

March 11, 2025

Dear President,

I am writing to you with a deep commitment to the future of our profession. Nursing is at a crucial moment, facing unprecedented challenges, but also unique opportunities to consolidate its healthcare leadership at a global level. Nurses have demonstrated their essential role in health systems, but we still face challenges in representation, recognition and decision-making.

For this reason, I want to share with you my candidacy for the Presidency of ICN, a candidacy that is born from the conviction that, **if we strengthen our organization, we will strengthen the voice of all nurses and of every National Nursing Association (NNAs).**

I present this candidacy under the slogan:

"Empower nurses, lead the future"

This slogan reflects my vision for a **stronger, more inclusive and more influential ICN**. An ICN that not only represents nursing in the global arena, but also **actively supports each NNA** in its growth and positioning within its own country.

Three key axes to transform ICN and global nursing

My candidacy is based on **three fundamental pillars**, which define the future I want to build together with you:

ICN empowerment: a stronger organization with more global impact

ICN must be a powerful, influential and decisive voice in major international forums. Our organization has enormous potential to influence policy decisions that affect the profession and global health, but to do so, we need:

- **Greater presence and leadership in international organizations** such as the **WHO, UN, ILO** and other global decision-making bodies.
- **To strengthen the financial sustainability of ICN**, ensuring resources that allow the development of strategic programs without depending exclusively on the fees of NNAs.
- **To make ICN a more accessible and connected organization**, promoting more direct communication channels with NNAs so that they all feel truly represented.

♦ A strong ICN **is not just an administrative structure**; it is an organization that protects and empowers every nurse in the world.

Empowering National Nursing Associations (NNAs): more representation and voice in their countries

NNAs are the **core of ICN**, but many of them face difficulties in their own countries: **low membership, low visibility to their governments and lack of resources.**

To make NNAs more influential, I propose:

- **Strategies to increase the affiliation of nurses to NNAs**, providing them with effective tools to attract more members and strengthen their representativeness.
- **Support in dialogue with governments and ministries of health**, offering support and advice to improve the political influence of each NNA.
- **To foster collaboration between NNAs**, creating **spaces for the exchange of experiences and successful strategies** between countries with similar contexts.

♦ ICN must be **a real ally** of NNAs, **not only a reference body**, but a structure that actively works so that each national association **is strengthened and has more weight in its country**.

Empowering nurses: more leadership, more skills, more recognition

Nursing is constantly evolving, but there are still **barriers to its full professional development**. It is essential that nurses can take a more active role in decision-making, health management and the development of health policies.

For this reason, I want to promote:

- **Access to advanced training and specialization**, promoting international standards of nursing education.
- **The recognition of nursing as a leading profession in health systems**, promoting initiatives to improve working conditions, salaries and access to leadership positions.
- **The integration of new competencies for nursing**, such as **nurse prescribing, public health leadership and applied research**.

♦ **An empowered nursing not only cares, but also leads the transformation of health systems**.

Why do I think I'm the best candidate to lead this change?

My experience has allowed me to gain **an in-depth understanding of the challenges and opportunities** we face as a profession. Throughout my career, I have worked in the key areas for nursing development:

- **Member of the ICN Board of Directors**, which has given me a deep knowledge of the organization and its processes.
- **Experience in international leadership**, with participation, for example, in the **European Federation of Nurses (EFN)**, the **Pan American Federation of Nursing (FEPEN)** and in other international organizations and institutions.
- **I work on nursing regulation and governance**, promoting the standardization of nursing practice, the prescription and recognition of new competencies in direct dealings with the Spanish Ministry of Health.
- **Solid experience in financial management and strategic planning**, ensuring the **economic viability of nursing organizations**.

- **Extensive experience in the teaching, research and care nursing fields**, which has allowed me to have direct knowledge of the different realities in which we work as nurses.
 - ♦ **Not only do I have the necessary experience, but a clear vision of what we can achieve together.**

Let's build the future together

I firmly believe in the power of collective work. **The future of ICN is not built only from ICN Board of Directors, but from the active participation of each NNA and every nurse in the world.**

I invite you to join this vision and work together to strengthen ICN, empower NNAs and make nursing an **unstoppable force in global health.**

I am at your disposal to discuss how we can collaborate on this path. **I look forward to your support and trust in leading this change.**

José Luis Cobos Serrano



Candidate for ICN President
Term 2025-2029