales as are the aspirations set out in the Well-being of Future Generations Act (2016).

The nursing and midwifery priorities for action 2016-21 are:

**Professionalism**
- Promote appropriate values within the nursing and midwifery professions that reflect care, compassion, kindness and person-centeredness
- Introduce employer-led clinical supervision
- Support the embedding of the Nursing and Midwifery Council (NMC) Code and revalidation

**Voice and leadership**
- Ensure nurses and midwives have a strong voice at all levels of health care, including at the point of care, board level and within government.
- Promote nursing and midwifery leadership at operational and strategic level, including within primary care clusters; recognising the important clinical leadership role nurses and midwives have on the outcome of patient care.
- Complete the UK work set out in ‘Strengthening the commitment’ that is driving improvements in learning disability nursing and the care of people with a learning disability

**Workforce & education**
- Develop a nursing and midwifery workforce fit for the needs of the Welsh health system in line with the NHS 10 year workforce plan, including: the development of workforce tools and staffing principles for healthcare services; commencement and implementation of the Nurse Staffing levels (Wales) Act; preparation for extension of legislation; and provide professional advice on issues effecting the workforce outside of NHS Wales
- Support the development and introduction of new and enhanced roles; promote an increase in advanced and consultant level roles
- Invest in nursing and midwifery succession development programmes and approaches
- Support the development and introduction of revised NMC education standards for initial nurse and midwifery education
- Refresh key service delivery plans and frameworks e.g. school nursing services; and introduce new service models, e.g. for school children with special needs

**Informatics**
- Work with agencies and organisations to ensure nurses and midwives receive feedback on the effectiveness of care by using information and communications technology to review, assess and improve care for people
- Work with NWIS to review nursing and midwifery documentation utilised in NHS Wales to facilitate the introduction of electronic recording of patient information, including systems to improve patient alerts

**Research Development & Innovation**
• Support nurses and midwives to continually improve practice by developing and implementing innovative ways of working; support the development of the evidence base for effective nursing and midwifery care.

• Develop and promote clinical academic roles and career pathways; promote activity that supports health boards to maintain their University status

Promoting population health and well-being

• Seek opportunities to enhance nursing and midwifery involvement in tackling public health challenges across the age spectrum, utilising the concept of ‘making every contact count’ to work with individuals and groups on their lifestyle choices.

• Target activities to specifically address obesity and cessation of smoking; and promote access to health services for people with learning disabilities

Quality & safety of care

• Promote activities that drive out waste, variation and avoidable harm within the health system in Wales; and contribute to the performance monitoring of NHS Wales, including leading monitoring of maternity service. Provide professional advice in the development of legislation on the quality and governance of the NHS in Wales

• Set policies that enable nurses and midwives to provide high quality, safe care based on the prudent healthcare principles and in line with the Health and Care Standards for Wales (2015) wherever they work in Wales

• Promote the welfare and safety of children and adults at risk; monitor the delivery of safeguarding services in NHS Wales

• Continue to develop policies and guidance that ensure the individual service user’s voice is sought and heard so that it informs development and delivery of health and care services in Wales

Promoting integration of care

• Develop guidance, policy and initiatives that enable nurses and midwives to work effectively across sections of the health service and with partner public service organisations and third sector agencies, thus improving the integration of services to meet the individual’s needs, including providing care closer to home.

These priority areas and key actions will be kept under review and updated as necessary.

Professor Jean White
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