

# ICN and BD Foundation Empower Nursing Leadership Across Latin America

**Geneva, Switzerland and Franklin Lakes, N.J.; 18 November 2025** -The International Council of Nurses (ICN) and the BD Foundation, the philanthropic arm of global medical technology company BD (Becton, Dickinson and Company), today announced they are expanding the reach of ICN's [Organizational Development of National Nursing Associations \(ODENNA\)](#) programme to Latin America in 2026. Through this deepened collaboration, ICN and the BD Foundation aim to strengthen nursing leadership and organizational development in new regions.

Supported by a \$360,000, two-year grant from the BD Foundation, the new programme will help develop stronger, more sustainable NNAs — equipping them to lead health policy change, support nursing education, and advocate for fair and effective workforce development.

Following the success of *ODENNA Africa*, which worked with 23 National Nursing Associations (NNAs) to deliver more than 60 national initiatives and influence over 40 policy and advocacy actions, *ODENNA Latin America* will bring the same proven approach to eight NNAs across the region.

On 19 November 2025, ICN will host a global webinar featuring BD, celebrating the achievements of *ODENNA Africa* and sharing insights that will inform the next stage of the programme in Latin America.

ICN President Dr. José Luis Cobos Serrano said, “ODENNA Latin America represents a vital step in strengthening nursing leadership globally. By empowering national associations, we empower nurses to shape policy, advocate for their profession, and improve health outcomes. The partnership between ICN and the BD Foundation demonstrates the power of collaboration to elevate the voice of nursing where it is needed most.”

Sien Avalos, Vice President of the BD Foundation and Director of BD Social Investing, added, “Nurses are the backbone of healthcare systems around the world. Building on the success of *ODENNA Africa*, the BD Foundation is proud to continue working with ICN to expand this impactful model to Latin America, helping to create a stronger and more resilient global nursing community.”

The *ODENNA* programme is a cornerstone of ICN's leadership development efforts under its Leadership Centre, ensuring that National Nursing Associations can grow, influence policy, and represent the voice of nurses on the world stage.

## About the International Council of Nurses (ICN)

The International Council of Nurses (ICN) is a federation of more than 130 national nurses associations (NNAs), representing the 28 million nurses worldwide. Founded in 1899, ICN is the world's first and widest reaching international organisation for health professionals. Operated by nurses and leading nurses internationally, ICN works to ensure quality nursing care for all, sound health policies globally, the advancement of nursing knowledge, and the presence worldwide of a respected nursing profession and a competent and satisfied nursing workforce.

Organizational Development of National Nursing Associations (ODENNA) is the International Council of Nurses (ICN)'s initiative to develop the capacity of nursing associations globally, starting with a 3-year pilot with 21 National Nursing Associations (NNAs) in the African region. It is based on ICN's three pillars – Professional Practice, Regulation and the Socio-economic Welfare of nurses.

## About BD

BD is one of the largest global medical technology companies in the world and is advancing the world of health by improving medical discovery, diagnostics, and the delivery of care. The company supports the heroes on the frontlines of health care by developing innovative technology, services and solutions that help advance both clinical therapy for patients and clinical processes for health care providers. BD and its more than 70,000 employees have a passion and commitment to help enhance the safety and efficiency of clinicians' care delivery process, enable laboratory scientists to accurately detect disease and advance researchers' capabilities to develop the next generation of diagnostics and therapeutics. BD has a presence in virtually every country and partners with organizations around the world to address some of the most challenging global health issues. By working in close collaboration with customers, BD can help enhance outcomes, lower costs, increase efficiency, improve safety, and expand access to health care. For more information on BD, please visit [bd.com](https://bd.com) or connect with us on LinkedIn at [www.linkedin.com/company/bd1/](https://www.linkedin.com/company/bd1/), X (formerly Twitter) [@BDandCo](https://twitter.com/BDandCo) or Instagram [@becton\\_dickinson](https://www.instagram.com/becton_dickinson).

## About BD Foundation

BD is the sole funder of the BD Foundation, which focuses its social investments on expanding access to healthcare, advancing human potential and supporting resilient communities.

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