

# **FUTURE OF NURSING**

Campaign for Action 

## **The Initiative on the Future of Nursing**

GIH Webinar

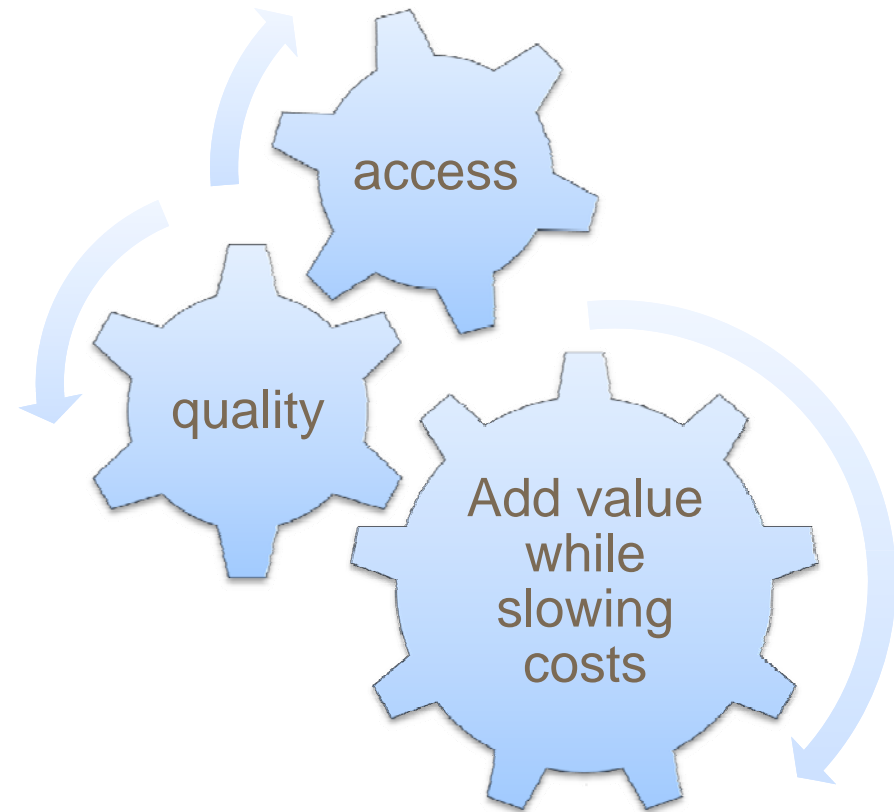
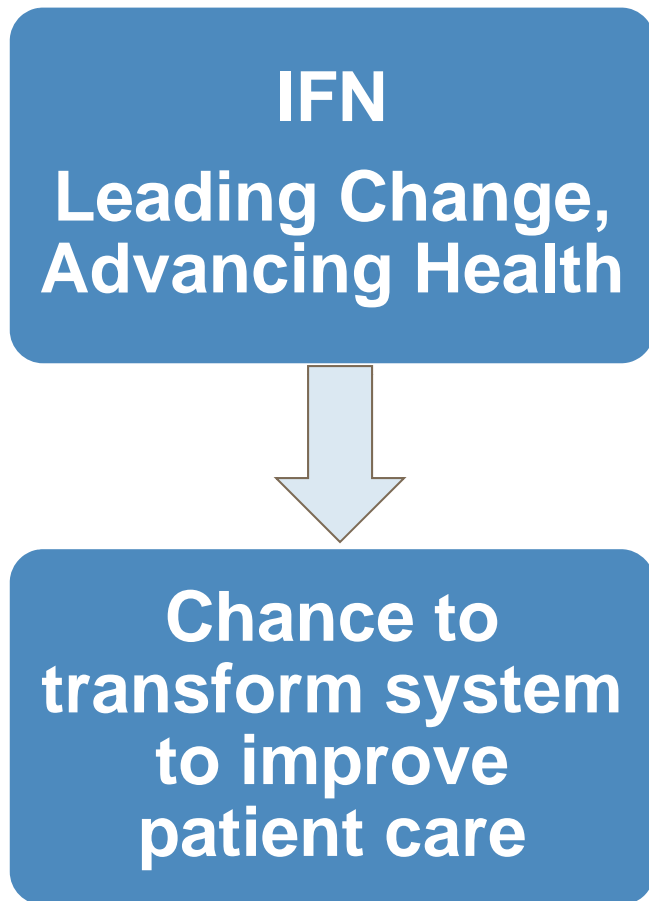
February 1, 2011

**Susan Hassmiller**, RWJF Senior Advisor for Nursing

**Jennie Chin Hansen**, American Geriatrics Society CEO and  
Immediate Past President of AARP

# Opportunity of Our Lifetime!

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# Our Goals:

- 1) Review report's key messages
- 2) Discuss RWJF's implementation plan
- 3) Explain how grantmakers can get involved
- 4) Get YOU to commit to action!

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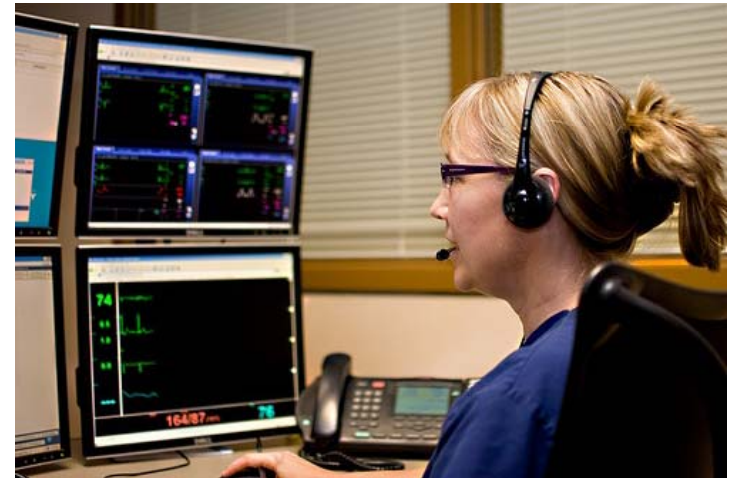
# RWJF's Commitment to Nursing

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Long-term investment  
in nursing

Must address nursing  
challenges to address  
health system  
challenges

IOM partnership: assess  
and respond to need to  
transform nursing



# Why Nurses?

A high-quality health system will provide:

- Chronic care management
- Care coordination
- Prevention and wellness
- Care across the lifespan

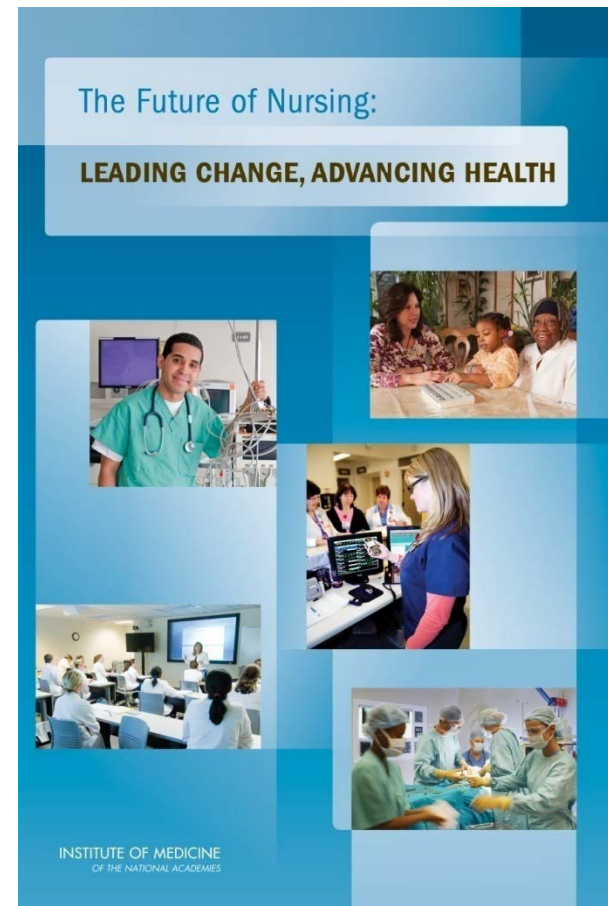
Nurses can help address these needs



# IOM Report

High-quality,  
patient-centered  
health care for all  
will require  
remodeling many  
aspects of health  
care system,  
especially nursing

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## Recommendations

**Seek significant improvement in public and institutional policies at national, state and local levels**



# The Future of Nursing Report

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## A blueprint to:

- Ensure that nurses can practice to full extent of their education and training
- Improve nursing education
- Provide opportunities for nurses to assume leadership positions and to serve as full partners in health care redesign and improvement efforts
- Improve data collection for workforce planning and policy-making
- Foster interprofessional collaboration



# Report as Rallying Point

Many stakeholders already working on these recommendations

Report serves as tool to organize efforts

Many grantmakers already invested in nursing – keep doing what you're doing

Go to: [www.thefutureofnursing.org](http://www.thefutureofnursing.org) to let us know what you're doing

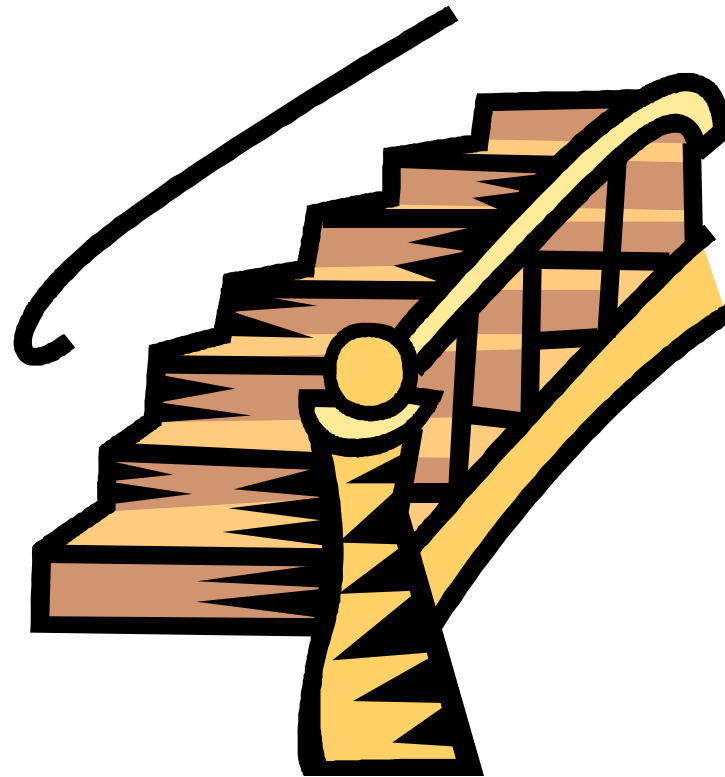
# RWJF Future of Nursing: Campaign for Action

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RWJF committed  
to advancing  
recommendations



Developing  
concrete  
implementation  
steps

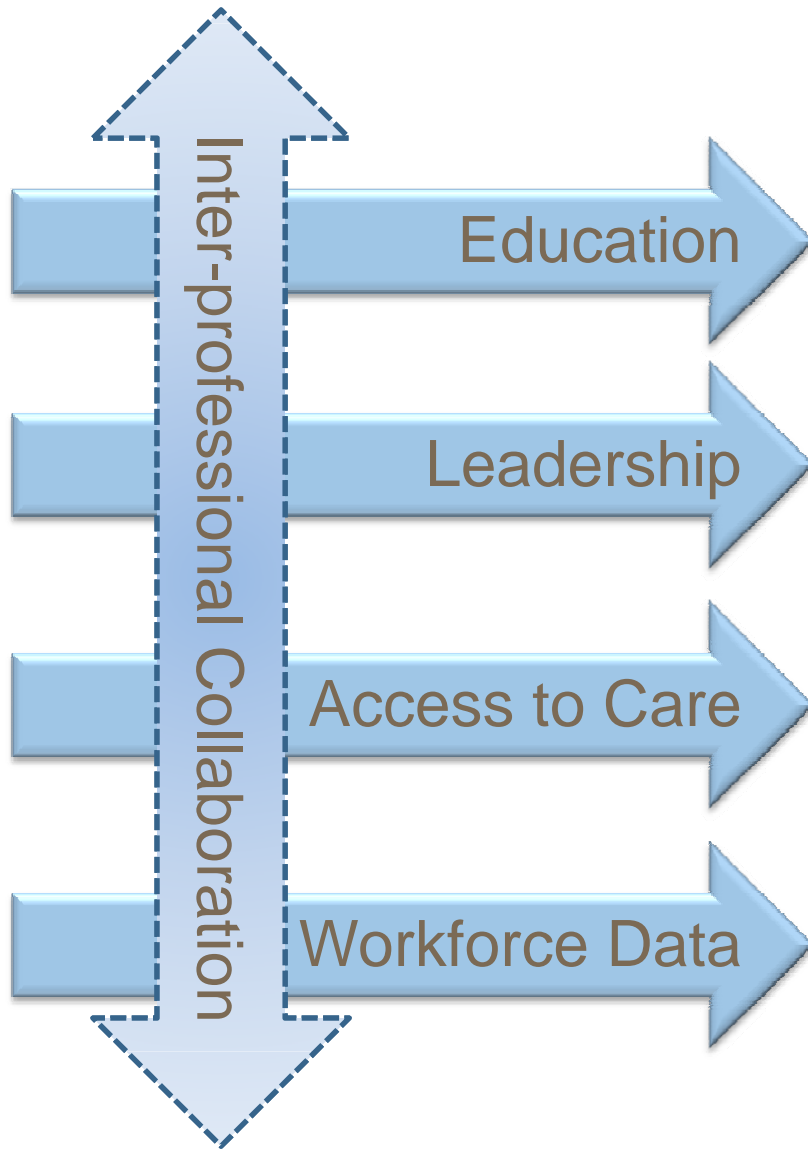


# Campaign Vision

All Americans have access to high quality, patient-centered care in a health care system where nurses contribute as essential partners in achieving success

# Campaign for Action

## **FUTURE OF NURSING** Campaign for Action



# Campaign for Action Strategies

1) Collaborate with a broad array of stakeholders

2) Activate on local, state and national levels

3) Communicate the call to action

4) Monitor results to ensure accountability

# Campaign for Action

Collaborate with AARP to organize non-partisan coalition

- health professions
- payers
- consumers
- business
- policy-makers
- philanthropies
- educators
- hospitals and health systems
- public health agencies



Nursing must be considered societal issue!

# Research, Monitoring and Evaluation

## Research

- Nursing Research Network
- Prioritized (co-funded) research agenda

## Monitoring

- State/national data collection
- Dashboard

## Evaluation

- Process evaluation
- Stakeholder analysis
- Social network analysis



# Campaign for Action

## Regional Action Coalitions

- Long-term
- Field strategy to move key nursing issues forward at local, state and national levels
- Pilot in 15 states before moving nationwide
- Capture best practices, track lessons learned and identify replicable models

### Overview of RAC Benefits

#### Content

- Expert Resource Panel
- Issue briefs
- State fact sheets
- Advocacy training

#### Infrastructure

- Grant writers
- Meeting facilitators
- Planning tools

#### Communications

- Online resources
- Conference calls
- Webinars
- Communications training and talking points
- Social Marketing consultation

# Campaign for Action

Please sign up! Your role:

- Recruit engaged and committed stakeholders
- Educate policy-makers on key issues
- Reach out to philanthropies/funders
- Gain visibility through media
- Move key recommendations forward

[www.thefutureofnursing.org](http://www.thefutureofnursing.org)

## Grantmakers' Roles

Serve as neutral conveners

Support cutting-edge research

Provide support for Regional Action Coalitions

Support content areas

- Scholarships
- Demo projects
- Leadership development programs

# IFN Resources

Visit us on the Web at:

[www.thefutureofnursing.org](http://www.thefutureofnursing.org)

Follow us on twitter at:

[www.twitter.com/futureofnursing](http://www.twitter.com/futureofnursing)

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