

Don't forget to nurse number one, says QNI

**Institute launches new campaign to encourage
community nurses to spend as much time on their own
health and wellbeing as they do on their patients'**



Monday 21st January, 2008

The Queen's Nursing Institute (QNI) today announced the launch of a new campaign which aims to support community nurses in tending to their own health and wellbeing. The Nursing N° 1 campaign will provide information, ideas and useful resources specially tailored to help community nurses who want to improve their own health.

The campaign will provide support for community nurses continuing the QNI's 120-year history of supporting nurses in primary care.

The focus of the first part of the campaign is on healthy eating and drinking, smoking cessation and exercise, in partnership with the Oxford Health Alliance whose '3FOUR50' campaign highlights why these three areas are so important.

3 risk factors - tobacco use, poor diet and lack of physical activity - contribute to the **FOUR** major chronic diseases - heart disease, type 2 diabetes, lung disease and many cancers - which are responsible for more than **50** per cent of deaths in the world.

To mark the first stage of the campaign Queen's Nursing Institute staff joined together with staff from the Oxford Health Alliance (OxHA) to engage in some urban exercise in London's Regents Park. The staff demonstrated Nordic walking - to highlight just one interesting and unusual form of exercise that community nurses can engage in order to improve their wellbeing.

The Nursing N° 1 health journal, which is available free from the QNI, contains reminders of key information about the three issues highlighted by OxHA, as well as diary space to record health aims and actions taken. Other useful items, including a pedometer for counting steps, T-shirts for exercising and a drawstring rucksack to keep them all together, will also be available through the QNI website.

Later phases of the campaign will address other important health issues, including nurses' mental health and domestic abuse, providing support, information and helpful resources tailored for community nurses.

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Rosemary Cook, QNI Director, said: "This campaign is not about pressuring nurses to be fit and healthy in order to be role models for others. It is about offering help and support to those who have decided that they want to improve their own health or personal wellbeing."

Information on the campaign and associated resources can be found at:
www.qni.org.uk

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About The Queen's Nursing Institute

1. The Queen's Nursing Institute, a registered charity (number 213128), maintains close links with community nurses and their patients, primarily through our project funding and professional networks. Our remit includes district nurses, school nurses, practice nurses, nurse practitioners, community midwives, health visitors, mental health and learning disability nurses. Much of our professional activity focuses on the future role of nurses in primary care, and we work to influence policy relating to community nursing. We also provide financial support for community nurses in need.

2. To mark the launch of the campaign the QNI is giving away 100 packs including The Nursing N° 1 health journal, T-shirt, pedometer and drawstring rucksack to the first nurses to register for them through www.qni.org.uk.

About The Oxford Health Alliance

The Oxford Health Alliance (OxHA) is a public-private partnership committed to finding innovative solutions to the world's largest preventable health problem - the global epidemic of chronic diseases - by addressing the risk factors of unhealthy diet, physical inactivity and tobacco use. Particularly, OxHA brings together a cross-section of society to determine the role employers, governments, NGOs, businesses, urban planners, economists and young people can play in helping to make the healthy choices the easy choices. For more information visit www.oxha.org

For more information about Nordic Walking, visit the Nordic Walking UK website at www.nordicwalking.co.uk.