



# Positive practice environments for health care professionals

*Quality Workplaces for Quality Care*

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Press Information. Communiqué de presse. Comunicado de prensa

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## Partners Launch the PPE Campaign Website

**Geneva, Switzerland, 8 April 2010** –The launch of the Positive Practice Environments (PPE) Campaign website was announced today by campaign partners – the International Council of Nurses, International Hospital Federation, International Pharmaceutical Federation, World Confederation for Physical Therapy, FDI World Dental Federation and the World Medical Association. Our site is your portal to PPE resources, tools and events. Visit [www.ppecampaign.org](http://www.ppecampaign.org) to learn and share expertise to improve practice environments.

The PPE Campaign aims to improve work environments, staff recruitment and retention and quality of health services through the development of positive practice environments. Positive practice environments are settings that ensure the health, safety and personal well-being of staff, improve the motivation, productivity and performance of individuals and organisations, and thus support the provision of quality patient care. PPEs include professional recognition, effective management practices, staff support structures, educational opportunities and occupational health and safety.

The PPE Campaign website will play a key role in addressing the ongoing underinvestment in the health sector, the shortage of health care professionals and the deterioration of health care professionals working conditions worldwide, threatening care delivery and patient outcomes. PPE activities aim to raise awareness, identify good practice, develop tools for managers and health professionals and carry out concrete national demonstration projects to improve practice environments. Campaign activities are already underway in Morocco, Uganda and Zambia. The PPE Campaign is open to all countries, health organizations and health disciplines.

The **International Council of Nurses (ICN)** is a federation of more than 130 national nurses associations representing the millions of nurses worldwide. Operated by nurses and leading nursing internationally, ICN works to ensure quality nursing care for all and sound health policies globally ([www.icn.ch](http://www.icn.ch)).

The **International Hospital Federation (IHF)**, established in 1947, is an international non-governmental organisation, supported by members from over 100 countries, which include hospital associations, hospitals and healthcare institutions, commercial entities supplying to the healthcare industry, medical and nursing administrators, health service management academics and government health planners. As the worldwide body for hospitals and health care organisations, it develops and maintains a spirit of cooperation and communication among them, with the primary goal of improving patient safety and of promoting health in underserved communities ([www.ihf-fih.org](http://www.ihf-fih.org)).

The **International Pharmaceutical Federation (FIP)** is the global federation of national associations of pharmacists and pharmaceutical scientists in official relations with the World Health Organization (WHO). Through its 122 Member Organisations and 4000 Individual Members, FIP represents and serves almost two million practitioners and scientists around the world. Throughout its almost 100 year history, FIP's priorities have expanded to meet the needs and expectations of the profession in expanding healthcare services and integrating emerging scientific developments. FIP's Mission is to improve global health by advancing pharmacy practice and science to enable better discovery, development, access to and safe use of appropriate, cost-effective, quality medicines worldwide ([www.fip.nl](http://www.fip.nl)).

The **World Confederation for Physical Therapy (WCPT)** is the sole international voice for physical therapy, representing more than 350,000 physical therapists worldwide through its 101 member organisations. WCPT believes that every individual is entitled to the highest possible standard of culturally appropriate healthcare underpinned by sound clinical reasoning and scientific evidence. It is committed to furthering the physical therapy profession and improving global health by encouraging high standards of research, education and practice, supporting the exchange of information and collaborating with national and international organisations ([www.wcpt.org](http://www.wcpt.org)).

The **FDI World Dental Federation** is a federation of approximately 200 national dental associations and specialist groups. The organisation's vision of "leading the world to optimal oral health" acknowledges that oral health is an integral part of general health and well-being. The main roles of the FDI World Dental Federation are to bring together the world of dentistry; to represent the dental profession of the world; and to stimulate and facilitate the exchange of information across all borders, with the aim of optimal oral health for all people ([www.fdiworldental.org](http://www.fdiworldental.org)).

The **World Medical Association (WMA)** is the global federation of National Medical Associations representing the millions of physicians worldwide. Acting on behalf of patients and physicians, the WMA endeavors to achieve the highest possible standards of medical care, ethics, education and health-related human rights for all people. The WMA provides ethical guidance to physicians through its Declarations, Resolutions and Statements ([www.wma.net](http://www.wma.net)).

**For further information please contact the  
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The PPE Campaign is a joint activity of:

