Our shared purpose is to maximise our contribution to **high quality, compassionate care** and to achieve excellent health and well-being outcomes.

Our **values** and **behaviours** are at the heart of the vision and all we do...

- **Compassion**
- **Commitment**
- **Courage**
- **Communication**

Career is our business

Delivering high quality care is what we do. People receiving care expect it to be right for them consistently throughout every stage of their life.

Compassion is how care is given, through relationships based on empathy, kindness, respect and dignity.

Competence means we have the knowledge and skills to do the job and the capability to deliver the highest standards of care based on research and evidence.

Good communication involves better listening and shared decision making - no decision about me without me.

Courage enables us to do the right thing for the people we care for, be bold when we have good ideas, and to speak up when things are wrong.

Commitment will make our vision for the person receiving care, our professions and our teams happen. We commit to take action to achieve this.

... in the NHS, in public health and in social care.

Making this happen needs us all to commit to action and nurses and midwives to take the lead in these six areas...

- **Helping people to stay independent, maximising well-being and improving health outcomes**
- **Working with people to provide a positive experience of care**
- **Delivering high quality care and measuring impact**
- **Building and strengthening leadership**
- **Ensuring we have the right staff, with the right skills in the right place**
- **Supporting positive staff experience**

This work will be supported by:
- Work to promote nursing, midwifery & care-giving roles in prevention/health promotion & to transform these services
- Strong expert leadership from Public Health England
- Developing leaders in well-being
- Relevant initiatives in the Caring for Our Future White Paper (2012)
- Work to promote nursing, midwifery & care-giving roles in prevention/health promotion & to transform these services
- Strong expert leadership from Public Health England
- Developing leaders in well-being
- Relevant initiatives in the Caring for Our Future White Paper (2012)

Please send your feedback on how we can achieve this vision to www.commissioningboard.nhs.uk/nursingvision/

*By care-giver we mean people providing direct care which would include healthcare assistants, nursing auxiliaries and assistant practitioners working in nursing and midwifery teams and care and support workers.*

V.0.1.1 21 September 2012