

Innovative nursing approaches for healthy ageing

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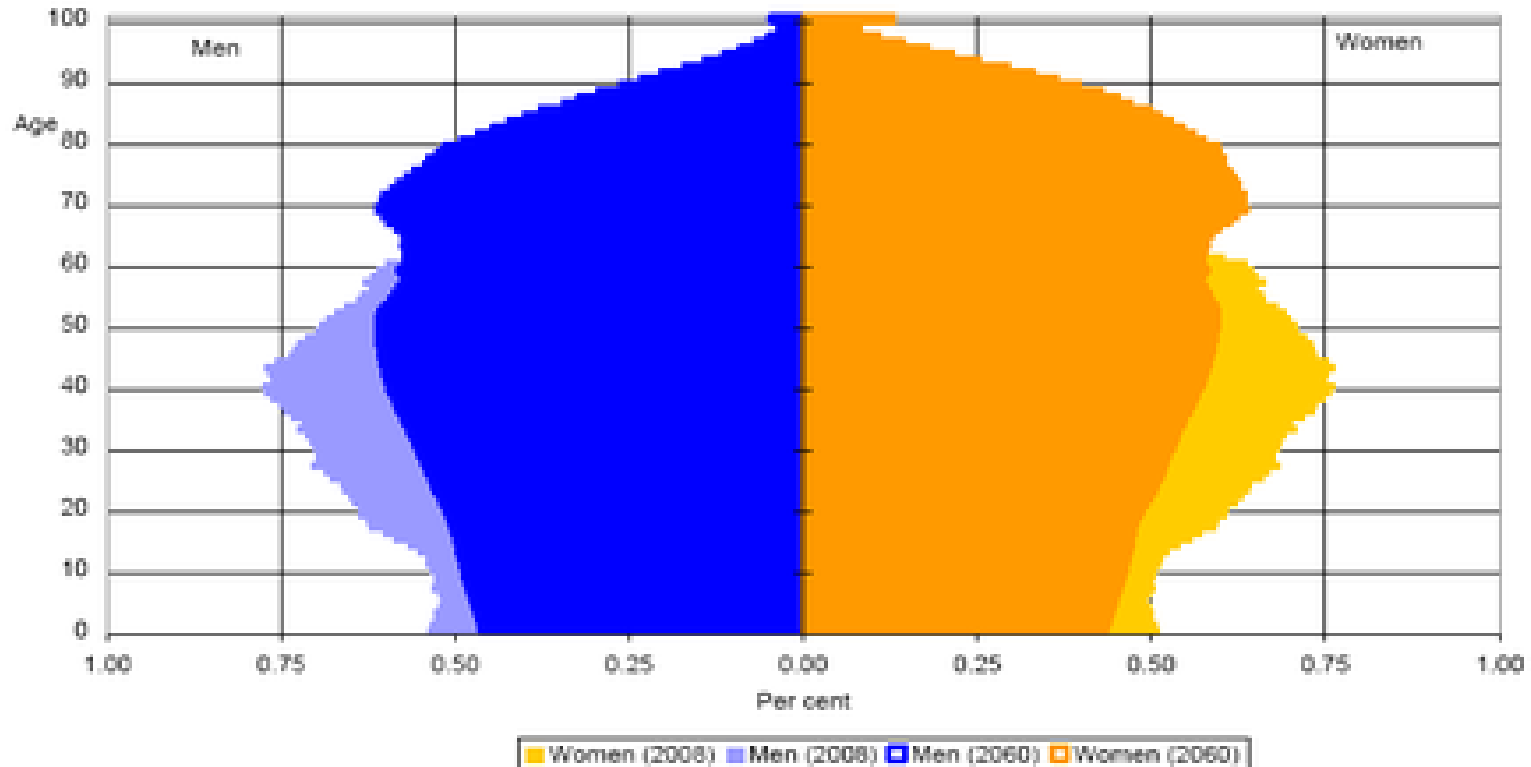
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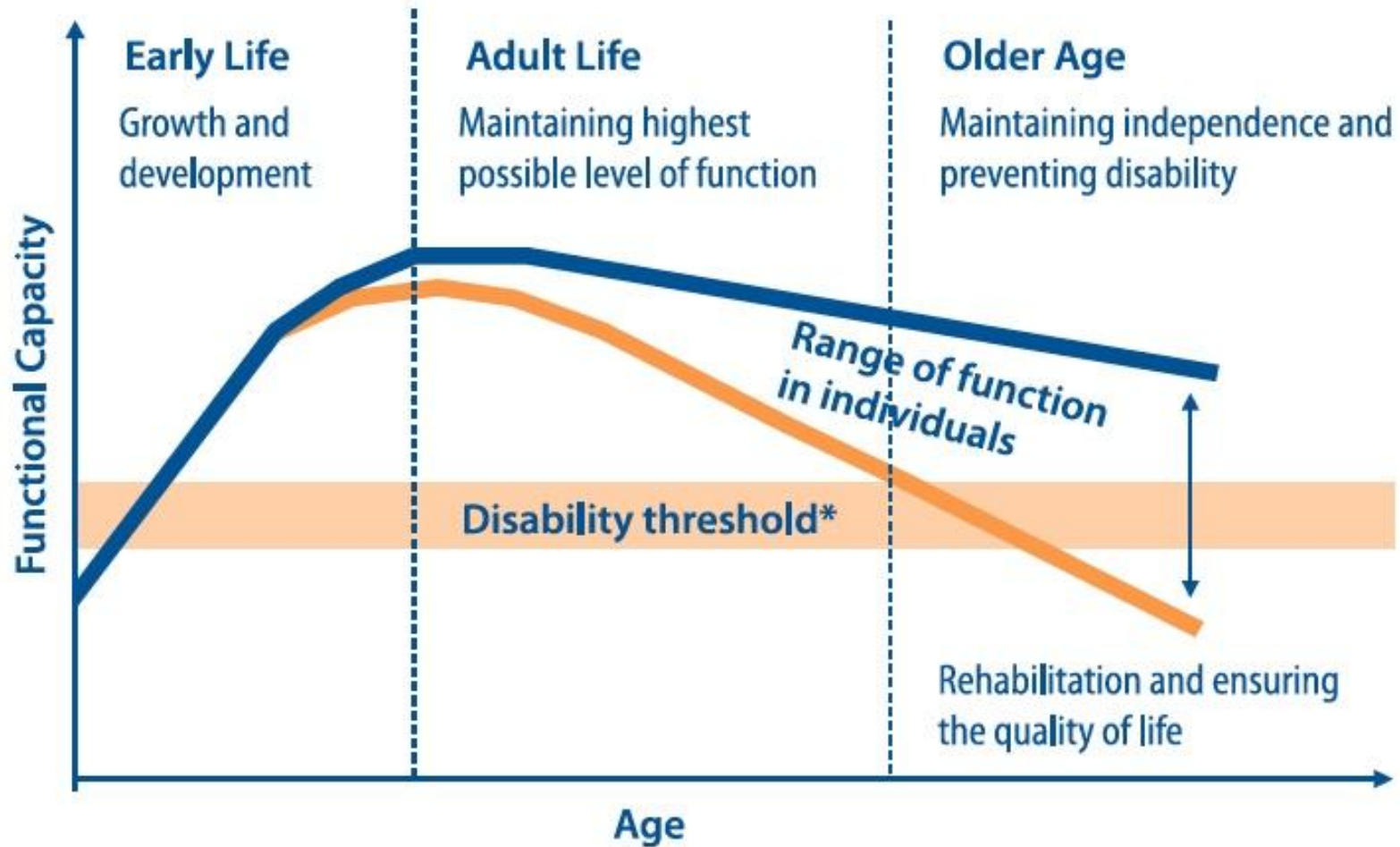


Population ageing will accelerate over the next two decades



Source: Eurostat, EUROPOP2008 convergence scenario

Active ageing makes the difference: A life-course perspective



How can nurses help?

- Nurses are a crucial provider of Primary Health Care in ageing → **main target group**
- Health promotion
 - Example of vaccination in the Netherlands
- Better management of chronic diseases
 - Example of municipal health centres in Denmark



Nurses suffer from various pressures

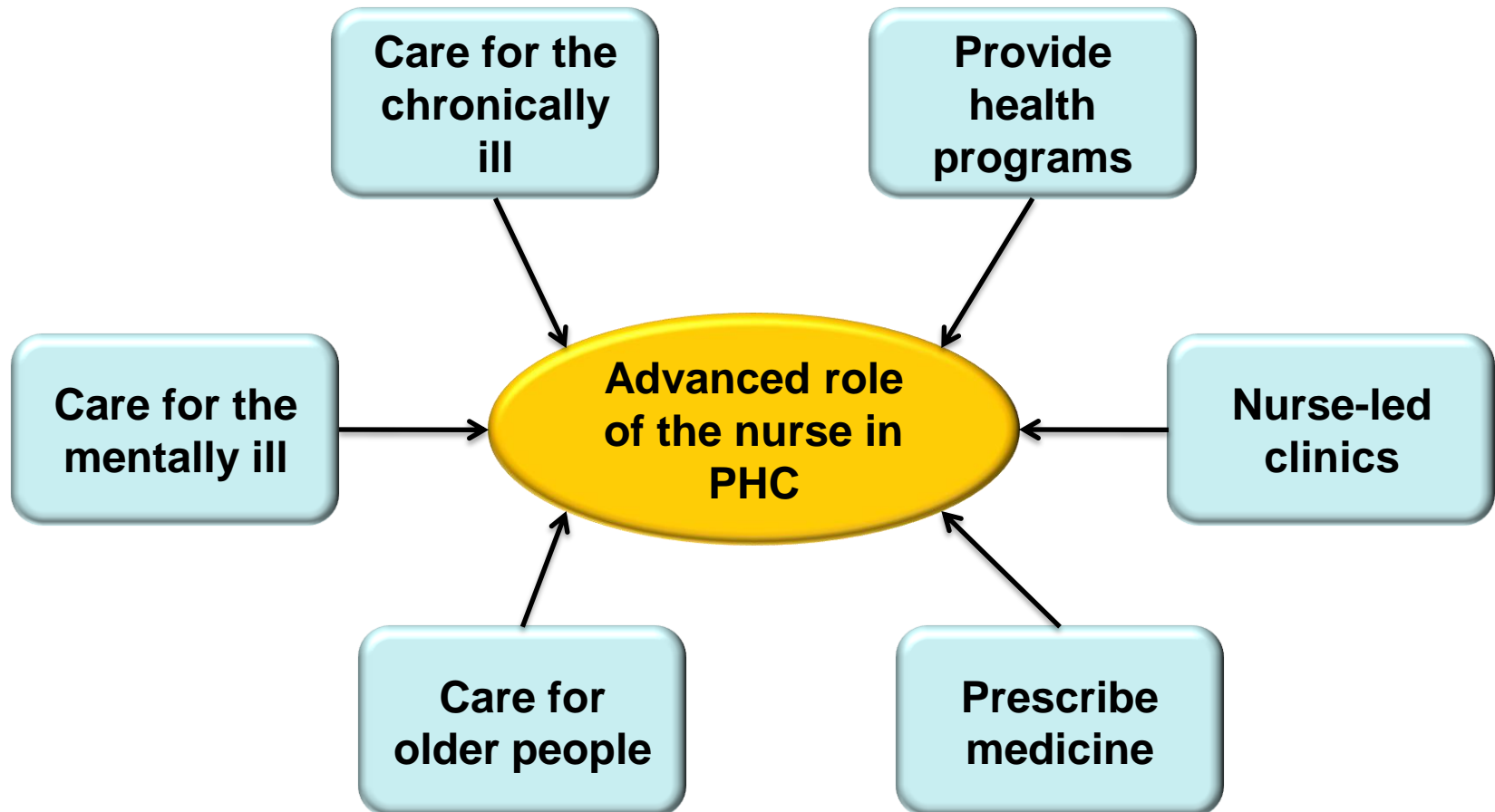
Demand side	Supply side
Ageing population	Reduced student pool
Increase in NCD and long-term care	High turnover rate
Reduced lengths of hospital stays	Poor recognition
Increase in outpatient departments	Poor working conditions (e.g. workload, working times and unattractive tasks)
Globalisation leading to more in- and outflows in the health workforce	Low payment
	Poor career paths
	Ageing of the workforce (average age 40-45 years)
	Low attention by the government

European Strategic Directions on Nursing and Midwifery



- **Education**
- **Legislation and regulation**
- **Professional roles and leadership**
- **Workforce planning and management**
- **Ensuring evidence based quality of care**

What do countries do about it?



Shift nurses to the PHC sector

- Scale up available places for nurses in PHC
 - Portugal shifts vacancies from hospitals to PHC
- Create new types of employment
 - Advanced practicing nursing in England, the Netherlands, Denmark
- Provide incentives (financial and non-financial)
 - Increased salaries in the Czech Republic, Finland and the UK leads to increased applications, staffing and satisfaction



Benefits

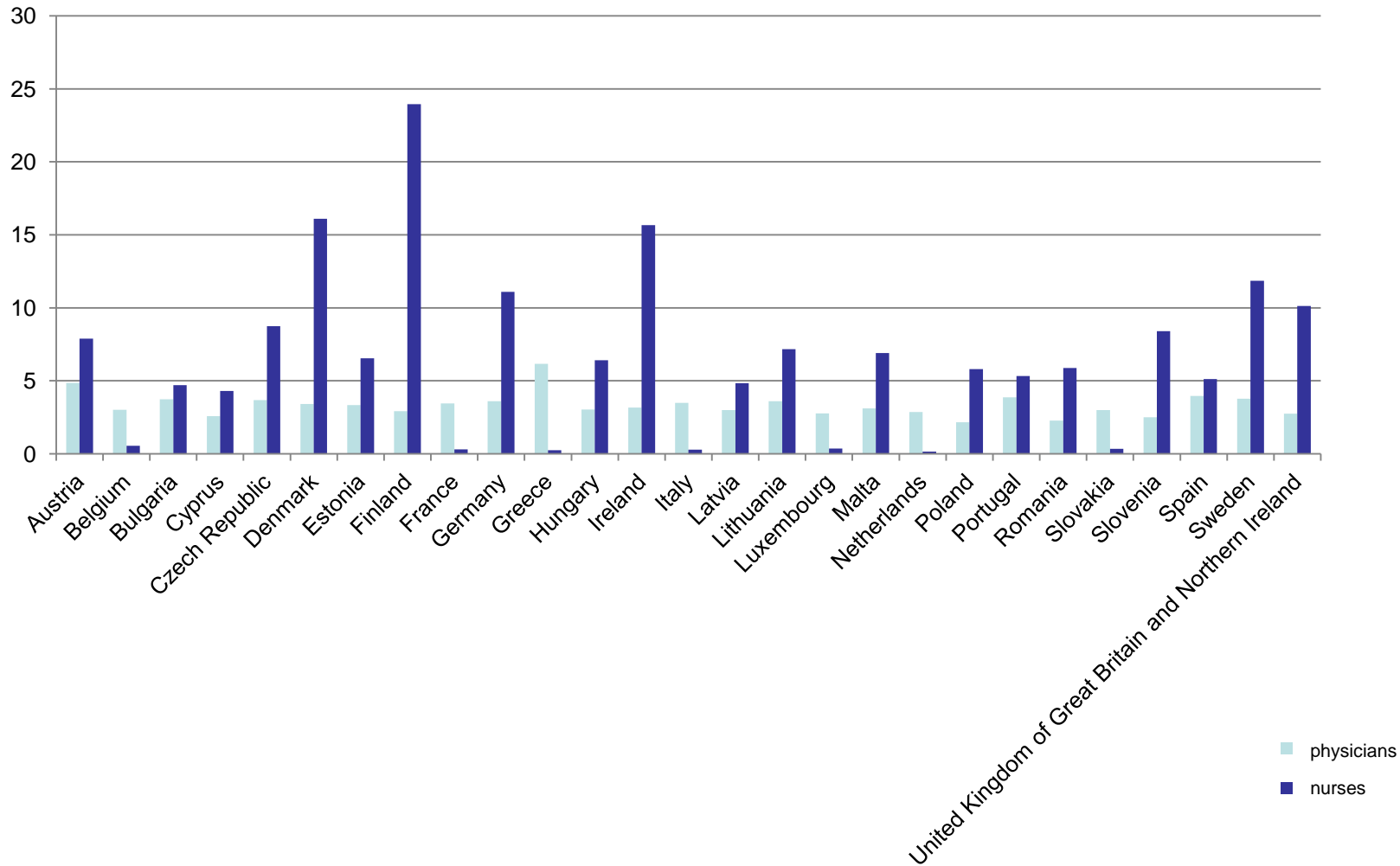


- Healthier ageing
- Greater possibility to actively engage the elder generation
- Lower costs due to less morbidity and a better management of NCD
- Increased cost-effectiveness due to more effective use of nurses' skills
- Better retention rates of nurses

Thank you for your attention!



The ratio of physicians and nurses



Number of nurses per 1.000 population

