

FUTURE OF NURSING™

Campaign for Action



Robert Wood Johnson Foundation

AARP Foundation®

The Role of Nurses in Building a Culture of Health

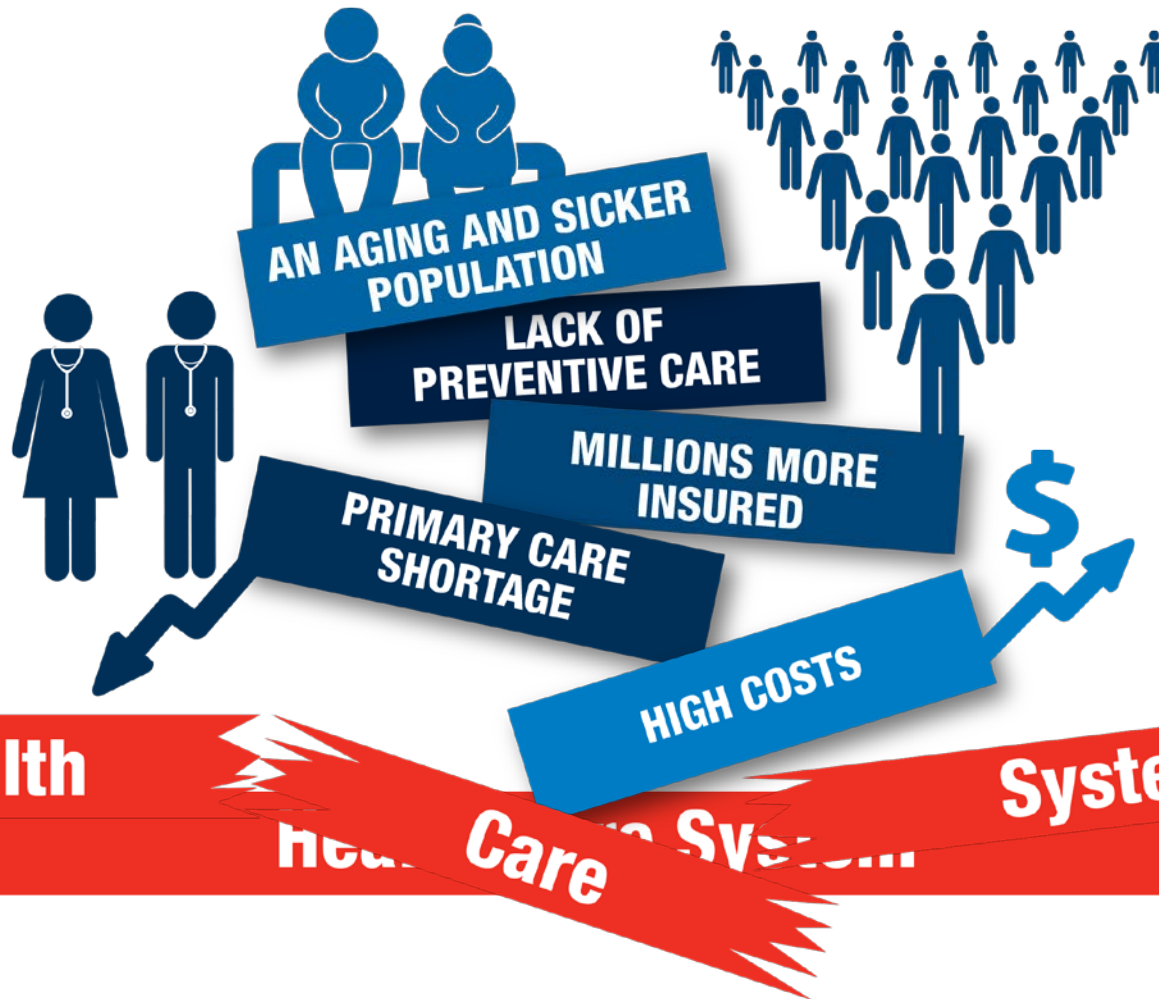
Maryland Action Coalition Retreat and Leadership Summit
May 22, 2017

Susan B. Hassmiller, PhD, RN, FAAN, RWJF Senior Adviser
for Nursing, and Director, Campaign for Action



@suehassmiller
@campaign4action

Health System Challenges

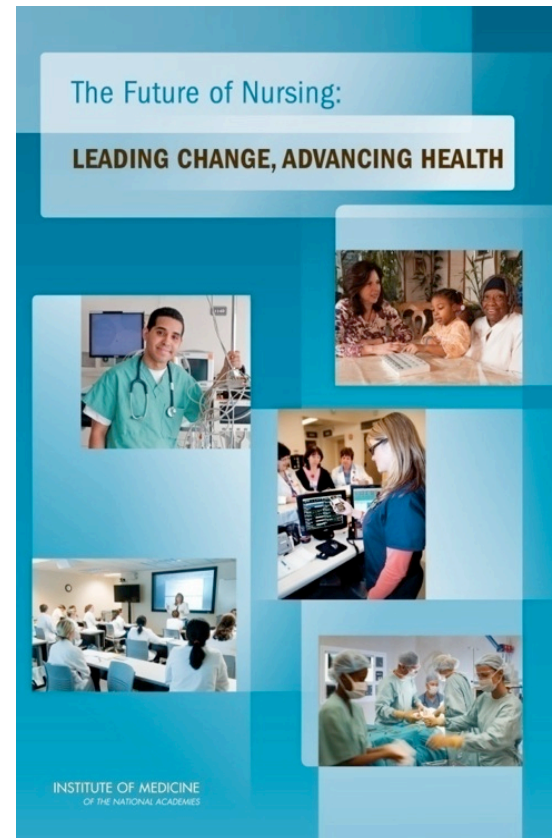




Person- and Family-Centered Care

Landmark report:

- Offers recommendations to transform health through nursing
- Re-conceptualizes roles for nurses



www.nationalacademies.org

Campaign Vision

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Everyone in America can live a healthier life, supported by a system in which nurses are essential partners in providing care and promoting health



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Areas of Focus



Education



Practice & Care



Leadership



Diversity



**Interprofessional
Collaboration**

IOM Report: Prepare more nurses to earn baccalaureate degrees and higher and to engage in lifelong learning

Progress:

- 1) Strong academic progression programs
- 2) More nurses graduating with BSN degrees than associate's degrees starting in 2012
- 3) Incorporating population health and social determinants of health into curriculum



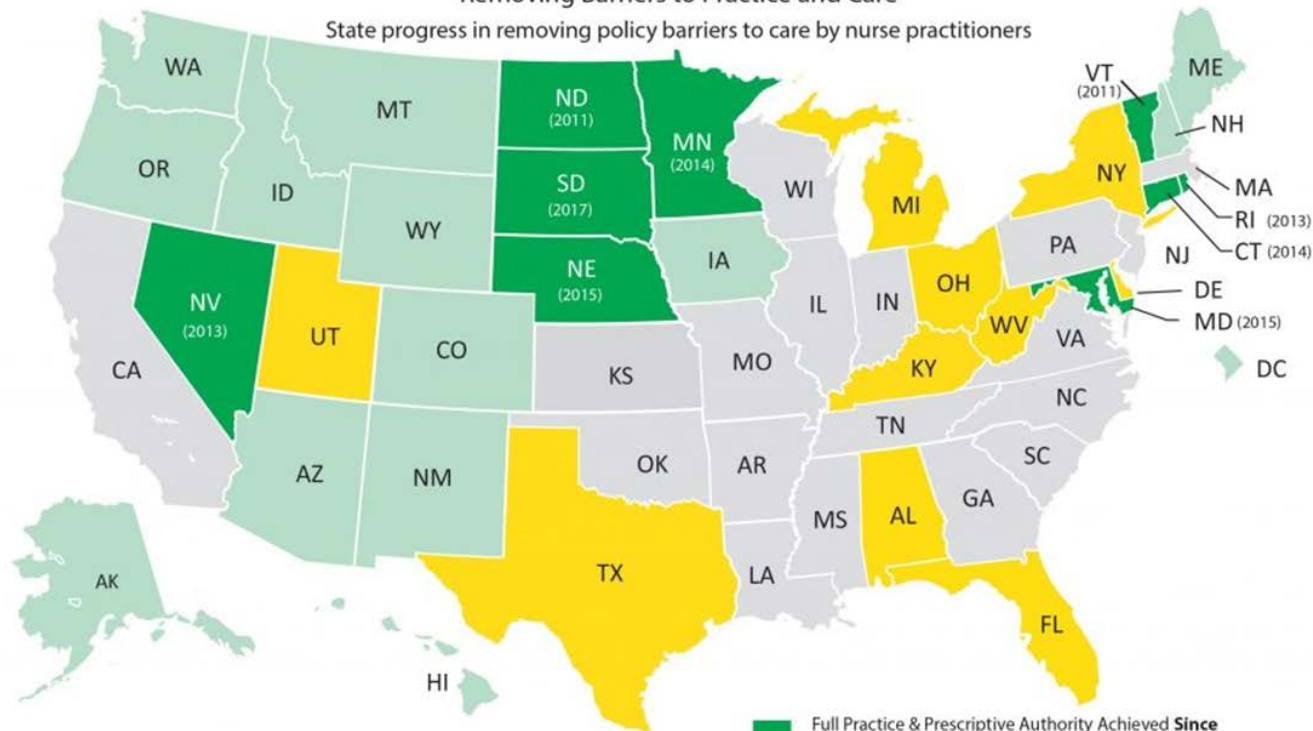
Progress: Removing Barriers

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Removing Barriers to Practice and Care



State progress in removing policy barriers to care by nurse practitioners



This map shows progress for nurse practitioners. For more detail about the practice environment for all types of APRNs, see the National Council of State Boards of Nursing's maps: <https://www.ncsbn.org/5397.htm>.

Updated: February 23, 2017

- Full Practice & Prescriptive Authority Achieved **Since** Campaign Began
- Full Practice & Prescriptive Authority Achieved **Before** Campaign Began
- Incremental Improvements Made Since Campaign Began

IOM Report: Promote nursing leadership and prepare nurses for board positions

Progress:

- 1) Formed Nurses on Boards Coalition
- 2) 26 members
- 3) 2,761 nurses serve on boards
- 4) Goal: reach 10,000 by 2020



www.nursesonboardscoalition.org

Leadership Development Program



Source: University of Maryland School of Nursing

IOM Report: Better collaboration between professionals will improve care

Progress:

- Top nursing schools are increasing the number of interprofessional classes offered
- University of Maryland-Baltimore one of 16 schools to receive grant to boost community-based interprofessional education and practice



IOM Report: Nurses should reflect the population in terms of race, gender and ethnicity

Progress:

1. Nearly all Action Coalitions implementing diversity strategies
2. 30.1% of BSN grads in 2014 represent minority populations (up from 24.1% in 2005)



The Campaign and a Culture of Health

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Campaign's efforts to advance IOM recommendations are giving *all* nurses tools to build a Culture of Health



Address All Factors That Affect Health

Health tied to:

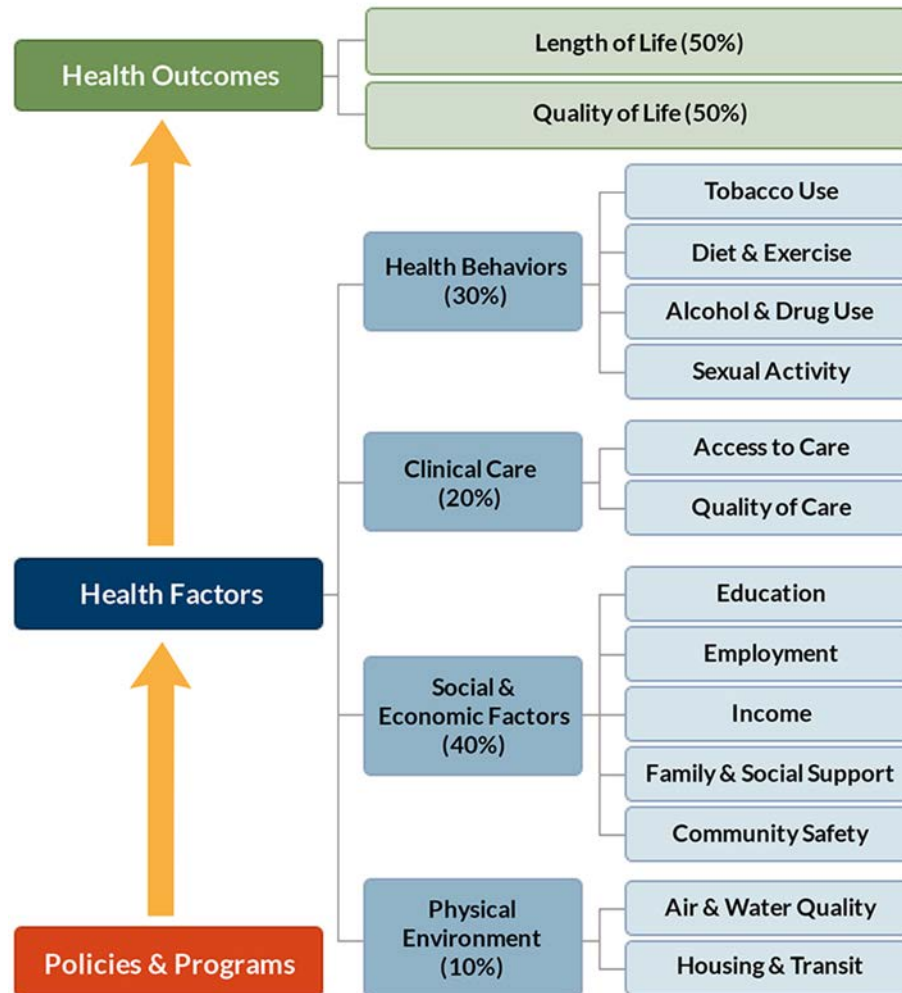
- How much money people make
- How much school they've completed
- Neighborhoods they live in



Copyright <2009> Rodger Tully

The choices we make are
based on the choices we have

Many Factors Affect Health



County Health Rankings model © 2014 UWPHI

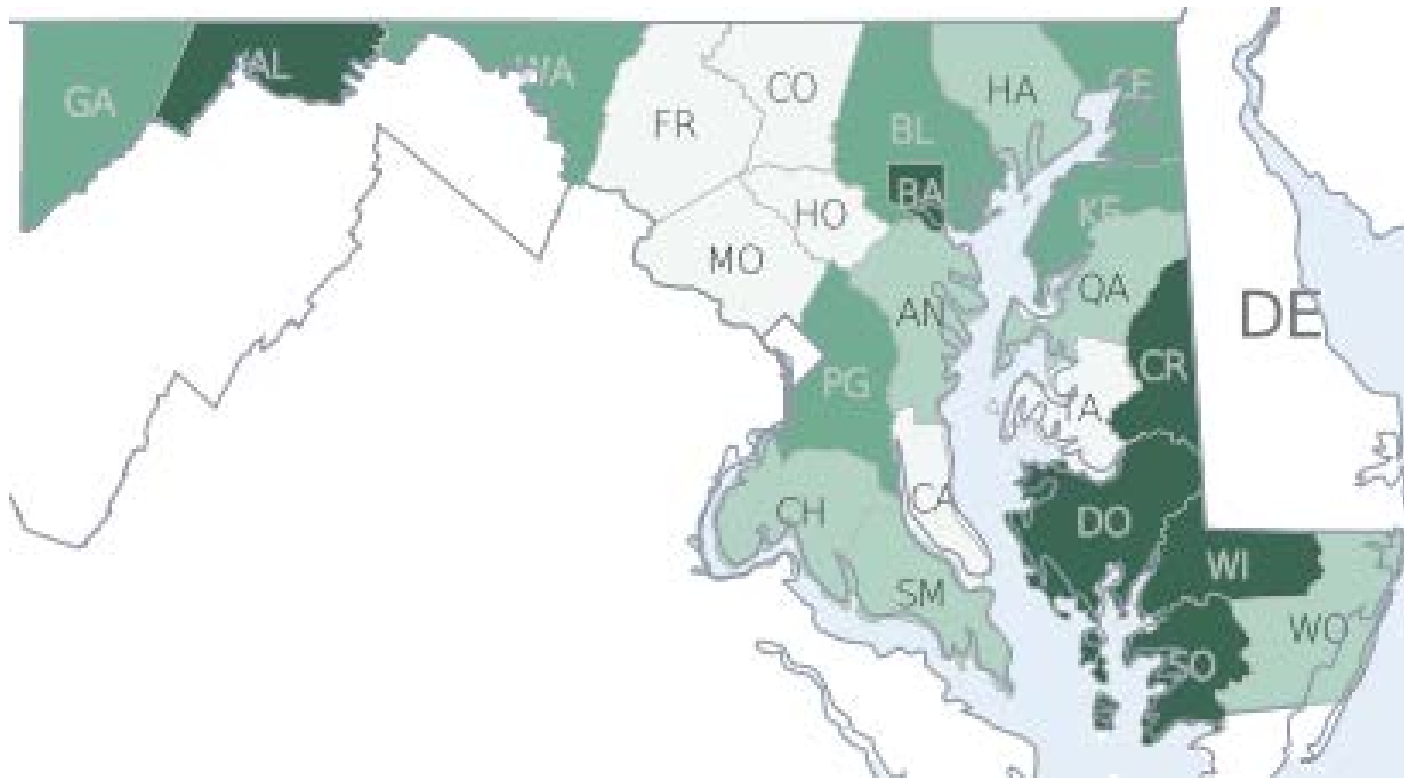
RWJF County Health Rankings

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The screenshot shows the homepage of the RWJF County Health Rankings website. At the top left, there is an orange box with the text "County Health Rankings & Roadmaps" and "Building a Culture of Health, County by County". To the right, it says "A Robert Wood Johnson Foundation program" with a blue winged logo. Below this is a navigation bar with orange background and white text: "HEALTH RANKINGS", "ROADMAPS TO HEALTH", "RESOURCES", and "MORE", each with a dropdown arrow. A search bar on the right contains the text "Search by county, state, or topic" and a magnifying glass icon. The main content area features a large image of two women in a meeting, with the text "Health Is Where We Play" overlaid in white. Below the image is a blue banner with white text: "Our 2017 Rankings are here! Read the 2017 Key Findings Report".

www.countyhealthrankings.org

County Rankings by Health Outcomes



RANK 1 - 6 7 - 12 13 - 18 19 - 24 NOT RANKED (NR)

Source: www.countyhealthrankings.org

Maryland Health Gaps

If residents of all counties in Maryland had the same opportunities for health, there would be:

197,000

fewer adult smokers

118,000

fewer adults who are obese

114,000

fewer adults who drink excessively

171,000

fewer people who are uninsured

109,000

more adults ages 25-44 with some education beyond high school

33,000

fewer people who are unemployed

73,000

fewer children in poverty

19,000

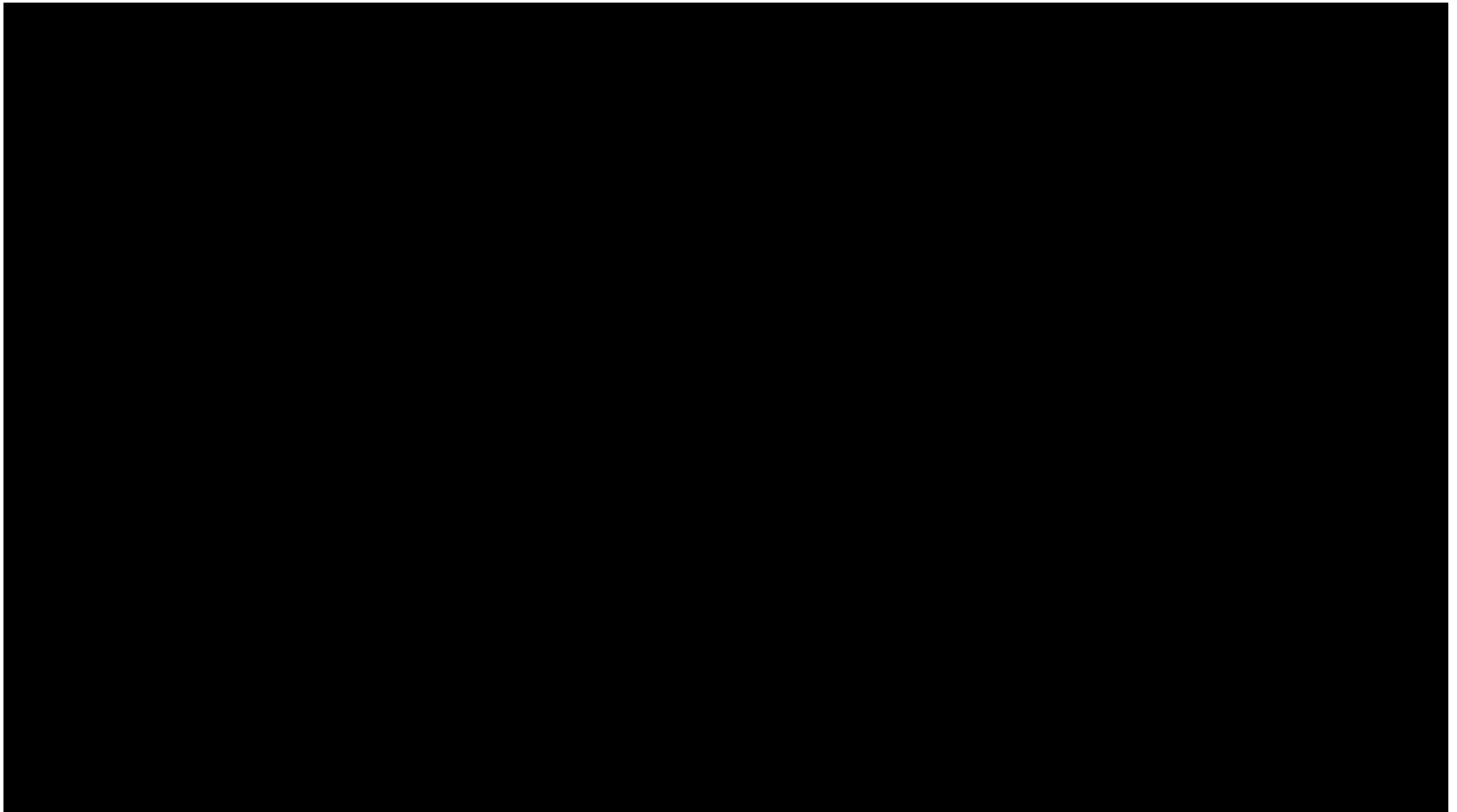
fewer violent crimes

77,000

fewer households with severe housing problems

Source: University of Wisconsin Population Health Institute. County Health Rankings Health Gaps Report 2015.

Video



We, as a nation, will strive together to build a Culture of Health enabling all in our diverse society to lead healthy lives, now and for generations to come



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Many Partners...



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Copyright <2008> Ed Keshi

...Including Nurses



Copyright <2011> Tyrone Turner

Nurse-Family Partnership

Nurses visit low-income, first-time moms during their pregnancy and until their child turns 2

- Check overall health of mothers and infants
- Offer assistance with breastfeeding and infant care
- Enhance educational and employment opportunities for parents



Copyright: Nurse-Family Partnership

Results: Return of \$5.70 per \$1 spent for highest-risk families

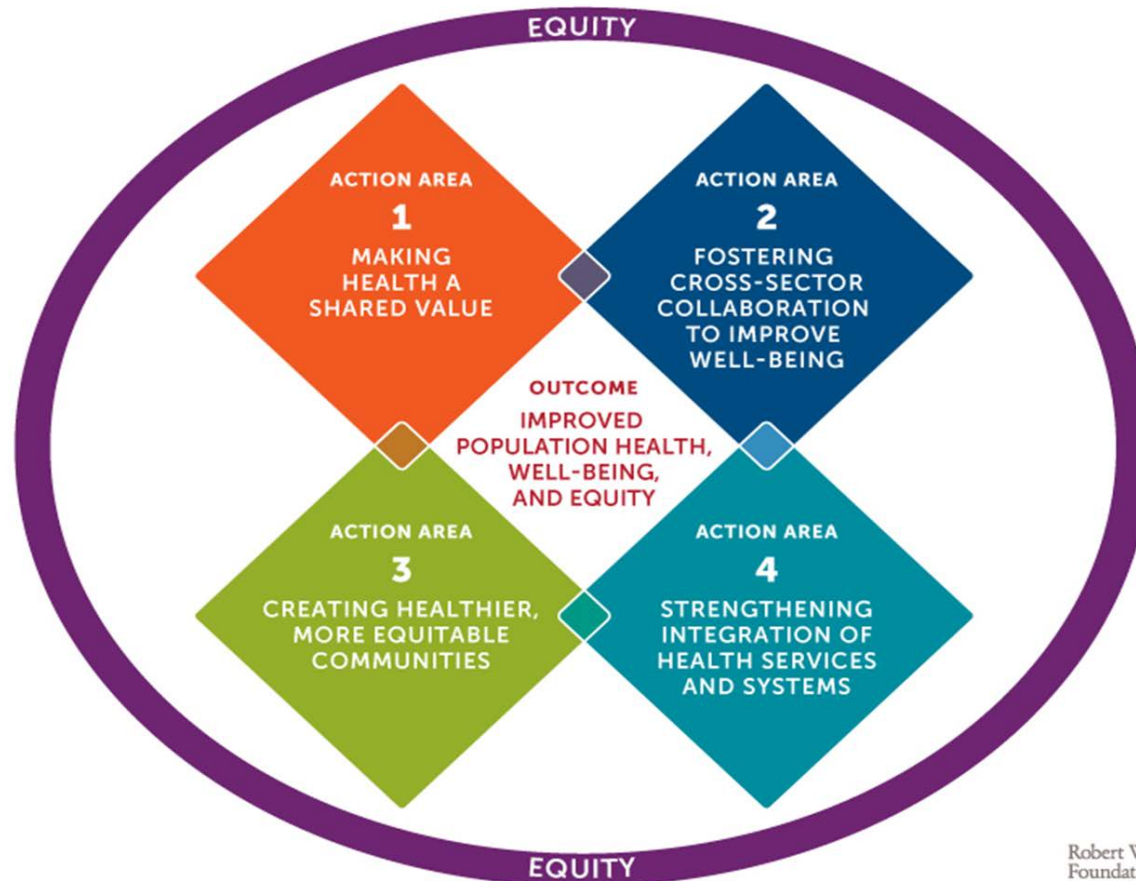
Example: Surplus Food Project

- Nurses and other volunteers repackage hospital food bound for landfill to local food pantries
- Nurses provide health screenings when meals are served



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CULTURE OF HEALTH ACTION FRAMEWORK



www.cultureofhealth.org



ACTION AREA



MAKING HEALTH A SHARED VALUE

DRIVERS

MINDSET AND
EXPECTATIONS

SENSE OF
COMMUNITY

CIVIC
ENGAGEMENT

Value on health
interdependence

Sense of community
Social support

Voter participation
Volunteer engagement



Value on well-being



Public discussion on
health promotion and
well-being

Example: Health Ministries

New York Action Coalition and Genesee Baptist Church

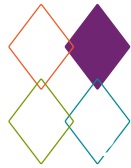
Health Ministries:

- Provide health education
- Promote well-being
- Improve health of congregation and community



Source: Genesee Baptist Church

ACTION AREA



FOSTERING CROSS-SECTOR COLLABORATION TO IMPROVE WELL-BEING

DRIVERS

NUMBER
AND QUALITY
OF PARTNERSHIPS

INVESTMENT IN
CROSS-SECTOR
COLLABORATION

POLICIES
THAT SUPPORT
COLLABORATION

Local health department collaboration
Opportunities to improve health for youth at schools
Business support for workplace health promotion and Culture of Health

U.S. corporate giving
Federal allocations for health investments related to nutrition and indoor and outdoor physical activity

Community relations and policing
Youth exposure to advertising for healthy and unhealthy food and beverage products
Climate adaptation and mitigation
Health in all policies (support for working families)

Example: Healthy Kids and Families Coalition

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West Virginia Action Coalition joined Healthy Kids and Families Coalition

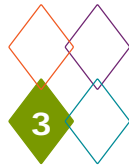


Goal: to improve access to quality health care

- Our Children, Our Future Campaign to end child poverty
- Try This! Healthy Communities Project



ACTION AREA



CREATING HEALTHIER, MORE EQUITABLE COMMUNITIES

DRIVERS

BUILT ENVIRONMENT/
PHYSICAL CONDITIONS

SOCIAL AND
ECONOMIC
ENVIRONMENT

POLICY AND
GOVERNANCE



Housing affordability
Access to healthy foods
Youth safety

Residential
segregation
Early childhood
education
Public libraries

Complete Streets
policies
Air quality

Example: Clean water for Families





ACTION AREA



STRENGTHENING INTEGRATION OF HEALTH SERVICES AND SYSTEMS

DRIVERS

ACCESS

CONSUMER EXPERIENCE AND QUALITY

BALANCE AND INTEGRATION

Access to public health

Access to stable health insurance

Access to mental health services

Routine dental care



Consumer experience

Population covered by an Accountable Care Organization



Electronic medical record linkages

Hospital partnerships

Practice laws for nurse practitioners

Social spending relative to health expenditure

Example: Family Participation in Rounds

Inviting families to participate in rounds:

- Supports their involvement in decision-making
- Gives them an opportunity to ask questions and share information
- Engages them as partners in the care of their family member



“Legacy. What is a legacy? It’s planting seeds in a garden you never get to see.”



--Lyrics from “The World Was Wide Enough,” Hamilton, the Musical


Get Involved!

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www.campaignforaction.org

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ABOUT ISSUES OUR NETWORK BLOG RESOURCES GET INVOLVED Q



We're building a
healthier America
through nursing.

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