**Release Date:** [Please insert]

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**‘Stand Up For Positive Practice Environments’: An answer to the growing gap between the supply of health professionals and the demand for their services**

* The World Health Organization (WHO) estimates a shortage of 18 million health workers by 2030, leaving people with no access to health care.
* WHO highlights that countries at all levels of socioeconomic development face, to varying degrees, difficulties in the education, employment, deployment, retention, and performance of their workforce.
* Policy makers, planners and managers continue to seek effective means to recruit and retain staff.
* The World Health Professions Alliance relaunches its Positive Practice Environment Campaign in response to this deadly serious issue for health and development worldwide.

**‘Stand Up For Positive Practice Environments’**, a campaign initiated by the World Health Professions Alliance (WHPA), highlights the need for urgent action to address the global health workforce crisis; too many countries have desperate shortages of health professionals, impacting negatively on people’s health outcomes and health worker well-being. The reasons are complex. A prevailing reason, however, is the poor quality of most healthcare work environments that are undermining health service delivery and driving health professionals away from their caregiving role and country.

Positive Practice Environments – health care settings that support excellence and decent work conditions – have been proven to have the power to attract and retain staff, provide quality patient care and strengthen the health sector as a whole. That’s why WHPA’s worldwide campaign is urging health professionals, managers, governments, policy and decision-makers, and community leaders, to ‘Stand Up For Positive Practice Environments.’

The global debate on health workers and health care environments has been rising in volume and needs to be addressed with urgency. ‘Stand Up For Positive Practice Environments’ provides a practical way to address the imbalance in labour supply: that is, by turning health care settings into healthy and supportive work environments. Quality and enabling workplaces will not only attract health professionals, but will encourage them to stay.

**Raising awareness and inspiring action can create positive change**

‘Stand Up For Positive Practice Environments’ aims to improve the quality of healthcare workplaces by raising awareness, identifying good practice and providing a number of tools, including posters and fact sheets detailing evidence-based checklists, which can be used to establish Positive Practice Environments. The toolkit can be downloaded from: [www.positivepracticeenvironments.org](http://www.positivepracticeenvironments.org)

The campaign is relevant from both an employers’ as well as employees’ perspective.

* **Health employers and managers** **including Human Resources departments** are encouraged to drive Positive Practice Environments forward and apply the principles to their health care settings.
* **Health professionals** are reminded that they are part of the solution and can collaborate and campaign for change.
* **All health sector stakeholders including governments and policy makers** are encouraged to work together for a common goal: improved working conditions and environments for everyone, which lead to better patient outcomes.

*“We hope our global platform and campaign helps to bring all relevant stakeholders together in commitment and action. It is essential if we are to succeed in creating sustainable health systems both now and for the future.”* Otmar Kloiber, Secretary General, World Medical Association and 2020 WHPA Chair

**- ENDS-**

**Notes to Editors**

**‘Stand Up For Positive Practice Environments’ toolkit**

To view the campaign toolkit, please visit: [www.positivepracticeenvironments.org](http://www.positivepracticeenvironments.org)

**Positive Practice Environment definition**

A Positive Practice Environment is a health care setting that supports excellence and decent work conditions, and has the power to attract and retain staff, improve patients’ satisfaction, safety and health outcomes, and deliver cost-effective, people-centred health care services.

Reference: Framework on integrated, people-centred health services. Geneva: World Health Organisation: 2016 (<http://apps.who.int/gb/ebwha/pdf_files/WHA69/A69_39-en.pdf?ua=1>, accessed 19 December 2019)

**World Health Organization references**

World Health Organization : Health workforce. <https://www.who.int/health-topics/health-workforce#tab=tab_1> (accessed 27 January 2020)

**About World Health Professions Alliance**

The World Health Professions Alliance (WHPA) speaks for more than 34 million health care professionals worldwide, assembling essential knowledge and experience from the key health care professions in more than 130 countries.

The WHPA was formed in 1999 and now brings together the global organizations representing the world’s dentists, nurses, pharmacists, physical therapists and physicians. We work to facilitate collaboration among the health professions and major stakeholders such as governments and international organizations, including the World Health Organization. By working in collaboration, instead of along parallel tracks, patients and health care systems benefit.

Together, the partners of the WHPA include more than 600 national member organizations, making us the key point of global access to health care professionals within the five disciplines.

**For more information, please visit:** [www.whpa.org](http://www.whpa.org)

**Media contacts**

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