

# **FUTURE OF NURSING™**

## Campaign for Action

Robert Wood Johnson Foundation

**AARP**  
Real Possibilities

# ***Promoting a Culture of Health: Examples From the National Association of Hispanic Nurses***

January 11, 2016

Winifred Quinn, PhD

Adriana Perez, PhD, ANP-BC, FAAN

Susana González, MHA, MSN, RN, CNML

Nohemi Alvarez, MSN, RN, FNP-C

# Today's Webinar

- Hear how two chapters of the National Association of Hispanic Nurses have led efforts in their communities to expand the public's access to health care services, including insurance that makes the services affordable.



## **Winifred V. Quinn, PhD**

Director, Advocacy & Consumer Affairs

*Center to Champion Nursing in America at AARP*

# Today's Facilitator

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**Adriana Perez, PhD, ANP-BC, FAAN**

Assistant Professor, University of Pennsylvania  
Diversity Consultant, Center to Champion Nursing in  
America



# Educating the Latino Community on the **AFFORDABLE CARE ACT**

**The National Association of Hispanic Nurses: Partnerships  
to Increase Coverage in Communities (PICC) Initiative**

**Grant #5 CPIMP141072-02-00**

**Adriana Perez, PhD, ANP-BC, FAAN**

**Grant Principal Investigator**

**Assistant Professor of Nursing, University of Pennsylvania**

**[adrianag@nursing.upenn.edu](mailto:adrianag@nursing.upenn.edu)**



“Nurses should have a voice in health policy decision making, as well as being engaged in implementation efforts related to health care reform.” (p. 32-33)

Institute of Medicine. (2011). *The Future of Nursing: Leading Change, Advancing Health*. Washington, DC: The National Academies Press.

# Overarching Goal

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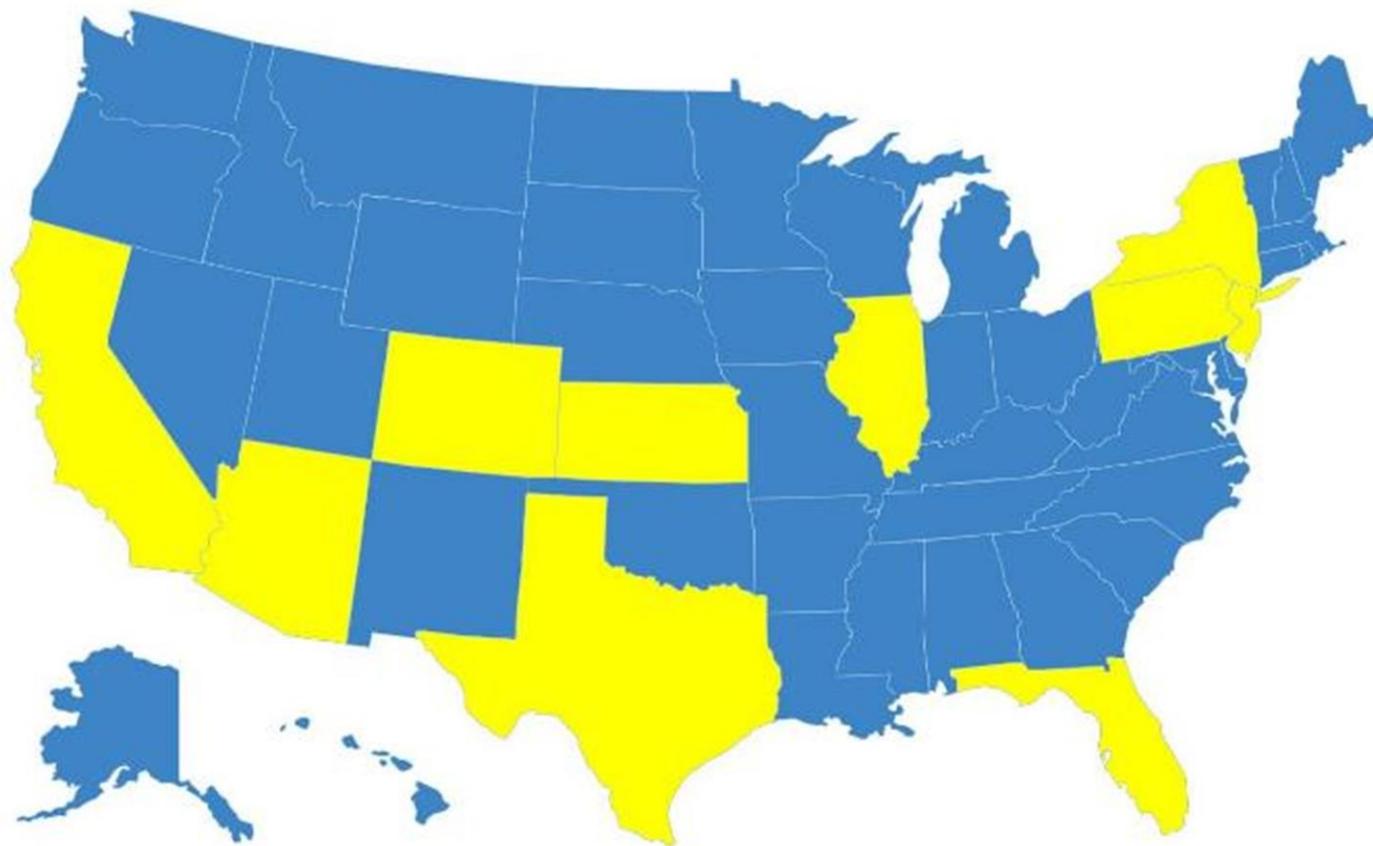
To *promote health and wellness* using the ACA as a platform to teach multicultural communities about the protections, benefits, health insurance options, and health insurance literacy.



# Historical Opportunity for NAHN

1. Teaching patients, families, peers and community – cited as #1 motivator for nurses participating in this program.
2. Need to clarify myths, learn about local and national resources to refer families.
  - Learn about federal subsidies and application process
  - Become more knowledgeable of “how insurance works” (health insurance literacy)
  - Connect with bilingual health care providers/resources
3. Opportunity to gain leadership skills in educating bilingual, multicultural communities on health care reform.
  - Better understanding of healthcare reform
  - Build confidence (Readiness to teach)
  - Practicing communication skills (public speaking)
  - Mentorship platform

## States -- NAHN ACA Grant Implemented



2014-2016 US DHHS Grant Number #1 CPIMP141072-02-00

# Evaluation

- Nurse Outcomes
  - >100 NAHN Nurses/Students Since Year 1
  - “Readiness” Survey
  - Presentations & Publications
- Individual & Family Outcomes
  - >7,068 attended group education sessions
  - >2,112 community health screenings
- Community Outcomes
  - 125 partnerships nationwide
  - >2,400 via social media, messaging, traditional print/news
  - Robert Wood Johnson Foundation Charting Nursing’s Future
  - Latino ACA Coalition
- Recipient of iCohere’s “Serving Those Who Serve Others” 2015 Grant
  - >320 completed training



# Today's Presenters

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## **Susana González**

MHA, MSN, RN, CNML

Board Member

Co-Chair of Policy and Advocacy

National Association of Hispanic  
Nurses

President, NAHN Illinois



## **Nohemi Alvarez**

MSN, RN, FNP-C

ACA Lead Educator

National Association of Hispanic  
Nurses, Kansas City Chapter

***Susana González, MHA, MSN, RN, CNML***  
***President NAHN-Illinois***

NAHN Illinois is committed to the personal and professional development of Hispanic nurses in Illinois and actively seeks opportunities to create impact in healthcare in the communities they serve with an emphasis of mentoring the next generation of nurses.

NAHN National Association of Hispanic Nurses® is a non-profit professional association committed to the promotion of the professionalism and dedication of Hispanic nurses by providing equal access to educational, professional, and economic opportunities for Hispanic nurses

## ACA Exemplar- Chapter Leaders: Anabel Guzman & Susana Gonzalez

- Met the goal of reaching individuals through innovative partnerships with great organizations:
  - AARP of Illinois
  - American Heart Association
  - Catholic Charities
  - Chicago Hispanic Health Coalition
  - Alivio Medical Center
  - FQHC
  - ASPIRA Inc., LULAC,
  - MacNeal Free Pregnancy Centers
  - March of Dimes
  - City Colleges of Chicago



# Strategies & Key Successes

- Set an outreach goal for every event and know your targeted audience!
- Find different events that targeted different ages (colleges, hospitals, schools, community based organizations, etc.)
- Know your community and your resources specific for that community



## Key Successes

- Creating relationships with partners that we collaborate and strongly network and support now and for the future
- Learning innovative ways and experience from skilled individuals

# Strategies & Key Successes

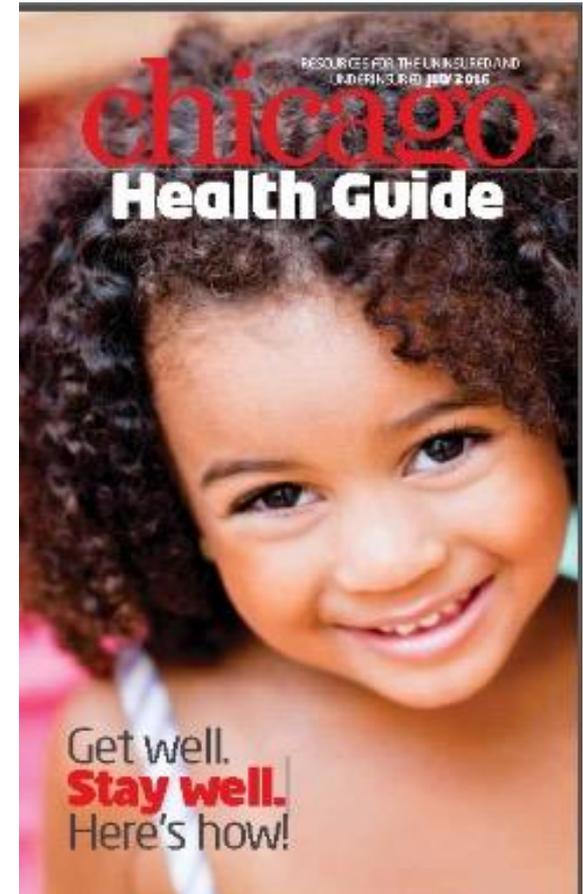
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Chicago Health Guide Click:

[http://www.nahnnet.org/docs/CHICAGO\\_HEALTH\\_GUIDE\\_Press\\_Release.pdf](http://www.nahnnet.org/docs/CHICAGO_HEALTH_GUIDE_Press_Release.pdf)

Or go to NAHN:

<http://www.nahnnet.org/>



# Challenges

- Clarifying that the Hispanic Nurses are not selling insurance but working to educate on benefits of health insurance
- Speaking to undocumented families and not being able to provide additional assistance
- Sharing FQHC resources within community sites where we were conducting health screenings
- Not having all the answers needed at presentation
- Difficulty being able to collect demographic information required by the grant



# Lessons Learned

- Bi-lingual, bi-cultural nurses are trusted by diverse communities
  - Still, important to get to know individual & background information to facilitate aid
- Need to inform the public we are health educators who are genuinely interested in their health and well being.
- Bi-lingual handouts and education materials were important visual aids that helped facilitate understanding and connection with NAHN.



# Thank You

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**NATIONAL ASSOCIATION OF HISPANIC NURSES**  
Kansas City, MO

## **Hispanic Nurses Educating Multicultural Communities on the Affordable Care Act**

**Nohemi Alvarez-Landa, MSN, FNP-C**

# Lead ACA Educators- Kansas City

- Maria Martinez
- John Marrin
- Virginia Bravo
- Maithe Enriquez
- Brenda Aguirre
- Cinthya Hernandez
- Nohemi Alvarez-Landa



**Nahn KC Chapter with Maria Martinez and 3 others.**

November 21, 2015 at 6:58pm · 🌐

Thank you to those that came out to our meeting today. We enjoyed seeing new faces. Don't forget we will have two meetings in December. One official one to further discuss [#asegurate](#) [#aca4latinos](#) [#muevete](#). The... [More](#)



You, Noah Alvarez and 36 others

4 Comments

# Health Screenings

- Glucose/blood pressure readings
- Body mass Index/ideal weight
- Age appropriate preventative screening recommendations
- Listing of local:
  - ACA enrollers
  - Safety net clinics

COVERAGE TO CARE >>> Prevention

**WOMEN**

*Put Your Health First*  
Get the preventive services that are right for you!  
Take advantage of these and other services available to a woman at no cost sharing, thanks to the Affordable Care Act.

Well woman visits

Breast Cancer screening

Contraception

Cervical cancer screening

Immunization Vaccines

Type 2 Diabetes Screening

Breastfeeding support, counseling, and supplies

STD screenings, including chlamydia and gonorrhea screening

Prenatal Care Screenings:

- Anemia
- UTI
- Gestational Diabetes
- Hepatitis B
- Rh Incompatibility
- Syphilis

**COST TIP**  
Most preventive services are covered at no cost. However, if you receive additional services, you may be billed. Ask your provider's office or plan to explain any charges.

For more resources and information on free preventive services, visit [marketplace.cms.gov/C2Cprevention](http://marketplace.cms.gov/C2Cprevention)

CMS Product No. 11545  
September 2015

# Partnerships

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- Jessica Piedra Immigration Attorney Seminar
- Catholic Charities, VITA,  
and El Centro
- Asian Cultural Festival,  
Mid-American Asian  
Culture Association
- Citizenship Clinic



KC Metro Immigration Alliance  
Invites you to attend

**Free**

Citizenship Application Assistance

At El Centro, Inc. 650 Minnesota Avenue, Kansas City, KS, 66101  
Saturday, April 23rd 10am - 3pm

Must register by calling: 913-677-0100

Call for information about help with  
English test and filing fee cost!

Experienced lawyers & immigration professionals  
will assist you with your application!

[info@bit.ly/KC-MIA](mailto:info@bit.ly/KC-MIA)



# Partnerships

- KU School of Nursing senior class 2016
- Prime Health Foundation
- Guatemalan Consulate



# Results

- Knowledge
- Collaboration
- Networking
- Leadership
- Increased access to care to over 500 participants



**NATIONAL ASSOCIATION OF HISPANIC NURSES**  
Kansas City, MO

# Strategies for Success

## 1. Be inclusive, so that no one is left behind

Consider those already with health insurance coverage, those who feel do not qualify for tax credits, etc. – they may be your best marketing strategy

## 2. Latinos are intergenerational (*la familia primero*)

Include grandparents for education and outreach

## 3. Strategic Partnerships

Nurses can offer health screenings as an entry to discuss health insurance coverage/literacy

## 4. Annual and ongoing cultural events

## 5. Test culturally responsive messaging

Promote the value of health insurance coverage consistent with the values and priorities of consumers

# Questions or Comments?



**Press \*1 on your telephone key pad to ask a question  
(Please be sure to record your name after the prompt)**

**OR**

**Use the “chat” feature to send “everyone” a question.**



If you are having trouble asking a question, please click the “Raise Hand” button on the bottom right of your screen

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

# Diversity Dashboard Indicator

February 15, 2016

3-4 PM ET

# Campaign Resources

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Visit us on the web at [www.campaignforaction.org](http://www.campaignforaction.org)  
For webinar resources:  
<http://campaignforaction.org/resources>

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ABOUT ISSUES OUR NETWORK BLOG RESOURCES GET INVOLVED Q

## Resources

### A LIBRARY AT YOUR FINGERTIPS

Help promote better health through nursing by tapping into hundreds of resources, including studies, toolkits, webinars, and other materials organized in the categories in which the *Campaign* pushes for action.

#### ISSUES

- Improving Access to Care
- Transforming Nursing Education
- Promoting Nursing Leadership
- Increasing Diversity
- Collecting Workforce Data
- Fostering Interprofessional Collaboration
- Building Healthier Communities

#### TOOLS & TIPS

- Academic Progression in Nursing (APIN)
- Advocacy
- Communications and marketing
- Funding opportunities
- Meetings
- Milestones (Dashboard indicators)
- News releases

- Organizational excellence
  - Fundraising
  - Internal operations
  - Stakeholder engagement
- Research
- State Implementation Program (SIP)
  - Grantee projects
  - Grantee resources
- Webinars

keywords

BY STATE

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

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