

## Work plan deliverables: Communications plan

### Communications Plan 2014-2015

The *communications committee* of the Tennessee Action Coalition (TAC) supports and strategizes ways to communicate the activities and events of the TAC. Specifically, the Communications committee (CC) supports the activities of the following committees: 1) education, 2) board, 3) practice, 4) leadership, and 5) sustainability and engagement.

Within the CC, members will serve as a liaison between the TAC committees (listed above) and the communication specialist, a part time position housed in the University of Tennessee Knoxville, College of Nursing. The work of the communications committee is *ongoing and continuous*. The deadlines and timelines for each form of communication are dependent on the activities or events of TAC. To streamline the communication process, the CC will work closely with committee chairs and the communication specialist to promote the actions of the TAC.

Below is a list of specific activities/objectives the CC and the communication specialist will complete and/or work toward on an ongoing basis.

1. **Committee Liaison:**

Timeline: Ongoing

*Objective: Each committee (listed above) will have an assigned CC liaison who will help communicate activities, events and initiatives of the respective committee.*

The role of the liaison is to be the point person for each respective committee and help craft content from the committee to communicate within TAC and abroad to various stakeholders. A CC member will be assigned to each committee. The liaison will develop content for the communication specialist to post/deliver in traditional forms of communication, social media, websites, etc.

**Work plan deliverables: Communications plan continued**

2. **Hire Communication Specialist:** Timeline: July 2014  
*Objective: A communication specialist was hired July 7, 2014 whose role is to work with the CC and Dr. Carole Myers to communicate initiatives of TAC.*

The communication specialist will communicate routinely with the committee liaisons and craft content for various communication mediums. The specialist will manage all forms of communications including the website, social media, synchronous communications via web conferences, phone conferences, print materials, press releases, etc.

3. **Seek Stories:** Timeline: Ongoing  
*Objective: The CC and the communication specialist will actively recruit individuals (nurses, patients, families) to share stories when nurses impacted their health.*

Each committee member will personally invite individuals, including nurses, patients, or families who have a specific story that promotes the mission and goals of TAC to tell their story. The communication specialist will help create a digital story including video, images, and audio to host the stories on the website, feature the stories on TAC social media sites, and showcase stories during various TAC event venues.

The communication specialist will write material inviting individuals to participate on the website and on social media outlets. The specialist will develop a digital storybook on the website with the various stories, which will be available for viewing and showcasing during events.

4. **Collaborate with Other Organizations:** Timeline: Ongoing  
*Objective: The CC and the communication specialist will work with other organizations (AARP, Families USA, Future of Nursing) to identify key techniques and strategies for effective communication.*

**Work plan deliverables: Communications plan *continued***

Tennessee Nurse – The TAC committees and communication specialist will communicate with Kathy Denton about publication in Tennessee Nurse.

Families USA – Nancy Mele, an acting committee member, has been identified as the liaison between the CC and other committees.

AARP – The TAC and communication specialist will communicate with Tara Shaver concerning effective techniques and communication concerning AARP.

Future of Nursing (CCNA) – For communications related questions, Aiden McCallion and Merideth Hunter will act as contacts, while general coalition and campaign assistance will come from Jennifer Peed.

5. **Print Materials:**

Timeline: See below

*Objective: The CC and the communication specialist will develop print quality materials to showcase the general goals and initiatives of TAC.*

The CC will assist the communication specialist in developing print materials to showcase each initiative for the TAC. The materials will use templates and resources from the Future of Nursing and AARP. The materials will be available on the TAC website for print in addition to print quality materials available upon request from the communication specialist. Materials will be developed describing the following information:

- a. General TAC goals and initiatives in achieving TAC's goals.

Timeline: Ongoing updates, including writing and design, which will assist

**Work plan deliverables: Communications plan *continued***

- b.** Initiative to promote more RN-to BSN graduates      Timeline: Quarterly updates to print materials, with a goal to complete initial material development by end of 4<sup>th</sup> quarter.
- c.** Initiative to promote nurse leaders on hospital boards      Timeline: Quarterly updates to print materials, with a goal to complete initial material development by end of 4<sup>th</sup> quarter.
- d.** Initiative to promote full practice authority among APNs      Timeline: Quarterly updates to print materials, with a goal to complete initial material development by end of 4<sup>th</sup> quarter.
- e.** Develop 40 nurse leaders under 40 years of age      Timeline: Quarterly updates to print materials, with a goal to complete initial material development by end of 4<sup>th</sup> quarter.
- f.** Release TAC news and updates      Timeline: Quarterly press release concerning events or news.

6. **Digital Marketing:**      Timeline: See below

*Objective: The CC and the communication specialist will drive traffic to the website with a variety of digital marketing strategies to increase site clicks by 5% each year.*

The CC will assist the communication specialist in showcasing TAC initiatives, news and events through digital marketing strategies. By developing fresh, relevant content for each of the channels listed below, the goal of the digital marketing strategy is to maintain the website's top three spot in search engines.

- a.** Write and market website content.      Timeline: Update website with fresh, news-worthy information monthly.

**Work plan deliverables: Communications plan *continued***

- b.** Integrate SEO keywords into digital channels.                      Timeline: Ongoing
- c.** Increase social media presence, driving traffic to TAC site.                      Timeline: Ongoing with new LinkedIn account by 4<sup>th</sup> quarter, and weekly updates to social media accounts.
- d.** Market webinars through a variety of channels.                      Timeline: Ongoing with monthly email blasts, as well as in-depth website and social media marketing upon release of new webinars.
- e.** Market and promote upcoming programs and events.                      Timeline: Ongoing as events and webinars are planned and developed.

# Tennessee Action Coalition



*Ensuring that all Tennesseans have access to high-quality, patient-centered health care, with nurses contributing to the full extent of their capabilities*

May 16, 2012

## Hello!

Together we want to provide some updates on the Tennessee Action Coalition. Earlier this year, the University of Tennessee, Knoxville's College of Nursing and AARP Tennessee were selected to lead the *Tennessee Action Coalition* to advance the recommendations in *The Future of Nursing: Leading Change, Advancing Health*, a landmark report, released in October of 2010 by the Institute of Medicine (IOM).

The report outlines recommendations for transforming the delivery of health care. The report is an action-oriented blueprint for optimizing the contributions of the nursing profession to address a wide-range of needed changes in the nation's health care delivery system.

The Robert Wood Johnson Foundation, AARP, and the AARP Foundation formed the *Center to Champion Nursing* and launched the *Campaign for Action* to promote the implementation of the IOM recommendations. *State Action Coalitions* are the vehicle for driving the Campaign for Action's field strategy. Each Action Coalition is comprised of nurses and other health care professionals, business leaders, consumer groups, and other stakeholders.

For an overview of the IOM report, follow this link:  
<http://thefutureofnursing.org/sites/default/files/FutureofNursing2010ReportBrief.pdf>

## Action Coalition Activities

**Steep learning curve**-As you would expect, we are working hard to become familiar with the role of the Action Coalition and better acquainted with the variety of resources available through the Center to Champion Nursing, and opportunities to network with other Action Coalitions.

**Building an infrastructure**-Recently we have been working to assemble a Board of Directors, develop a strategic plan, draft a budget for the coalition, and prepare to seek funds for the operation of the Action Coalition.

We have identified an excellent complement of nominees for the board of directors and drafted bylaws for the board. We appreciate the suggestions we received regarding board members. Invitations are currently being extended to nominees with the goal of having an initial board meeting by the end of July.

We have been advised that the key to being successful in advancing the IOM recommendations is engaging a broad contingent of stakeholders, not just nurses and those traditionally closely aligned with nurses. We have carefully developed guidelines for the selection of board members that will help us with this goal.

Our first board of directors meeting, hosted by Vanderbilt University, will be a strategic planning meeting facilitated by a professional provided by the Center to Champion Nursing. Joining the board of directors will be a small

group nursing and other leaders from across the state.

To facilitate the strategic planning, we will be conducting a survey to identify those who are interested in being a part of the coalition's efforts and to determine where Tennessee is in relationship to each of the recommendations.

Email invitations with a link to the survey will be sent to leaders of various nursing and other organizations across the state. Recipients will be asked to forward the invitation to members of their professional organizations and networks. If you are receiving this newsletter, you will also receive an email invitation to participate in the survey. We thank-you in advance for helping us to distribute the invitation broadly, with special attention to non-nurse stakeholders that have an interest in improving health and health care in Tennessee.

**Fall statewide kick-off**—Once the board prepares a strategic plan, it will be vetted in a variety of ways. A major way is via the fall statewide kick-off for the Action Coalition. We are planning a series of meetings, based in Nashville, with different groups featuring a national speaker and others interested in promoting the IOM recommendations as a means to *ensure that all Tennesseans have access to high-quality, patient-centered health care, with nurses*

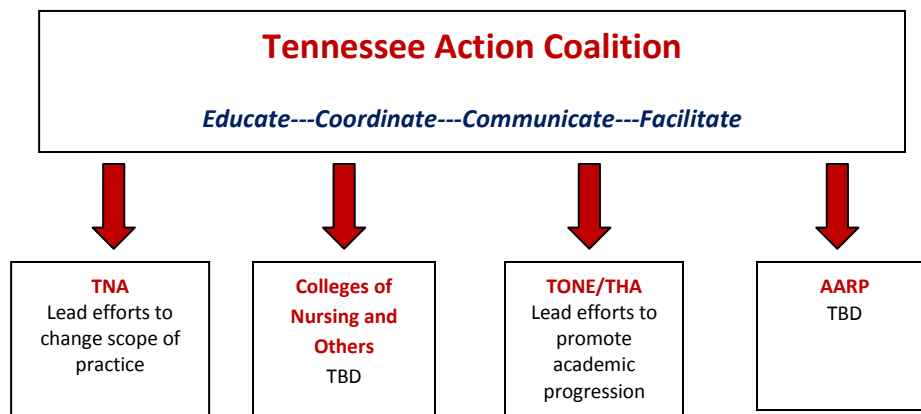
*contributing to the full extent of their capabilities.* A funding prospectus has been developed and potential Tennessee donors have been identified. Armed with a projected budget, development professionals from UT and AARP Tennessee will be working to secure funds for the operation of the Action Coalition.

### How Will the Action Coalition Work?

Successfully advancing the recommendations will require a concerted effort by essential individuals and organizations, *many who are already engaged in work to advance the recommendations and possess the knowledge, skills, resources, and connections necessary to produce needed change.* A key priority is involving non-nurse stakeholders.

We envision that the Tennessee Action Coalition will support the advancement of the IOM recommendations in the state via education, coordination, communication, and facilitation. Being an Action Coalition provides access to a number of resources. These resources can potentially be used by stakeholders across the state in advancing the IOM recommendations.

We have created the diagram below to illustrate how the coalition may work:



**We appreciate your many questions, interest in the Action Coalition, and offers of assistance.**

*Co-Directors—Carole R. Myers, University of Tennessee, Knoxville College of Nursing (cmyers9@utk.edu)  
Tara Shaver, AARP Tennessee (tshaver@aarp.org)*

The Tennessee Action Coalition is coordinated by AARP Tennessee and The University of Tennessee, Knoxville College of Nursing. The Tennessee Action Coalition has been convened to advance the Future of Nursing: *Campaign for Action*, organized by the Robert Wood Johnson Foundation in collaboration with AARP and the AARP Foundation.

# Tennessee Action Coalition



*Ensuring that all Tennesseans have access to high-quality, patient-centered health care, with nurses contributing to the full extent of their capabilities*

August 2012

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## Update: Statewide Survey

Over 500 nurses and medical professionals completed the Statewide Coalition Survey. The focus of the survey was to identify individuals and organizations interested in being part of Tennessee Action Coalition initiatives and to determine where Tennessee is in relationship to each of the recommendations included in the *Future of Nursing* report from the Institute of Medicine (IOM). Survey results will be used to facilitate coalition strategic planning and evaluation of coalition progress in advancing the IOM recommendations. Key results will be published in an upcoming newsletter.

## Action Coalition Events

### *Coalition Strategic Planning Session*

The board of directors met for the first time for an initial strategic planning session on July 27<sup>th</sup>. Dr. Colleen Conway-Welch, Dean of the Vanderbilt College of Nursing, hosted the meeting; refreshments were provided by AARP Tennessee. Objectives for the day include establishing strategic priorities for the coalition and further defining the coalition's organizational structure. A summary of the meeting will be included in the next newsletter.

### *Summer Summit*

The Summer Summit was held August 3<sup>rd</sup> at Vanderbilt University. Participants included select nursing leaders, and members of the Political Action (PAC), Government Affairs and APRN Committees.

The Summit was devoted to planning legislative strategy to allow Advanced Practice Registered Nurses (APRNs) to practice to the full extent of their education and training, identifying actionable outcomes, and assigning accountabilities for the actions. The Action Coalition is working closely with the Tennessee Nurses Association to deal with scope of practice issues. Meeting outcomes will be communicated by the Tennessee Nurses Association.

### *Fall Statewide Kick-Off*

The Tennessee Action Coalition strategic plan, developed by the board, will be vetted during the fall statewide kick-off to be held on October 5<sup>th</sup>. The kick-off will be a series of meetings, based in Nashville, with different groups featuring a national speaker and others interested in promoting the IOM recommendations as a means to *ensure that all Tennesseans have access to high-quality, patient-centered health care, with nurses contributing to the full extent of their capabilities*.

## Welcome to the Board of Directors

We are pleased to introduce the leaders from across the state who have accepted our invitation to join the Board of Directors of the Tennessee Action Coalition. The major role of board members is to enable the coalition to achieve its purpose by developing and maintaining a strategic plan, engaging stakeholders from across the state, raising funds for the operation of the coalition and major initiatives, and securing other necessary resources.



## Meet the Board

### Academia

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**Peter Buerhaus, PhD, RN, FAAN** (Nashville) is Professor of Nursing and Director of the Center for Interdisciplinary Health Workforce Studies for the Institute for Medicine and Public Health at Vanderbilt University Medical Center. As a nurse and healthcare economist, Peter is well-known for his studies on nursing and physician workforces; and he was appointed Chair of the National Health Care Workforce Commission (September 2010), created under the Affordable Care Act, to advise Congress and the Administration on health workforce policy and serves as a resource for the states and localities.

**Wendy Nehring, PhD, RN, FAAN, FAAIDD** (Johnson City) is Dean and Professor at the College of Nursing, East Tennessee State University. Prior to her deanship, she served as Associate Dean for Academic Affairs, Director of the Graduate Program, and Associate Professor at the College of Nursing, Rutgers University. Dr. Nehring is nationally and internationally known in the fields of intellectual disabilities and high-fidelity nursing simulation. She is a fellow of the American Academy of Nursing and the American Association on Intellectual and Developmental Disabilities. Dr. Nehring is representing the Tennessee Deans and Directors group.



### Advocates/Consumers

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**Kathleen Beine, M.D.** (Kingsport) is a family physician, medical educator, and researcher. As Clinical Associate Professor with the Department of Family Medicine, East Tennessee State University, her focus has been clinician-patient communication, developing extensive teaching materials for an interdisciplinary communications for medical, nursing, and pharmacy students. These materials have been shared with medical and nursing schools throughout the United States and internationally. As the principal in Beine & Associates, she advocates for improved community design. She was research consultant for “A Livable Community Survey of the Greater Kingsport, TN Area” by AARP.

**Tony Garr, MAT** (Nashville) is the founder and former executive director of the consumer health-care advocacy organization, the Tennessee Health Care Campaign, Inc. (THCC). He currently works as the Policy Director at THCC. Prior to founding the THCC, Tony was the state director for the American Diabetes Association, Tennessee Affiliate and the Director for the Cumberland Chapter of the National Hemophilia Foundation. He is also a recipient of the Robert Wood Johnson Community Health Leadership Award.





**Debbie Pare'** (Mount Juliet) was appointed to AARP's Tennessee Executive Council in June 2012. She is currently the Director of the Wilson County Sheriff's Office Senior Citizens Awareness Network (SCAN) program in Lebanon, TN. This program is an outreach program that focuses on assisting and checking on at risk seniors in Wilson County. Her work with SCAN brought her recognition from AARP and was one of three recipients of the 2011 AARP Andrus Award. Debbie serves as a representative of Wilson County on the Greater Nashville Regional Council on Aging and Disability advisory board, and the Wilson County Community Help Center board of trustees. Debbie is an AARP Tennessee representative on the board.

## At-Large

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**Susan Jacob, PhD, RN** (Memphis) is a retired Professor Emeritus from the College of Nursing at the University of Tennessee Health Science Center. She also served as Executive Associate Dean for eight years. In that role she focused primarily on strategic planning, accreditation, and outreach and globalization. Dr. Jacob has consistently served in leadership roles in Sigma Theta Tau International and the Tennessee Nurses Association. Susan served as a board member for the Nursing Institute of the Mid-South and has been a strong supporter of the Action Coalition and efforts to advance nursing.



## Business

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**Helen Lane, MBA** (Nashville) is a Partner and Healthcare Practice Leader for C3 Consulting, a management consulting firm based in Nashville. She leverages more than 25 years management experience to help healthcare companies through design and execution of critical business processes. Prior to joining C3, Ms. Lane was Vice President and Chief Information Officer for a healthcare solutions company where she improved clinical and administrative workflow and reduced costs in multiple physician practices. She is a board member of the Tennessee Health Information and Management Systems Society and the Nashville Ronald McDonald House.

**Cristie Upshaw Travis, MSHA** (Memphis) is Chief Executive Officer of the Memphis Business Group on Health, a business coalition with 15 employer members and affiliates providing health care benefits to approximately 350,000+ residents of the Mid-South and Tennessee, which focuses on sharing solutions and providing tools to manage health benefits in. Ms. Travis is a former Chair of the Board of Governors of the National Business Coalition on Health; she is former Chair of the Board of Directors for The Leapfrog Group and currently serves as Chair of the Business Development Committee of their Board of Directors; and she serves on the Purchaser Advisory Committee for NCQA.



## Ex-Officio

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**Rebecca Kelly, MPA** (Franklin) has served as Senior State Director for AARP in Tennessee since 2005, overseeing the work of 7 staff and more than 1,000 volunteers, in support of a membership of more than 650,000. Prior to that, she worked for 9 years as Associate State Director, focusing on volunteer management and community development throughout the state. Rebecca has served on numerous national committees within AARP and is a frequent spokesperson for issues of concern to people over 50 and their families. Rebecca has 29 years of experience in the field of aging.

**Vickie Niederhauser, DrPH, RN** (Knoxville) is currently Dean and Professor at the University of Tennessee, Knoxville College of Nursing. Prior to her current position, Vickie held various leadership roles at the University of Hawaii at Manoa, School of Nursing & Dental Hygiene including Associate Professor and Associate Dean for Academic Affairs, and Department Chair. The focus of Dr. Niederhauser's scholarly activities is in the area of child and adolescent Health Promotion and Disease Prevention, with an emphasis on immunizations and childhood obesity. She is an alumna of the Robert Wood Johnson Foundation Executive Nurse Fellow Program and is a board member of the Beryl Institute and The RWJ Executive Nurse Fellows Alumni Association.



## Nurse Leaders

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**Sharon Adkins, MSN, RN** (Nashville) is the Executive Director of the Tennessee Nurses Association (TNA). She has been active in both the state and national levels in the promotion of the nursing profession and its varied roles. In her 20 plus years at Vanderbilt University Medical Center, she developed and directed the Center for Parish Nursing and Health Ministries. During her presidency of the Health Ministries Association, that organization jointly developed the *Scope and Standards of Faith Community Nursing* with the American Nurses Association (ANA). In her current role she works as an advocate for the 83,000 nurses in Tennessee in the legislative, community and educational arenas to advocate for the profession and for accessible, quality patient care for the citizens of Tennessee.

**Beverly Jordan, MSN, RN, CENP** (Memphis), newly appointed as the Vice President and Chief Clinical Transformation Officer for the Baptist Memorial Health Care Corporation served most recently as the organization's Vice President and Chief Nurse Executive. In this role, she was responsible for corporate oversight for nursing and patient safety. With over thirty-five years of nursing leadership, she has demonstrated accomplishments in quality and safety patient outcomes, fiscal accountability and patient/ family satisfaction and experience. Beverly serves on a variety of boards with community nursing programs as well as serving as Board



Chair for Leadership Memphis. Beverly was elected to serve on the coalition board by the board of directors of the Tennessee Organization of Nurse Executives (TONE).

## Providers

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**Debbi Honey, MHA** (Chattanooga) is President of Honey Consulting, Inc. and provides comprehensive consulting and operations support to healthcare organizations. She specializes in quality and patient safety, clinical leadership and staff development, nursing services and operations, and service line development and optimization. She is the former Vice President, Clinical Operations for Catholic Health Initiatives (CHI), a national nonprofit health organization. She is an alumna of the Robert Wood Johnson Foundation Executive Nurse Fellow Program and currently serves on the board of Women Business Leaders of the U.S. Health Care Industry Foundation.

**Bill Jolley, MPA** (Nashville) is Vice President for Rural Health Issues and Executive Director of the Tennessee Rural Partnership (TRP) at the Tennessee Hospital Association (THA). He is responsible for establishing rural health networks, performance improvement and expanding services for hospitals. Through TRP he is working to enhance statewide collaboration on workforce planning to better serve underserved communities and health providers by assisting in recruitment, placement and retention of physicians and other health professionals. He also works to achieve an abundant, competent and motivated healthcare workforce through THA's Center for Health Workforce Development. Bill is representing THA on the board.



**Marty Smith, MBA** (Nashville) is currently a Division President for Community Health Systems (CHS), one of the nation's leading operators of general acute care hospitals. Marty is primarily responsible for 28 of the company's facilities which are located in Pennsylvania, New Jersey and Tennessee. The division currently has annual Net Revenue of approximately \$3 billion and is supported by more than fourteen thousand employees. He joined CHS in 1998 as a hospital CEO in Cleveland, Tennessee. In 2003, he was promoted to CEO of Pottstown Memorial Medical Center in Pennsylvania and in of 2005 was named Vice President of Operations before

moving to a Division President position in 2008.