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Message from the Editor-in-Chief

Much has happened in the industry with respect to the gradual but definite "re-branding" of Nursing in this region that began about a decade ago.

Today, those who enter the profession for the right reasons are more focused, driven, and mentally geared towards a lifetime of continuous learning. This is a highly positive indication of the future of a profession which has come to be regarded as highly sought-after, globally viable, and, indeed, crucial to the general healthcare of the populace it serves.

The question we need to ask now, rather than later, is: **Are we addressing the issue of sustainability within the profession?**

We know there will never come a time when skilled nurses become dispensable and redundant. However, how are we tackling the problems of attrition; less-than-efficient trainee selection and evaluation programmes; commensurate recognition and rewards for nurses who perform and show potential; and continuous evaluation and skills upgrades for nurses already in service?

I believe that we don't have all the mechanisms in place yet to ease these concerns. Nevertheless, it is not too late to lobby for them, and further strengthen the case for the increased significance of Nursing in contributing towards the region's healthcare needs.

This is an important area of discussion and action. Over the next few editions of MJN, we shall explore the issue in further detail, with a view to greater discourse and resolution.

Until then, I thank you sincerely for your continuing support, and I urge you to be an advocate for best practices within the nursing profession.

Dr. Hjh. Bibi Florina Abdullah, RN

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