

# Engage, Empower, Act

State of the World's Nursing report, 2025

## Advocacy Toolkit



**Nursing Now**  
**CHALLENGE**



a programme of The Burdett Trust for Nursing

## TOOLKIT OVERVIEW

Welcome to the Nursing Now Challenge, **Engage, Empower, Act** Advocacy Toolkit – created to support the Challengers’ Committee in raising awareness and mobilising engagement around the upcoming SoWN 2025 launch. This resource is designed to help you lead impactful conversations, share key messages across platforms, and confidently facilitate your regional webinars. Together, we can amplify the voice of nursing and spotlight critical data that will inform the future of our profession globally.

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## SOCIAL MEDIA TEMPLATES



**Social Media icon mask**

[\[Link to Templates\]](#)

**Square Social Media Frames:** [\[Link to Templates\]](#)



**Webinar Host/Speaker/ post**

[\[Link to Templates\]](#)



**Webinar posts**

[\[Link to Templates\]](#)



**Countdown Post**

[\[Link to Templates\]](#)



**Save The Date Post**

[\[Link to Templates\]](#)



**Key Metrics Post**

[\[Link to Templates\]](#)

# Engage, Empower, Act: SoWN 2025 Advocacy Toolkit

## ZOOM BACKGROUND



**NNC SoWN Zoom Background**  
[\[Link to Templates\]](#)

## REGIONAL EVENT TITLE SLIDES



**NNC Regional Session Title Slides**  
[\[Link to Templates\]](#)

## CHALLENGERS' COMMITTEE EMAIL SIGNATURES



**Email Signature Template**  
[\[Link to Template\]](#)

## LETTER TEMPLATES



**Letter Templates (Stakeholder/policy Maker)**  
[\[Link to Template\]](#)

## SLIDE PRESENTATION TEMPLATE

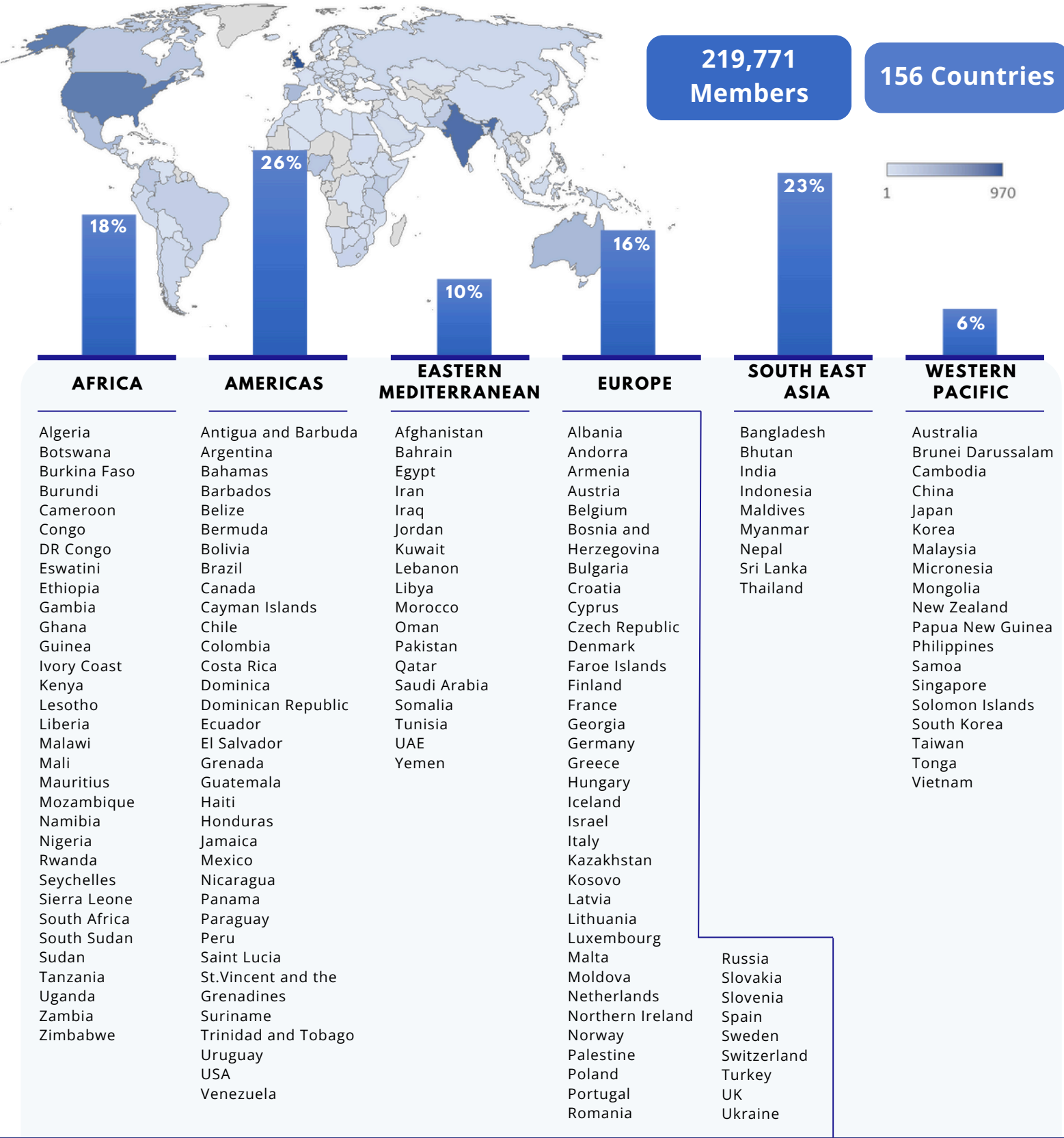
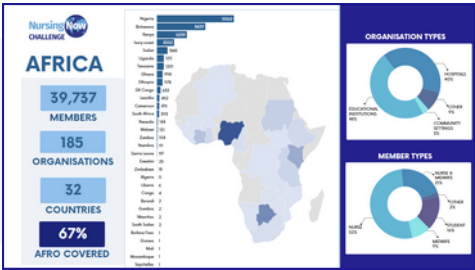


**Slide presentation template**  
[\[Link to Template\]](#)

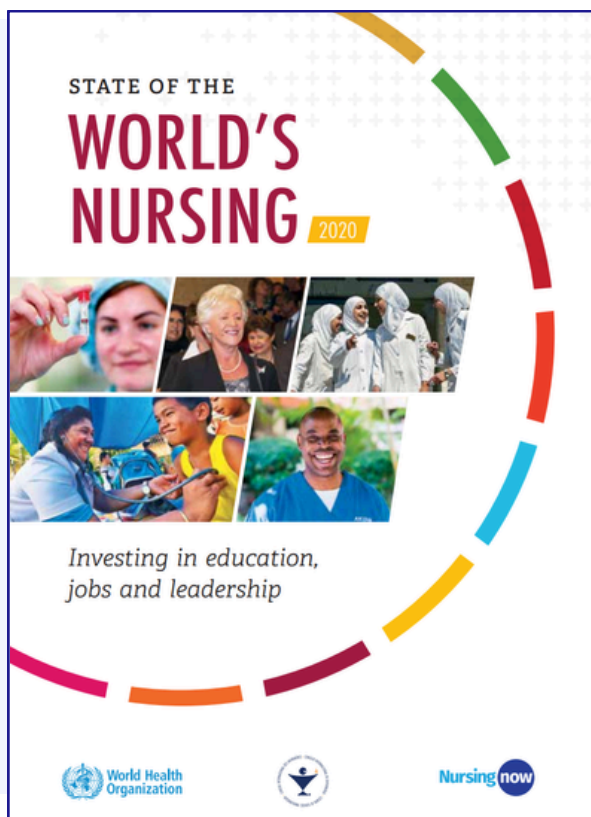
## REGIONAL STATISTICS SLIDES

### Regional Data Slides

[\[Link to Templates\]](#)



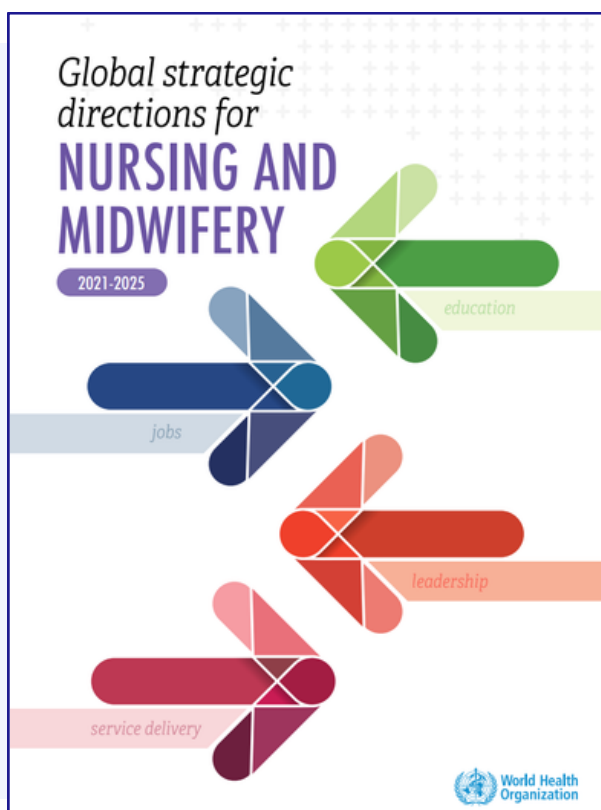
## REPORTS & DOCUMENTS



### SoWN 2020 Report

State of the world's nursing 2020: investing in education, jobs and leadership

[\[Link to Templates\]](#)



### SDNM 2021-2025

The WHO Global Strategic Directions for Nursing and Midwifery (2021-2025)

[\[Link to Templates\]](#)

## ADDITIONAL RESOURCES



### Links Magazine

Links Magazine is the official publication of the Global Network of WHO Collaborating Centres for Nursing and Midwifery. It highlights global nursing leadership, innovation, and collaboration to strengthen health systems and promote health equity.

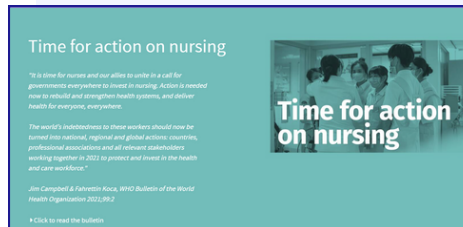
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### Video Resources

Here are some recordings of sessions that we have run in the past that might be helpful.

- [Claiming a Seat at the Table How Nursing Leaders Can Shape Global Health](#)
- [Advocacy Masterclass with Dr Billy Rosa](#)
- [Lord Nigel Crisp provides top tips for influencing decision-makers](#)



### Nurses Together Resource

In 2020, we created this toolkit to support members to engage with the first ever SoWN report. The messages and tools are still valid today. Please feel free to use this as a resource.

[Click Here to Access](#)



### Advocacy Roadmap

This Advocacy Roadmap guides actions to amplify the State of the World's Nursing 2025 report and influence policy change.

[Click Here to Access](#)



### Engage, Empower, Act - NNC Webpage

This webpage includes links to register for the WHO Official SoWN launch as well as our regional events. You will also find other information about our 12<sup>th</sup> May activities.

[Click Here to Access](#)



## OTHER ADVOCACY TOOLKITS TO INSPIRE YOU!



### UNICEF Advocacy Toolkit

[Click Here to Access](#)



### Share4Rare Advocacy Tool Templates

[Click Here to Access](#)



### World Stroke Organization Advocacy Toolkit

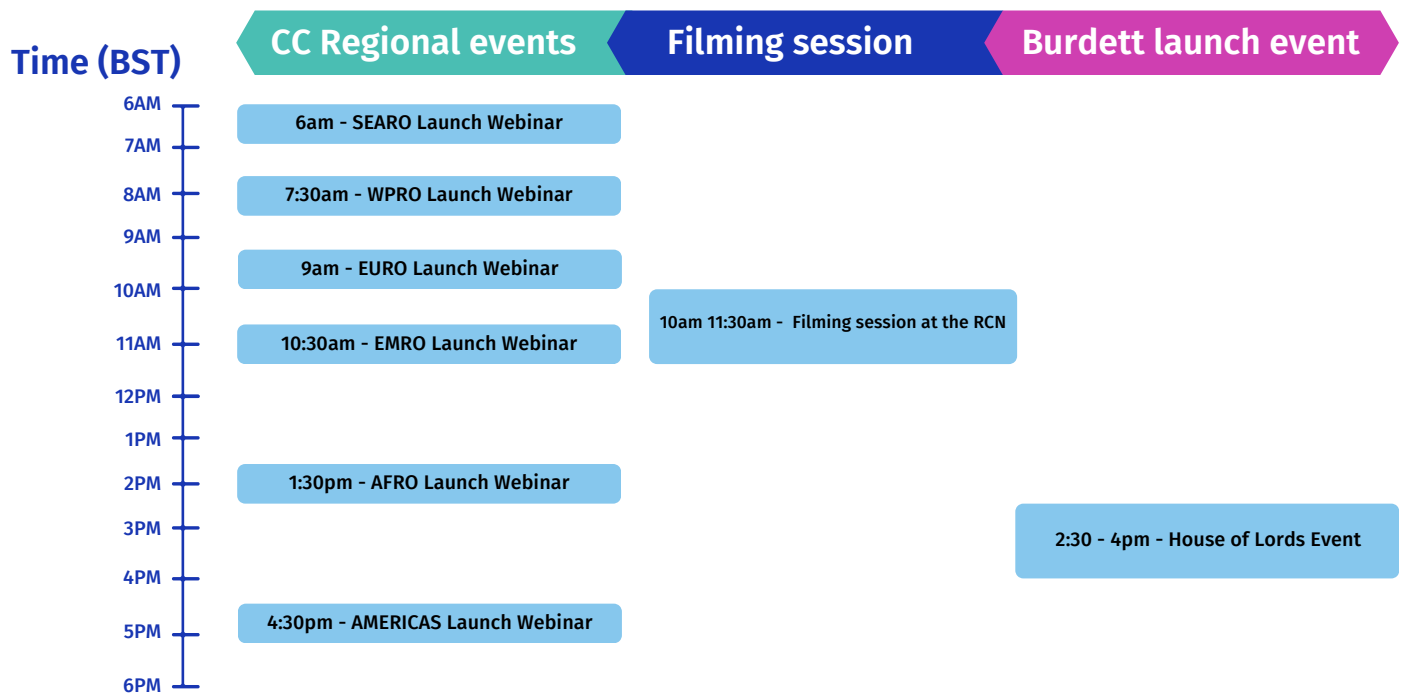
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### 12TH MAY ACTIVITIES



If you have any questions, please don't hesitate to contact us:  
[challenge@nursingnow.global](mailto:challenge@nursingnow.global)

Stay up to date with all the latest Nursing Now Challenge news:

**Twitter/ X** - @NursingNow2020

**Instagram** - @NursingNow2020

**LinkedIn** - @NursingNowChallenge

**Website** - [www.nursingnow.org](http://www.nursingnow.org)