

# **FUTURE OF NURSING™**

## Campaign for Action



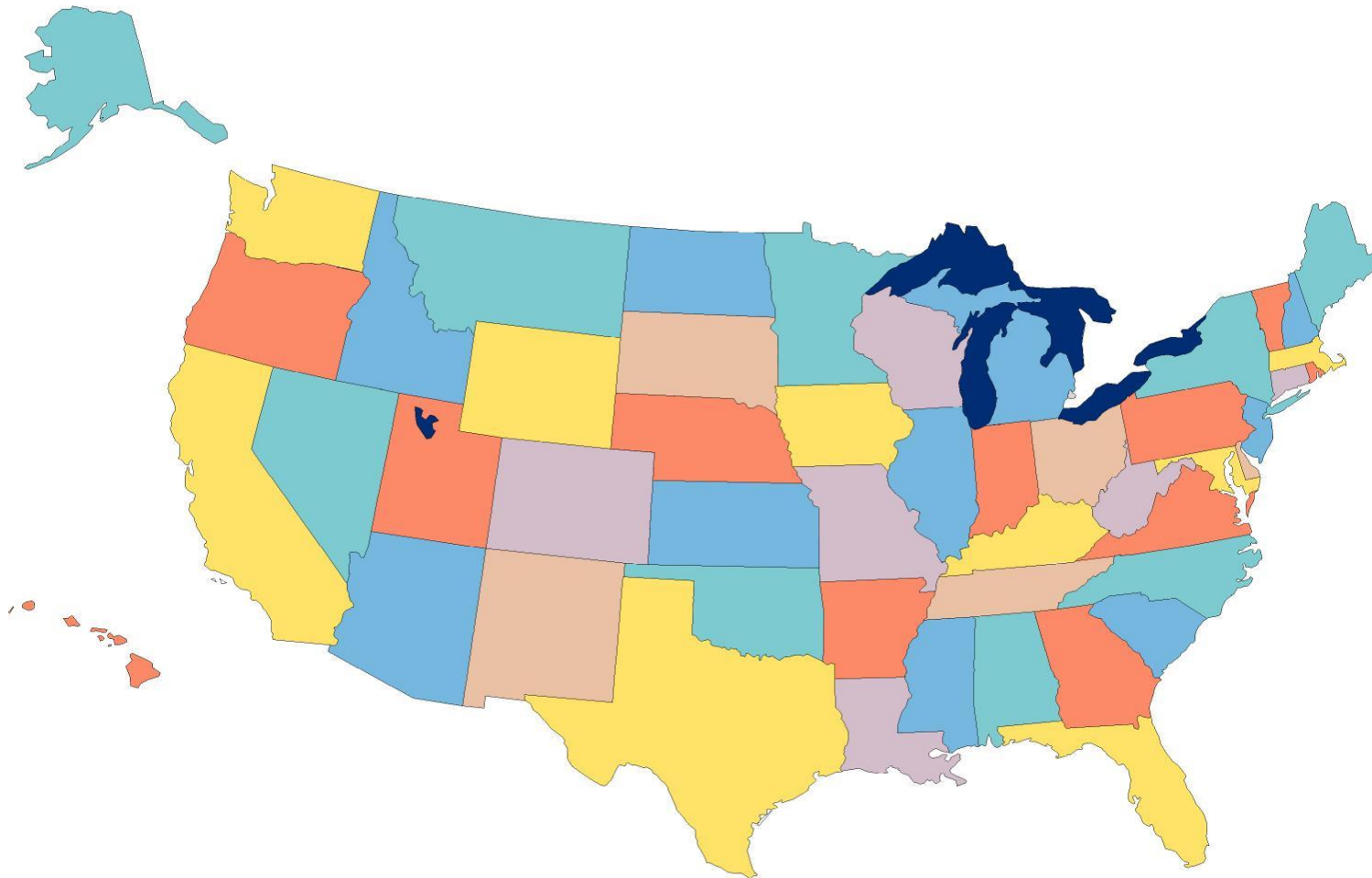
Building a Culture of Health, State by State

Action Coalition Web Conference

April 5, 2016

# Building a Culture of Health: State by State

**FUTURE OF NURSING™**  
Campaign for Action



Produced by the Cartographic Research Lab  
University of Alabama

# Leading Today's Webinar

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Center to Champion  
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Nurse Expert /  
Consultant

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- ***Everyone deserves to live the healthiest life possible***
  - Improving health for everyone is one of the most pervasive challenges of our time and requires a shift toward building a Culture of Health—a society that places well-being at the center of every aspect of life. This is a vision shared by the Robert Wood Johnson Foundation, AARP, and many others.

- ***Nurses are essential to creating a Culture of Health***
  - **Because of their important and ever-present role in our communities, nurses are vital to realizing the vision of a Culture of Health.**

- ***Nurses are transforming health and health care***
  - **The national Future of Nursing: *Campaign for Action* is transforming health and health care and helping to build a Culture of Health.**

- ***Nurses can't do this alone***
  - **Making the changes needed to build a Culture of Health is a significant undertaking that nurses cannot do alone. We must work with many others to achieve it.**

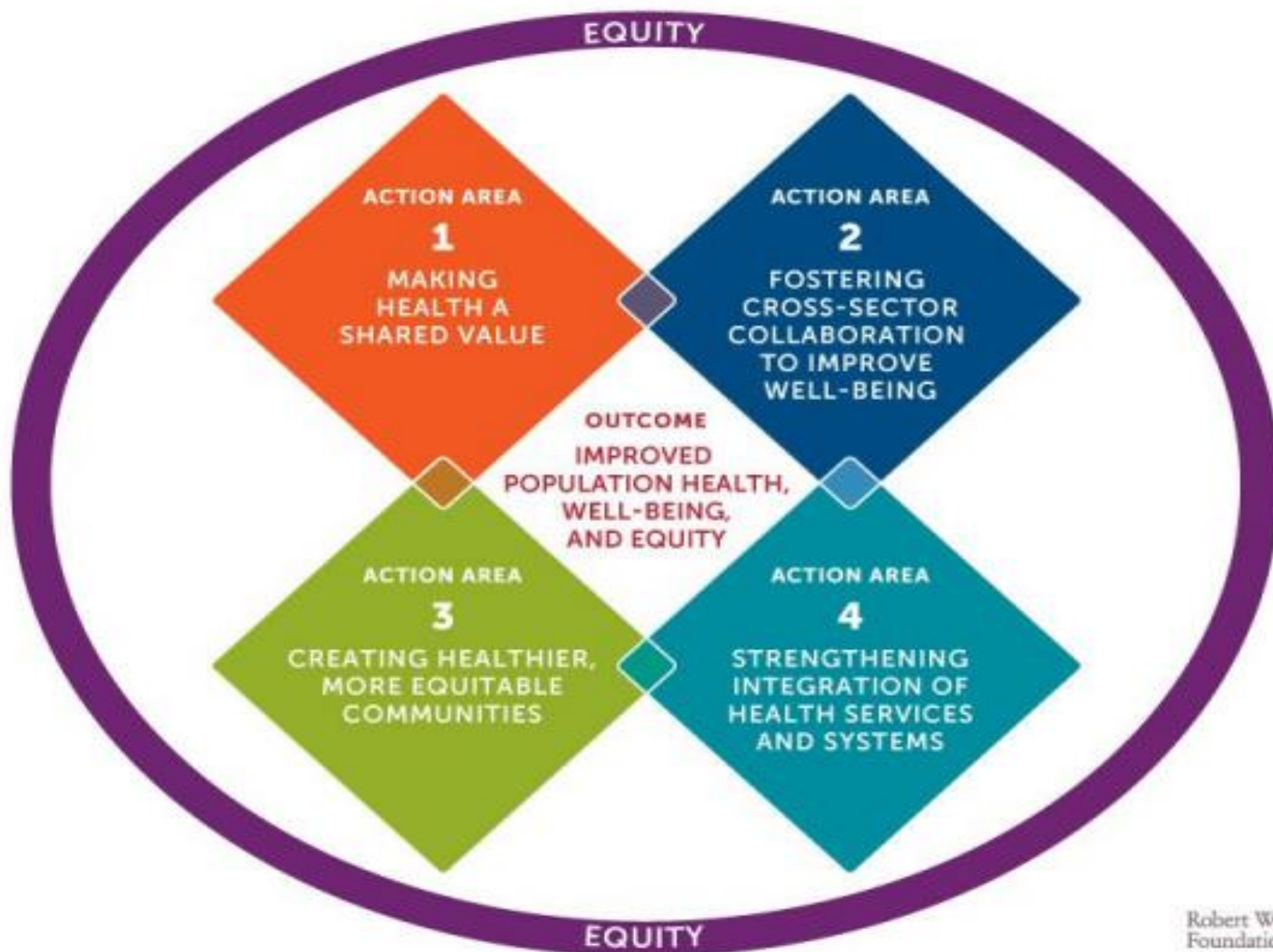
# IMPERATIVES

- **Must move beyond NURSING.**
- **Must deliver short term RESULTS in the next 18 months even as you develop long term plans.**
- **Must have COURAGE to place the right LEADERS at the helm or remove weak, ineffective leaders.**
- **Must have FUNDING to sustain this work.**
- **Must not ignore DIVERSE stakeholders critical to our success.**





# CULTURE OF HEALTH ACTION FRAMEWORK



ACTION AREA



# MAKING HEALTH A SHARED VALUE

DRIVERS

MINDSET AND  
EXPECTATIONS

SENSE OF  
COMMUNITY

CIVIC  
ENGAGEMENT



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

ACTION AREA



# CREATING HEALTHIER, MORE EQUITABLE COMMUNITIES

DRIVERS

BUILT  
ENVIRONMENT/  
PHYSICAL  
CONDITIONS

SOCIAL AND  
ECONOMIC  
ENVIRONMENT

POLICY AND  
GOVERNANCE



ACTION AREA



# STRENGTHENING INTEGRATION OF HEALTH SERVICES AND SYSTEMS

DRIVERS

ACCESS

CONSUMER  
EXPERIENCE  
AND QUALITY

BALANCE AND  
INTEGRATION



OUTCOME

# IMPROVED POPULATION HEALTH, WELL-BEING, AND EQUITY

## OUTCOME AREAS

ENHANCED  
INDIVIDUAL AND  
COMMUNITY  
WELL-BEING

MANAGED  
CHRONIC DISEASE  
AND REDUCED  
TOXIC STRESS

REDUCED  
HEALTH CARE  
COSTS

# Where Have We Been?

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# Where Are We Going?

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# Sustainability: Shifting the Lens

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Identifying the value of nursing to others.

# Taking a Deeper Dive

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# Linking State Work to a Culture of Health


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# Linking Action Coalition Work to a Culture of Health

<b>Promoting Diversity</b>	<b>Culture of Health Action Areas and Drivers</b>
<ul style="list-style-type: none"><li>• Compilation of statewide data for traditionally underrepresented groups</li><li>• Increasing the diversity of Action Coalition leadership and membership actively participating in subcommittees and taskforces</li></ul>	<p data-bbox="1000 448 1219 654"></p> <p data-bbox="1248 505 1634 615"><b>Making Health a Shared Value</b></p> <p data-bbox="923 701 1093 743"><b>Drivers</b></p> <ul style="list-style-type: none"><li>• Mindset and Expectations</li><li>• Sense of Community</li><li>• Civic Engagement</li></ul>

# Linking Action Coalition Work to a Culture of Health

<b>Removing Barriers to Practice and Care</b>	<b>Culture of Health Action Areas and Drivers</b>
<ul style="list-style-type: none"><li>Addressing legislative and regulatory barriers</li></ul>	 <p>Strengthening integration of Health Service and Systems</p> <p>Drivers</p> <ul style="list-style-type: none"><li>Access</li><li>Consumer Experience and Quality</li><li>Balance and Integration</li></ul>

# Linking Action Coalition Work to a Culture of Health

<b>Leveraging Nursing Leadership</b>	<b>Culture of Health Action Areas and Drivers</b>
<ul style="list-style-type: none"><li>• Surveying Nurses in Board positions</li><li>• Development of data on statewide open board positions</li></ul>	 <p>Creating Healthier More Equitable Communities</p> <p>Drivers</p> <ul style="list-style-type: none"><li>• Policy and Governance</li></ul>



## Advancing Nursing Education

- Development and Implementation of Models for seamless academic progression
- Statewide data on increase in BSN enrollments

## Culture of Health Action Areas and Drivers



Fostering Cross Sector Collaboration to Improve Well-Being

### Drivers

- Number and quality of partnerships
- Investment In Cross –Sector Collaboration
- Policies that support collaboration

## Key Points

Culture of Health tool emailed – April 1, 2016

- Who received the survey?  
All co-leads and key contacts
- When is the survey due?  
April 29
- Email the completed excel document to  
[futureofnursing@aarp.org](mailto:futureofnursing@aarp.org)
  - Questions?  
Contact your liaison



# Culture of Health Survey Tool

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AT THE CENTER TO CHAMPION NURSING IN AMERICA



COMPLETED BY (NAME) \_\_\_\_\_

EMAIL: \_\_\_\_\_

ACTION COALITION NAME \_\_\_\_\_

## Together We're Building a Culture of Health

The Future of Nursing: *Campaign for Action* is rooted in the recommendations of the Institute of Medicine report, *The Future of Nursing: Leading Change, Advancing Health*. The *Campaign* is also committed to making sure that nurses are an integral part of the Robert Wood Johnson Foundation's vision of a healthier America. Our *Campaign* work goes hand-in-hand with building healthier communities.

This tool is designed to help Action Coalitions integrate existing and/or new work with building a Culture of Health. Please enter your name, e-mail, and Action Coalition at the top of the page. Then, follow the directions below to describe all related projects, not just those supported with RWJF funding.

Upon completion, save as an excel file and submit via email to [futureofnursing@aarp.org](mailto:futureofnursing@aarp.org) by Friday, April 23, 2016.

### Using the chart below please:

- 1) Describe your Action Coalition projects that are related to building a Culture of Health in 50 words or less.
- 2) Select the *Campaign* pillar with which it is associated. See drop down options at the bottom right corner of the cell.
- 3) Select an RWJF Culture of Health "Action Area." See drop down options at the bottom right corner of the cell.
- 4) Select an RWJF Culture of Health "Driver" within that Action Area. See drop down options at the bottom right corner of the cell. [Click here for an explanation of each driver.](#)
- 5) Enter the key collaborators for each project.
- 6) State your measurable outcomes.
- 7) Enter the start date of your project (month and year).
- 8) Enter the expected end date of your project (month and year).
- 9) Select the current status of your project. See drop down options at the bottom right corner of the cell.

Projects	Campaign Pillar	RWJF Culture of Health Action Area	RWJF Culture of Health Driver	Key Collaborators	Project Measure	Start Date	Expected End Date	Project Status
EXAMPLE 1: Create nursing database and placement process.	Promoting Nurse Leadership	Creating Healthier More Equitable Communities	Policy and Governance	Department of Health (state and local); school board; Office of the Mayor	Our AC will place 5 nurses on local boards by the end of 2016. Nurses on local boards that address access and transportation can help create policies such as "complete streets".	January-16	December-16	In process
EXAMPLE 2: Create BSN programs with seamless academic progression from ADN to BSN that prepare nurses to practice in a culture of health.	Transforming Nursing Education	Fostering Cross Sector Collaboration to Improve Well Being	Number and Quality of Partnerships	SON as lead, partner with Engineering School, Policy & Planning School and Exercise Science as well as VNA and area health system.	Our AC will engage practice partners across sectors in academic progression models to help imbed culture of health content into at least three programs.	November-15	January-17	In process
EXAMPLE 3: Work with school nurses and state minority nursing groups to help bring good health practices into the schools.	Increasing Diversity	Making Health a Shared Value	Mindset and Expectations	local chapter of NAHN, NBNA (etc), School Nurses group and local chapters of National Student Nurse, school boards, PTA, local YMCA, Communications interns	Our AC, in conjunction with the school nurses and state minority nurse groups will design culturally appropriate healthy living workshops for the families in the schools. Outcomes will include stories, articles, tweets about healthy living that will be posted on school-based social media.	March-16	December-16	Not yet started

# Questions or Comments?

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**Press \*1 on your telephone key pad to ask a question  
OR  
Use the “chat” feature to send “everyone” a question.**

You can find the recording, webinar summary, and additional resources by going to: [www.campaignforaction.org/webinars](http://www.campaignforaction.org/webinars).

# Campaign Resources

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Visit us on the web at  
[www.campaignforaction.org](http://www.campaignforaction.org)



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