

FUTURE OF NURSING™

Campaign for Action

AT THE CENTER TO CHAMPION NURSING IN AMERICA

AARP Foundation Robert Wood Johnson Foundation



Building a Culture of Health: The Leadership Role of the National Association of Hispanic Nurses

September 19, 2018

- Review RWJF's County Health Rankings and Roadmaps focused on Hispanic/Latino communities.
- Learn more about NAHN.
- Discuss NAHN-funded grants.
- NAHN is a member of the *Campaign for Action's* Diversity Steering Committee. Learn how the *Campaign's* Action Coalitions can get involved with and/or become members of NAHN.



**Winifred V. Quinn, PhD,
FAANP (Hon)**

Director, Advocacy &
Consumer Affairs

*Center to Champion Nursing
in America*

Today's Facilitator



Adriana Perez, PhD, RN, CRNP, ANP-BC, FAAN, FGSA

Assistant Professor of Nursing

Senior Fellow, Leonard Davis Institute of Health Economics

University of Pennsylvania School of Nursing

- In order to receive continuing education credit please contact director@thehispanicnurses.org. Upon verification of attendance in the live webinar you will receive a certificate. You must also provide your state and license number.

- **September 15 – October 15 (Started in 1968, enacted into law in 1988)**
- Celebrating the histories, cultures and contributions Americans whose ancestors came from Spain, Mexico, the Caribbean and Central and South America.

<https://www.hispanicheritagemoth.gov/>

- The *Campaign* is proud to feature the work and contributions of the National Association of Hispanic Nurses – in leadership, mentorship, education, and practice to advance the health of our nation, particularly Hispanic/Latino communities.

Today's Presenters



**Norma Cuellar, PhD, RN,
FAAN**
NAHN President, Professor,
Capstone College of
Nursing



Cresta Archuletta
NAHN Executive Director

Today's Presenters



**Angie Millan, DNP, RN,
FAAN**
NAHN Board Member/Chair
of Awards and
Scholarships, NAHN Past
President



**Susana Gonzalez, RN,
MSN, MHA, CNML**
NAHN Board Member and
Membership Committee
Chair

COUNTY HEALTH RANKINGS AND NAHN OVERVIEW

Norma Cuellar, PhD, RN, FAAN

NAHN President, Professor, Capstone College of Nursing

- County Health Rankings & Roadmaps, a collaboration between the Robert Wood Johnson Foundation (RWJF) and the University of Wisconsin Population Health Institute, compares counties within each state on more than 30 health-influencing factors, such as education, jobs, and access to quality health care.
- New analyses that show meaningful health gaps persist not only by place, but also among racial and ethnic groups.
- These gaps are largely the result of differences in opportunities in the places where we live and disproportionately affect people of color.

What is health equity? What are health disparities? And how do they relate?

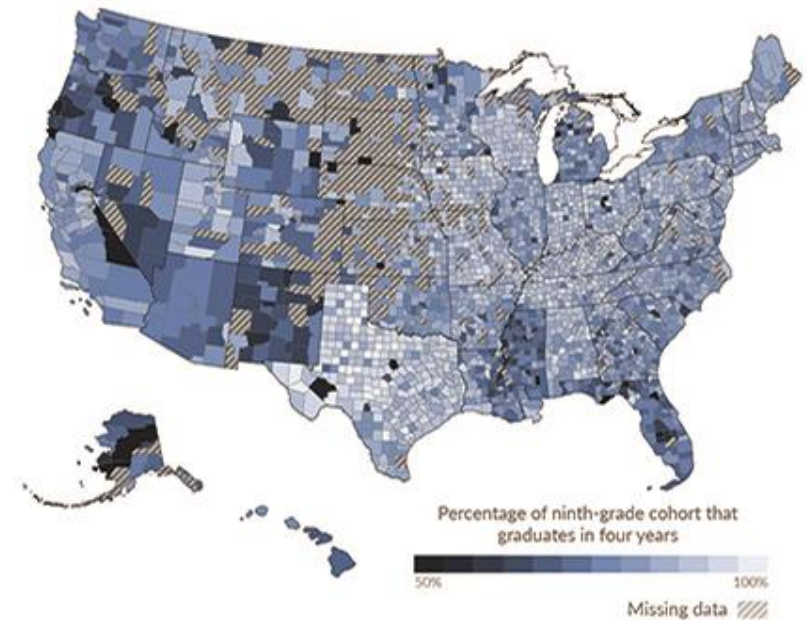
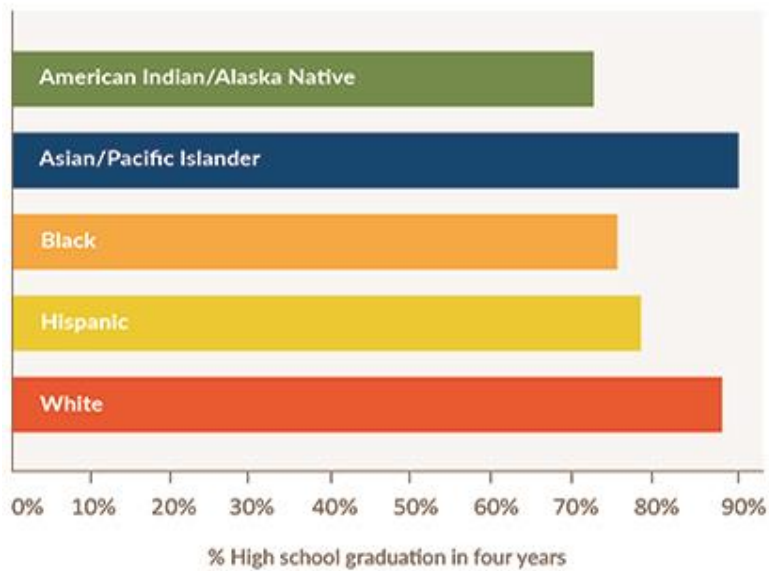
- Health equity and health disparities are closely related to each other.
- Health equity is the ethical and human rights principle or value that motivates us to eliminate health disparities.

Source: Braveman P, Arkin E, Orleans T, Proctor D, and Plough A. What is Health Equity? And What Difference Does a Definition Make? Robert Wood Johnson Foundation. May 2017

Hispanic Health Disparities

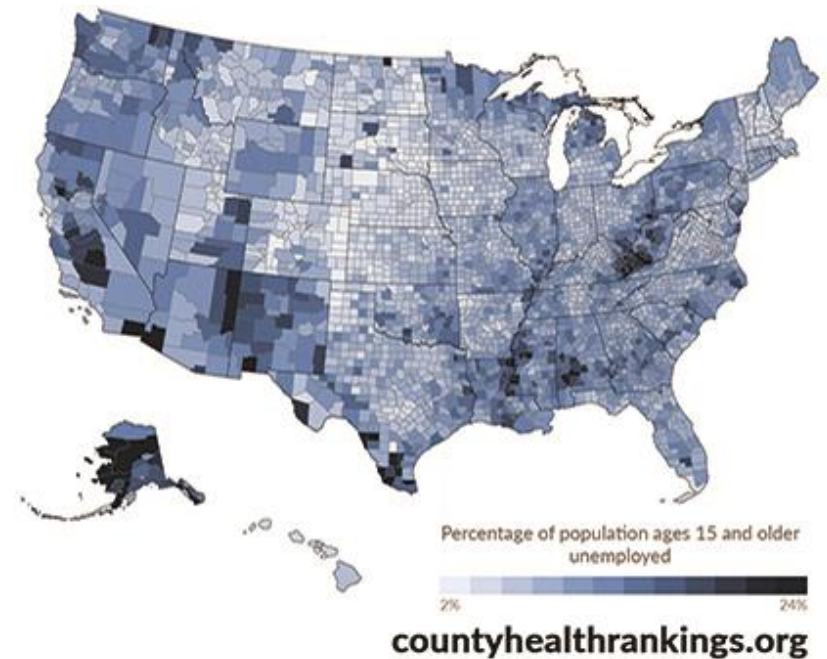
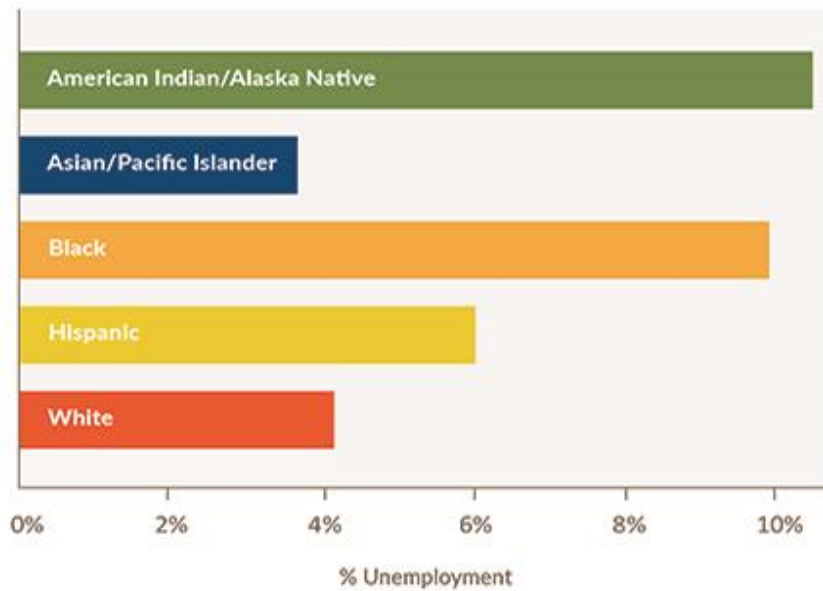
- Social and Economic Factors
 - Lack of access to preventive care
 - Lack of health insurance
- Residential Segregation
- Childhood Poverty and Teen Births
- Barriers to Research

Social and Economic Disparities



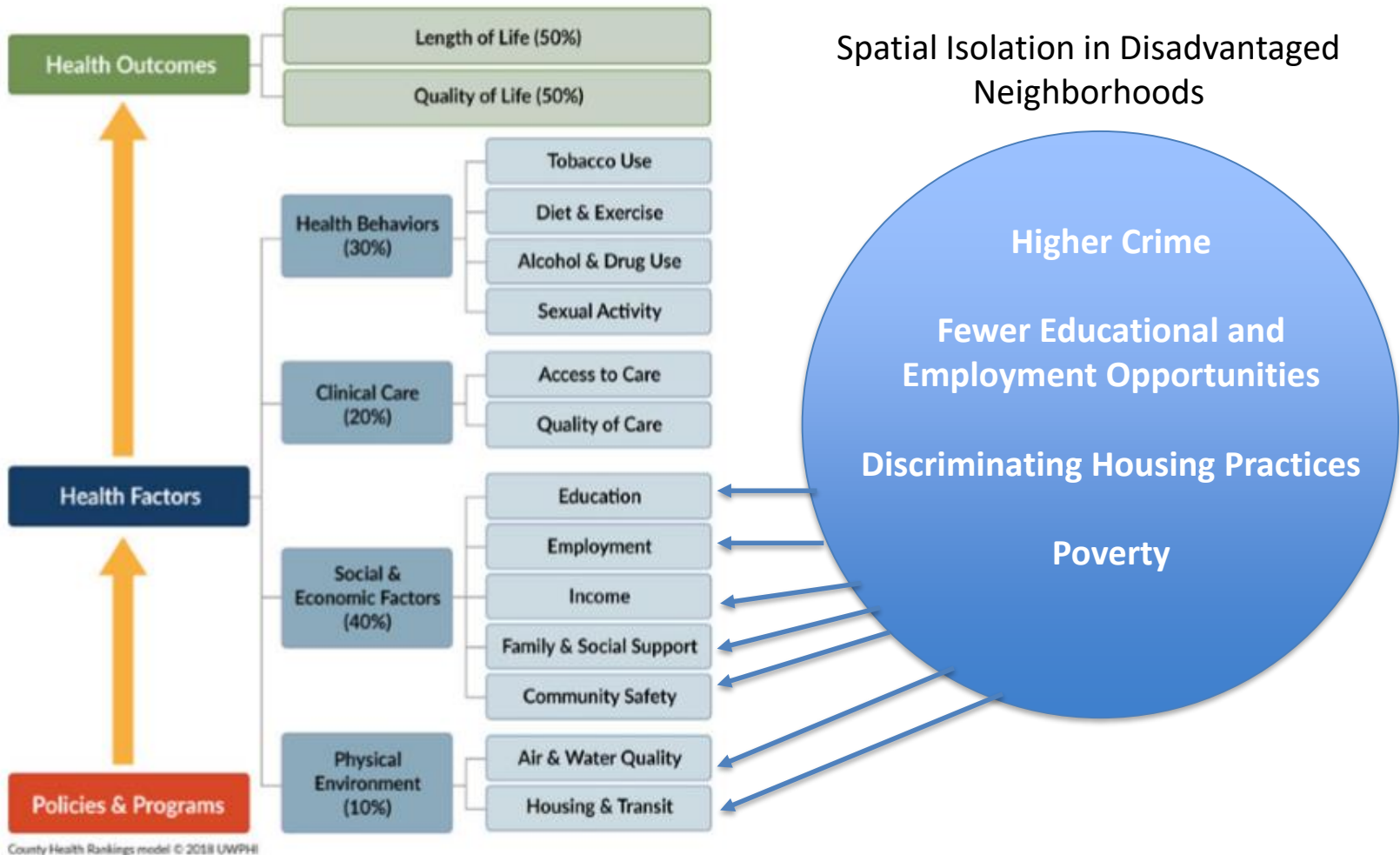
countyhealthrankings.org

Social and Economic Disparities

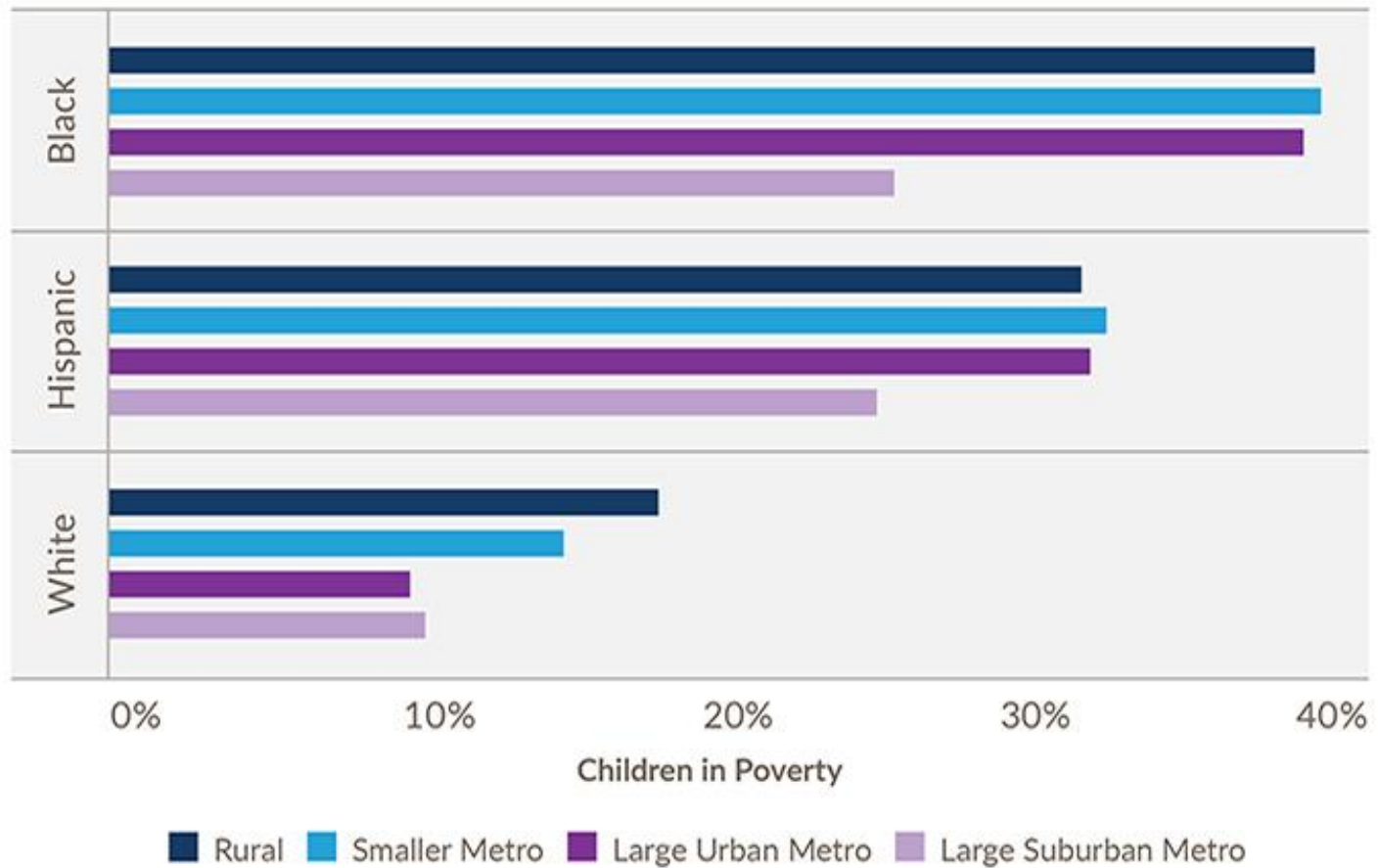


Residential Segregation

COUNTY HEALTH RANKINGS MODEL

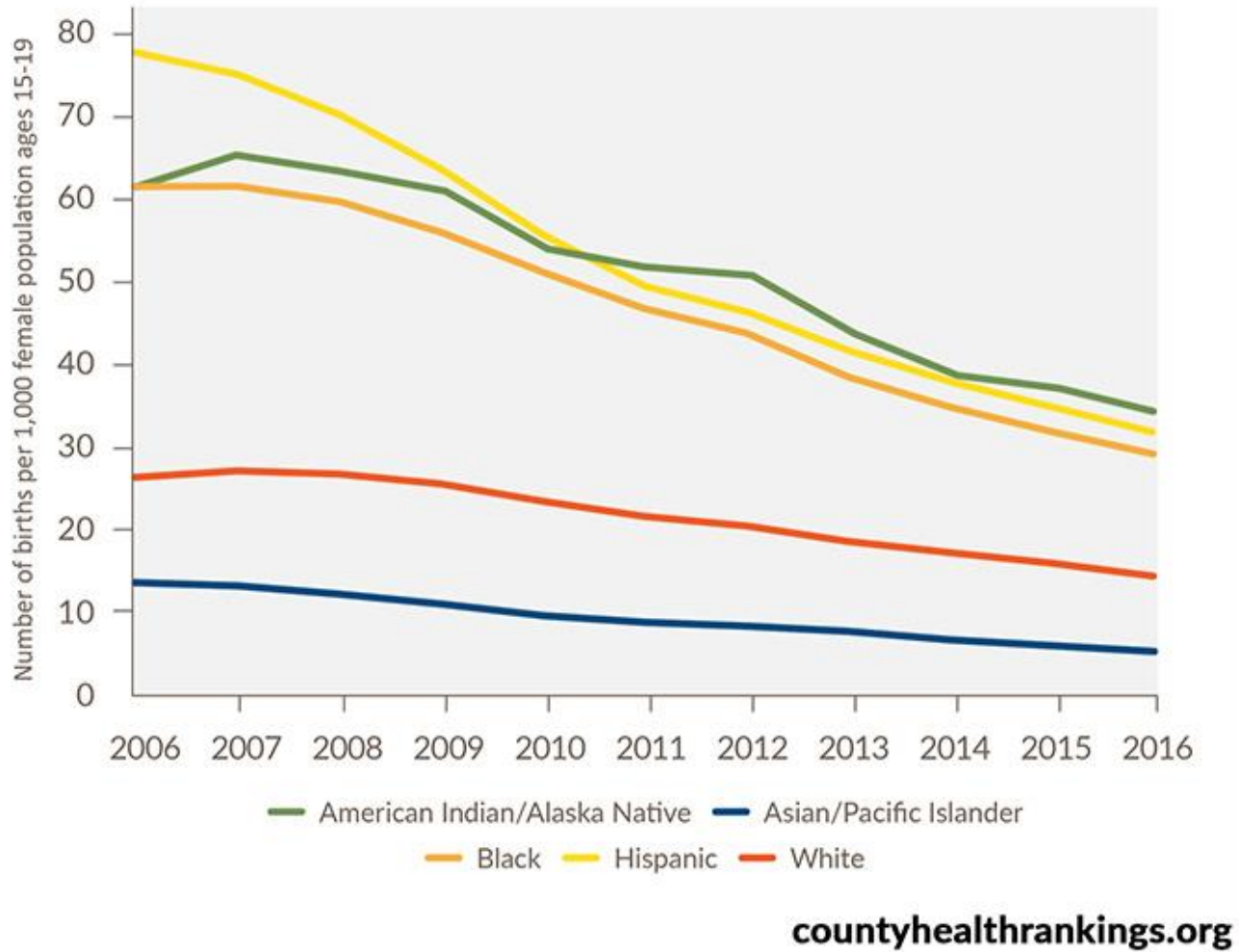


Child Poverty Rates



countyhealthrankings.org

Teen Birth Rates





NAHN's Purpose

We celebrate the culture, caring, and spirit of Hispanic nurses who are the leading voice of health in our communities.



NAHN's first mission is to provide our members with ...

- Leadership Opportunities
- Professional Opportunities
- Educational Opportunities

NAHN's second mission is to advance the health of Hispanic communities...

National Benefits:

- Connection to a network of Hispanic health care professionals
- The chance to serve in leadership positions on NAHN's board and committees
- A forum for nurses to analyze and evaluate the health care needs of the Hispanic community
- Opportunities to disseminate research findings and policy perspectives, in order to impact policy making and the allocation of resources locally and nationally

Chapter Benefits:

- Opportunities to qualify for local awards and scholarships
- A network to share information on local activities, events, and job opportunities
- Chapter events including local conferences, leadership training, and networking receptions

Types of Membership:

- General
- Nursing Affiliate
- Student
- Emeritus
- Corporate
- Affiliate

Conferences

- 2019 Latino Leadership Institute: January 24–27, 2019, Sheraton Old San Juan, San Juan, Puerto Rico
- 2019 Annual Conference: July 15–19, 2019, Peppermill Resort, Reno-Tahoe, Nevada



- NIH-SEPA Grant: Hispanic Role Models in Health Care Careers
- NIH All of Us Grant (Three Funding Rounds)
- Improving Adult Vaccination Practices among Hispanics/Latinos 65+: National Association of Hispanic Nurses (NAHN) and Pfizer Vaccines Educational and Communications Partnership
- HRSA Grant: BAMA-L Nursing Workforce Diversity Grant



Hispanic Role Models in Health Care Careers

Angie Millan, DNP, RN/NP,
CNS, FAAN
NAHN/SEPA Grant Principal
Investigator



- A standardized, bilingual media-toolkit on “choosing nursing as a career”
- 88 presentations by NAHN members throughout their communities



Evaluation conducted by UC Berkley's School of Public Health:

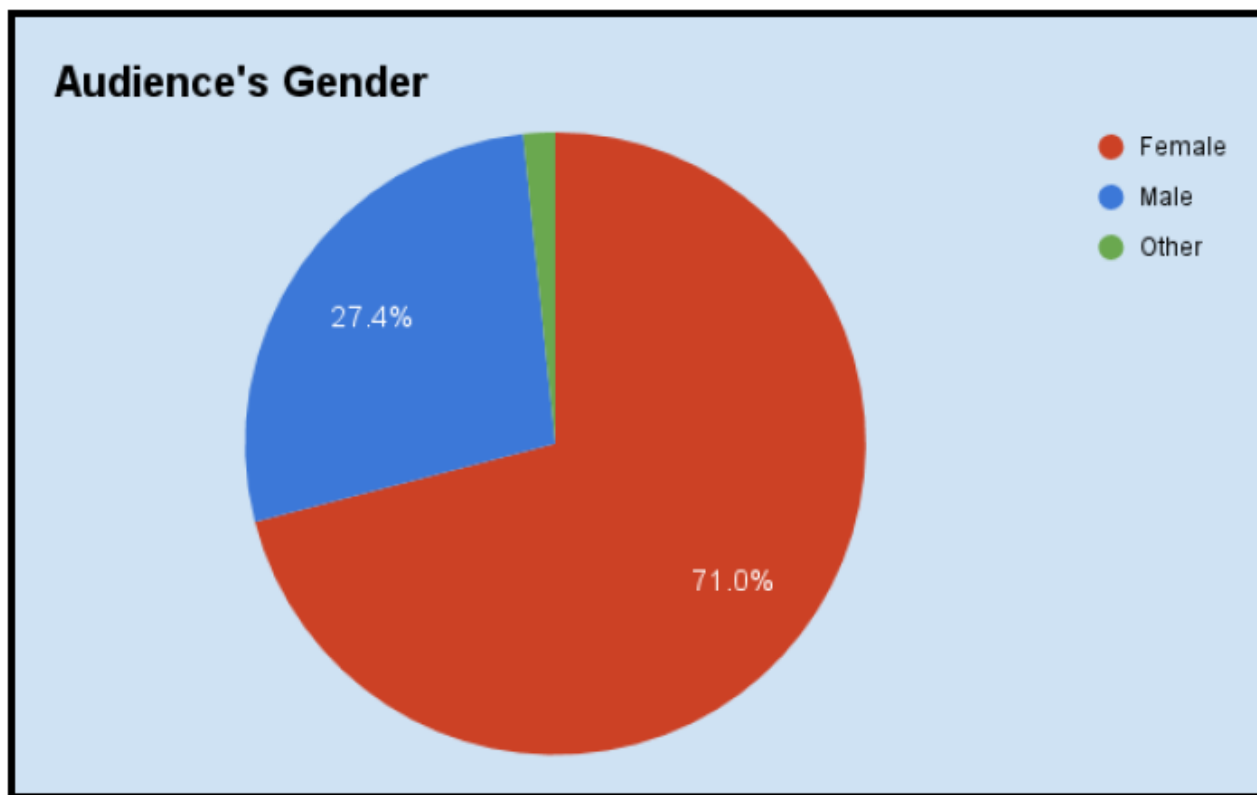
- Evaluation reports on media tool kit from presenters and attendees



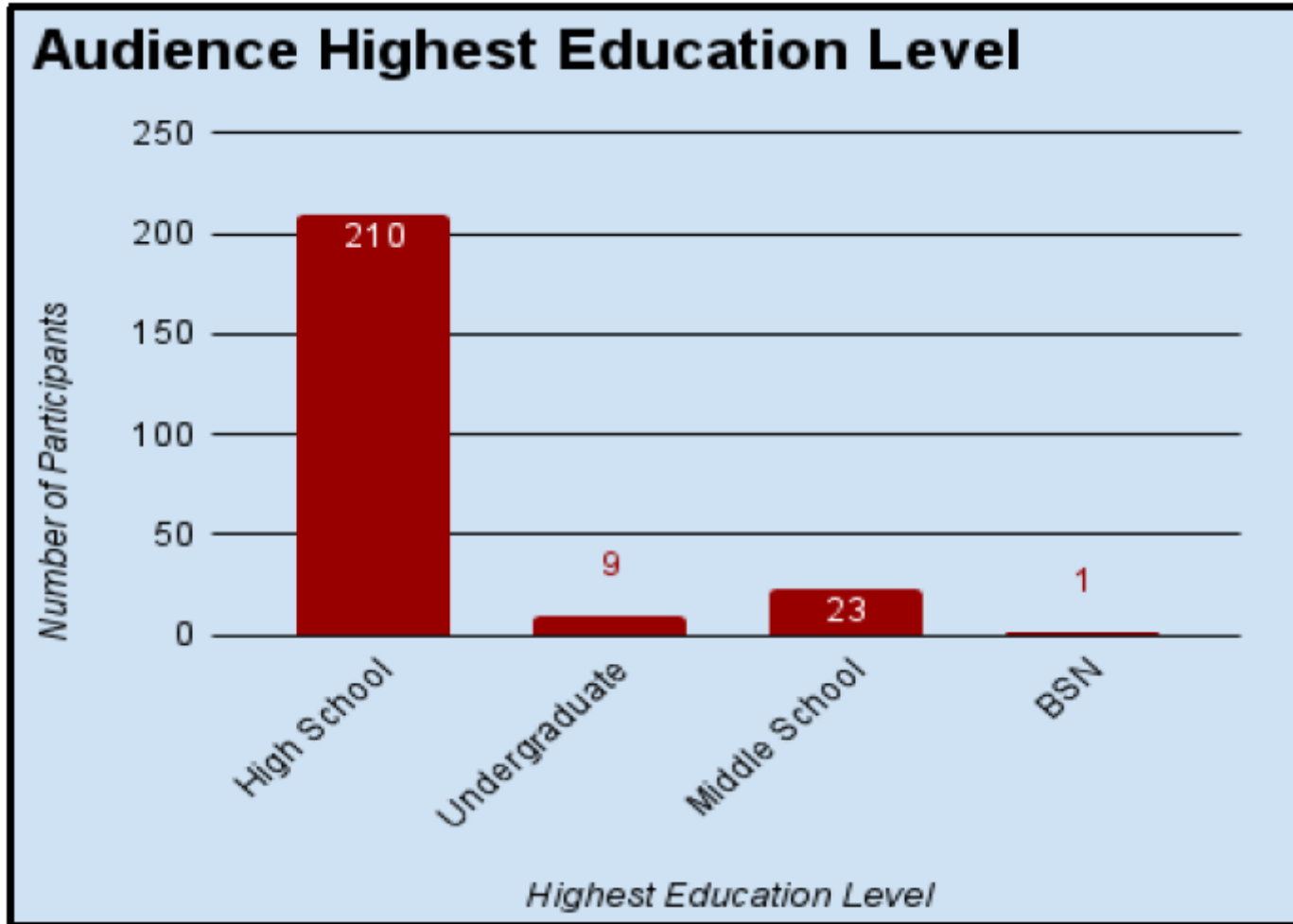
Social Demographic Information of Audience

- Total number of participants (audience): 246
 - 42 from Chicago, Illinois
 - 108 from Monterey Park/Los Angeles, California
 - 18 from Anaheim, California
 - 36 from El Paso, Texas
 - 42 Phoenix, Arizona

Source: Dr. Xochitl Castaneda/Dr. Angie Millan as part of grant agreement

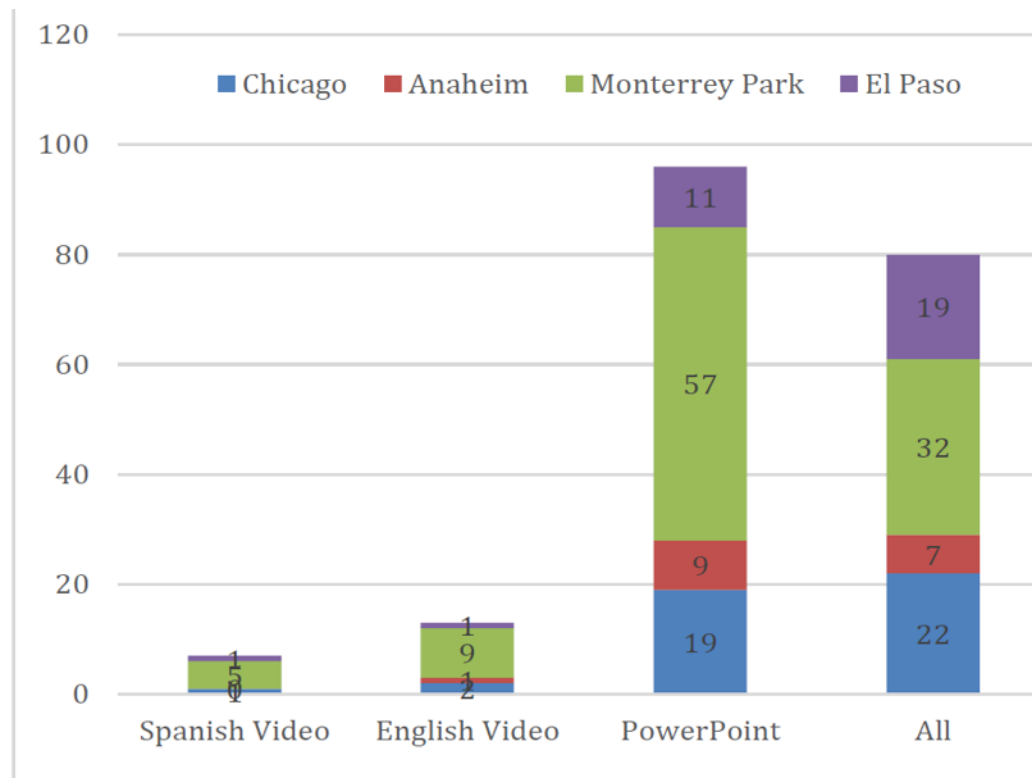


Source: Dr. Xochitl Castaneda/Dr. Angie Millan as part of grant agreement



Source: Dr. Xochitl Castaneda/Dr. Angie Millan as part of grant agreement

Audience Learning Assessment Most Interesting/Informative Material



Source: Dr. Xochitl Castaneda/Dr. Angie Millan as part of grant agreement

- The audience was also tested on their knowledge of the nursing field, such as:
 - if nurses can work outside of hospitals and clinics (94 percent agreed);
 - if they have flexible schedules (82 percent agreed); and
 - if they make approximately more than \$40,000 a year (57 percent agreed).
- These questions were based on the information provided in the toolkit.

- The last set of questions were based on becoming a nurse:

Questions on

- receiving a nursing degree from a community college (69 percent said it was possible);
- receiving financial support to study (88 percent said yes); and
- the possibility of receiving a master's or doctoral degree in nursing (88 percent said it is possible) were asked.

Audience Learning Assessment

- A total of 63 percent of individuals showed interest in becoming a nurse.

- Students were not clear on how to login to the portal and find a mentor
 - Need to create and clear instructions on how to do this
- Need to incorporate 2 checklists to the toolkit:
 - One detailing things that should be covered and one of materials required for using the toolkit
- Need to create a short presentation (15 minutes) and long presentation (30 minutes)
- All presenters liked the voice, speed, message, and gender variety of the radio spots

- One presenter thought the PowerPoint should be shorter, but none of the presenters thought anything should be omitted.
- One presenter suggested that more information on advanced practice be included
- There was a suggestion to provide information on different types of degrees
- All presenters believed the PowerPoint was clear and caught their attention
- There was unanimity of opinion that the PowerPoint was very colorful and well-designed
- None of the presenters used the newspaper editorial. One presenter did, however, use his own nursing magazines and NAHN magazines.

Campaign Launch 1/1/2018

English: <https://soundcloud.com/laredhispana/sets/nahn-nursing-role-models-2017-18>

Spanish:

<https://soundcloud.com/laredhispana/sets/nahn-carreras-en-enfermeria>

Videos

NAHN 17-18 : [Volunteering is the best advice for becoming a nurse](#)

NAHN 17-18: [Students talk about nursing clinicals and dress code](#)



- Assist NAHN with campaign/outreach efforts and use the media toolkit
- Encourage members to become a mentor by registering on the mentor database
- Encourage interested youth to join the NAHN mentor database as a mentee

ENGAGING WITH NAHN AND STARTING A NEW CHAPTER

Susana Gonzalez, RN, MSN, MHA, CNML

NAHN Board Member and Membership Committee Chair

Our chapters need you! Visit www.nahnnet.org to find contact information for your local chapter. We encourage you to explore membership options. Outside of membership, the need for volunteers is great. Here are just a few opportunities:

- Be a guest speaker at a chapter meeting
- Volunteer to make membership calls to new/renewing member
- Help NAHN evangelize by being an ambassador in your place of employment
- Suggest fundraising opportunities
- Be a chapter webmaster

Jump-start your engagement at the national level

As the only national organization representing Hispanic nurses NAHN is an active voice in the health care industry. Join the chorus through some of these important opportunities:

- Offer your professional expertise by becoming a corporate member or a member of NAHN's Council of Business Advisors
- Participate as a speaker at the NAHN Annual Conference
- Attend the annual NAHN Latino Leadership Institute
- Offer to help with policy and advocacy initiatives

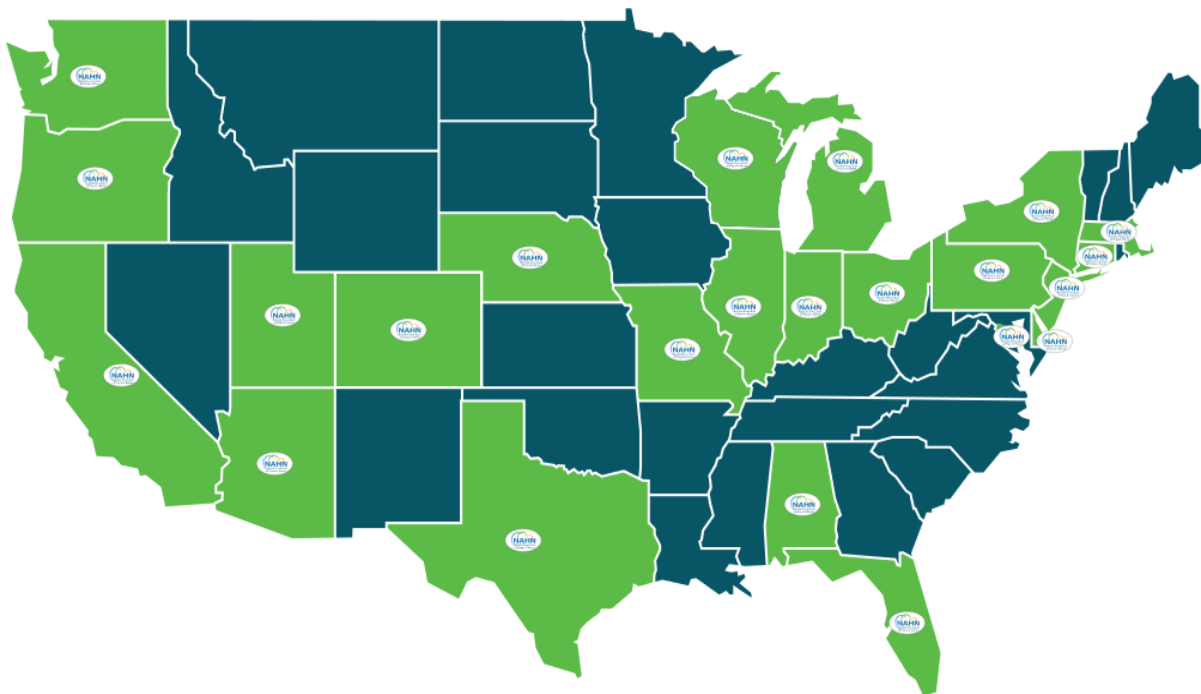
NAHN Chapters

NAHN has a network of 44 local chapters, all devoted to continuing education, community service, student scholarship programs, networking, promoting the nursing profession and helping further NAHN's overall mission to advance the health in Hispanic communities and to lead, promote and advocate the educational, professional, and leadership opportunities for Hispanic nurses.

Chapters

[List by State](#)

[How to start a chapter](#)



Find and contact NAHN Chapters:

- Contact chapter directly
- Contact NAHN's executive director to make chapter introduction
director@thehispanicnurses.org

The screenshot shows the NAHN website interface. At the top, there is a navigation bar with links for HOME, ABOUT, AWARDS & SCHOLARSHIPS, MEMBERSHIP, CHAPTERS, POLICY & ADVOCACY, EVENTS, and GRANT PROGRAMS. Below this, there is a section for California chapters. The main content area displays the 'Greater San Jose Area Chapter' with the following details:

California

Greater San Jose Area Chapter

Year established: 1996

Mission:
To promote the growth of Hispanic nurses. We are dedicated to improving the quality of health and nursing care to the San Jose community by empowering nurses to seek higher levels of education and professional development. GSJ NAHN is open to all levels of nurses, including but not limited to CNA, LVN, RN, BSN, MSN, PhD, DNP, and most importantly nursing students. We are open to non-Hispanic nurses and non-nursing associations interested in improving the health of our diverse community.

Chapter Information:

President	Adrian Espinosa, MPH, MS, RN, PHN, FNP
Vice President	Jasmine Ruiz, BSN, RN
Secretary	Ana Alicia Rosario, BSN, RN, CCRN
Treasurer	Lizette Berrospe (Nursing Student) & Dulce Santana (Nursing Student)
Membership & Recruitment:	Stephanie Tejada, BSN, RN, CCRN
Historian:	Christina Rodriguez, BSN, RN
Officers elected:	January
Email	nahn.greatersanjose@gmail.com
Social Media	www.facebook.com/GreaterSanJoseNAHN
Instagram	greatersanjosenahn
Twitter	@SanJoseNAHN

Requirements

- Two or more licensed nurses may apply to create a new affiliated NAHN chapter
- A NAHN chapter is a community of active local individuals ready to organize as a non-profit entity in their state. This also includes obtaining group federal tax exemption, giving the NAHN chapter tax-exempt status

Requirements, Continued

- New chapters should serve specified communities and should not serve communities currently served by an existing NAHN chapter
- Specify a coordinator/point of contact to represent the chapter in relations with the national NAHN office
- Identify any additional coordinators who have been appointed to assist the point of contact

Start a NAHN Chapter

1. Coordinator will contact NAHN's national office to get access to the Basecamp chapter launchpad
2. Develop chapter business plan
3. Begin work on chapter formation documents



+ New list

To-dos 1/5

- ≡ [Chapter Launch Planning Call](#) 1/5 completed
- ≡ Business Plan Development Wed, Sep 5
- ≡ Submit Memo of Intent
- ≡ Submit Chapter Roster
- ≡ Obtain Tax ID Number

Add a to-do

- ✓ Basecamp Introduction Thu, Aug 23 Cresta A.

- Dr. Norma Cuellar, NAHN President – president@thehispanicnurses.org
- Cresta Archuletta, Executive Director – director@thehispanicnurses.org
- www.nahnnet.org

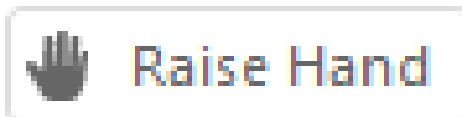
Questions for the Audience:

- 1) How will you integrate what you learned from this webinar into your work?

**Press *1 on your telephone key pad to answer or 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

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

Campaign for Action 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 (APN)
- Advocacy
- Communications and marketing
- Funding opportunities
- Medkits
- Milestones (Dashboard Indicators)
- News releases

keywords Q

BY STATE ▼

RESET X

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

 www.facebook.com/campaignforaction

 www.twitter.com/campaign4action