Future of Nursing: *Campaign for Action*

Future of Nursing Summit

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Sr. Advisor for Nursing for the Robert Wood Johnson Foundation
Director of the Future of Nursing Campaign for Action
Health Care System Challenges

- Fragmentation
- High costs
- Health care disparities
- Primary care shortage
- Aging and sicker population
RWJF’s Commitment to Improving Care

• RWJF mission: to improve health and health care for all Americans

• Need to address challenges facing nursing to address challenges facing our health system
Institute of Medicine Report

High-quality, patient-centered health care for all will require a transformation of the health care delivery system.
Year One Progress

- The IOM report is one of the most viewed reports on the Institute website
  - As of June 2011, downloads of the report numbered 23,651
  - In a year, the report generated more than 64 million media impressions
- The Campaign for Action website had 154,580 pages views and 48,644 unique visitors in eight months
- Groups have coalesced in nearly every state to take action on the IOM recommendations
- Health and Human Services Secretary Kathleen Sebelius praised the IOM report recommendations in a January 2011 interview in the New England Journal of Medicine
All Americans have access to high-quality, patient-centered care in a health care system where nurses contribute as essential partners in achieving success.
• Initiative of AARP, the AARP Foundation and the Robert Wood Johnson Foundation
• Launched in December 2007
• Mission: Ensure all Americans have a highly skilled nurse when and where they need one
Campaign for Action

- Education
- Practice
- Data
- Leadership
- Collaboration
Campaign for Action Assets

- Evidence-based
- RWJF/AARP Commitment
- Strategic Advisory Committee
- Broad-based Partnerships
Education

- Increase the proportion of nurses with BSNs to 80 percent by 2020
- Double the number of nurses with doctorates by 2020
- Implement nurse residency programs
- Promote lifelong learning
Education

• **Evidence**
  
  – Significant association between educational level and patient outcomes
  
  – Six percent of associate-degree graduates get advanced degrees, enabling them to teach and serve as primary care providers, compared to 20 percent of BSN graduates
How the Campaign is Advancing Education

- **Learning Collaborative**
  - 450 participants
  - Listserv facilitated discussions
  - Determine and share best practices

- **Regional Webinar Series**
  - State sharing
  - Resource guides
  - Web archive

- **Regional Nurse Experts**
  - Nursing expertise
  - Coordination in region and nationally
  - Communication
  - Facilitation and collaboration
Practice

• All practitioners should practice to the full extent of their education and training

• Optimal care:
  – Physicians, nurses and other health professionals work in a team-based model of care delivery
  – Models of care maximize time that providers can spend on their respective roles and responsibilities to patients
Practice

- **Evidence:** Systematic review of published literature between 1990 and 2008 indicate patient outcomes of care provided by APRNs are equivalent or better than MD
  - Patient satisfaction
  - Length of stay
  - NPs: BP, glucose, lipid control
  - CNMs: Fewer C-sections, fewer episiotomies

- **Studies show that APRNs permitted to practice to full extent of education and training provide equal or better care**
How the Campaign is Removing Barriers to Practice and Care

- Convening national stakeholders to implement strategies within their own organizations
- National forum on rural health to examine barriers to APRN practice
- Connecting Action Coalitions with resources and information to make change in their states
Collaboration

• Integrated, collaborative, patient-centered health care teams

• Interprofessional education, training and practice
Leadership

• Nurses bring important viewpoint to management and policy discussions
• Prepare more nurses to help lead improvements in health care quality, safety, access and value
Leadership

- Gallup survey of 1,500 opinion leaders* said nurses should have more:
  - Influence in reducing medical errors, increasing quality of care, promoting wellness
  - Input and impact in planning, policy development and management

* RWJF, 2010
Survey of 1,000 U.S. hospitals* found:

- Nurses account for only 6 percent of board members
- Physicians account for 20 percent of board members
- Other clinicians are 5 percent of board members

* American Hospital Association, 2011
Leadership at Every Level

• **Evidence: TCAB**
  
  – Nurses create, test and implement changes to improve patient care

• **Results**
  
  – Falls with harm, “code blue” calls, 30-day re-admissions declined
  
  – 71 percent of floor nurses felt their ideas counted after TCAB, up 13 percent
How the Campaign is Advancing Leadership

- Nurse Leaders in the Boardroom state pilots
- Tri-Council for Nursing
- Webinar series: The Value of Nurse Leadership in a Transformed Health Care System
The Response: Campaign for Action

Nurse Leaders in the Boardroom

The skills you need to be successful on a board

www.championnursing.org/nurse-leaders-resource
• **Improve health care workforce data collection to better assess and project workforce requirements**
  - Research on health care workforce is fragmented
  - Need data on all health professions
How the Campaign is Advancing Data

- National Council of State Boards of Nursing and Forum of State Nursing Workforce Centers
  - Jointly collecting state data in 2012 using the Forum’s Minimum Nurse Supply Dataset
  - Collaboratively gathering and analyzing the data
  - Publishing a report in early 2013
Diversity

Increase workforce diversity

• Nurses should reflect patient population in terms of gender, race and ethnicity
• All nurses should provide culturally competent care
Campaign Strategies

- Action Coalitions
- Diverse Stakeholders
- Policy-makers
- Research, Monitoring, Evaluation
- Communications
- Grantmaking

RWJF AARP Advisory Committee
Forty-eight health care, business and consumer organizations, including:

- Aetna
- American Hospital Association
- American Public Health Association
- CIGNA
- Johnson & Johnson
- Convenient Care Association
- National Business Coalition on Health
- National Hispanic Medical Association
- National Partnership for Women and Families
- National Rural Health Association
- Target
Twenty-seven national nursing organizations, including:

- American Academy of Nursing
- American Association of Colleges of Nursing
- American Organization of Nurse Executives
- American Nurses Association
- Forum of State Nursing Workforce Centers
- National Black Nurses Association
- National Hispanic Nurses Association
- National Council of State Boards of Nursing
- National League for Nursing
- National Student Nurses’ Association
Technical Assistance

• Tailored technical assistance program to provide Action Coalitions with expertise, tools and other support needed to make change.

• TA structure:
  – Campaign liaison
  – Content resources
  – Planning tools and information
  – Communications support program
Progress

National Organizations

- CCNA launches Learning Collaborative on Advancing Education Transformation
- AACN and Jonas Center for Nursing Excellence collaborating to enhance efforts to increase doctorally prepared faculty
- Leapfrog Group encouraging Magnet status for hospitals
- National Hispanic Medical Association working to improve interdisciplinary education
- Target promises to engage clinical nurses in leadership
**States**

- Florida, New York, California: community college transition to state college and community college/state college partnerships
- Connecticut, Washington: articulation models
- Georgia: online doctoral programs
- Montana: rural nurse residency program
Campaign Resources

• Visit us on the Web at:
  www.thefutureofnursing.org and
  www.championnursing.org

• Follow us on twitter at:
  www.twitter.com/futureofnursing

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