

1. CREATING A SHARED AGENDA

1.5 Develop and use communication strategies, including social media, to amplify for the public, policy makers, and the media nursing research and expertise on health equity–related issues.

1. Key Strategic Stakeholders

Nursing Organizations

Nurse unions; State nursing associations; State workforce centers

Non-profit Organizations

AARP national and state offices; Social justice groups; Think tanks

Federal Government

Nursing caucus; Policymakers

Other

Consumer groups; Hollywood; Media (healthcare-focused and mainstream); Religious groups; Social workers; Sororities and other service groups that promote nursing as career track

2. Top 3-5 Actions for 2021

- A. Secure funding
- B. Get the International Academy of Nursing Editors to write a joint editorial on NAM report and spark others to do the same.
- C. Build a comprehensive digital toolkit to include messaging, social media, images, stories of nurses leading in health equity, research.
- D. Conduct Capitol Hill briefing
- E. National nursing organizations develop a shared agenda around this work.

3. Top 3-5 Actions for 2022

- A. Build awareness, engagement and dissemination of tool kit
- B. Presentation at association for health care journalists conference
- C. Build a template for state organizations to use to present to state lawmakers on the work that nurses are doing
- D. Conduct public service awareness

4. Success Indicators

- Agreement in strategy among national nursing organizations
- Completion of tool kit, repository established
- Briefings completed
- Analytics tied to digital tools, resources
- Replication of existing models on EDI
- Increasing stories about nurses with expertise in health equity in media; nurses become regular voices in media, on policy, etc.