



# **FUTURE OF NURSING™**

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## Campaign for Action\*

New Careers in Nursing Annual Meeting  
October 13, 2012

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**FUTURE OF NURSING™**  
Campaign for Action\*

  
Robert Wood Johnson Foundation

**AARP**

# Diversity is a Path to Wholeness

Diverse nursing workforce is crucial to improving:

- ➔ access to health care services
- ➔ patient quality and care outcomes
- ➔ Lowering costs for people who are uninsured, isolated or medically vulnerable



NCIN making workforce more diverse and advancing academic progression

# Campaign for Action Focus Area



**Advancing Education  
Transformation**



**Removing Barriers to  
Practice and Care**



**Nursing Leadership**

Interprofessional Collaboration

Diversity

**DATA**

## Success: Education

### Magnet Hospitals:

- In 2013, all nurse managers and nurse leaders will be required to have BSNs or higher at time of application
- Need plan showing how to achieve an 80% workforce by 2020



## Success: Education

### Academic Progression in Nursing Program



- ➔ Nine states selected
- ➔ Up to \$300,000 over two years
- ➔ Use promising models to get nurses to earn BSN/higher degree
- ➔ Diversity requirement part of selection criteria





## Progress: Practice

Senate Commerce Committee directed Federal Trade Commission to review state practice laws and regulations to see whether all nurses can practice to full extent of education and training

Federal Trade Commission has challenged limits to nursing scope of practice in Alabama, Tennessee, Texas, Florida, West Virginia, Louisiana, Missouri and Kentucky



# Success: HRSA's Center for IPE and Collaborative Practice



RWJF, Josiah Macy Jr. Foundation,  
Gordon and Betty Moore Foundation and  
John A. Hartford Foundation

Mission: accelerate teamwork and collaboration among health professionals

Goal: Go to coordinating and connecting body for efforts to promote IPE and collaborative practice; convene key stakeholders; identify and disseminate best practices and lessons learned; and develop and evaluate IPE programs

## Success: Leadership

Leapfrog Group:  
nurses need to be  
integrated into  
governance positions  
to attain Magnet  
status





## Success: Data

States are collecting, analyzing and publishing nursing workforce data

National Council of State Boards of Nursing and Forum of State Nursing Workforce Centers jointly collecting nursing workforce data

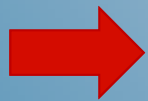
Report to be published next year



## Progress: Diversity



Diversity Steering Committee guiding Campaign



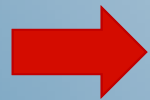
Nursing *with* diversity, not nursing + diversity

Committee will advise Campaign on:

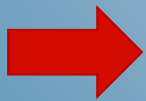
- Diversity strategies
- National diversity action plan
- Developing targeted TA to states



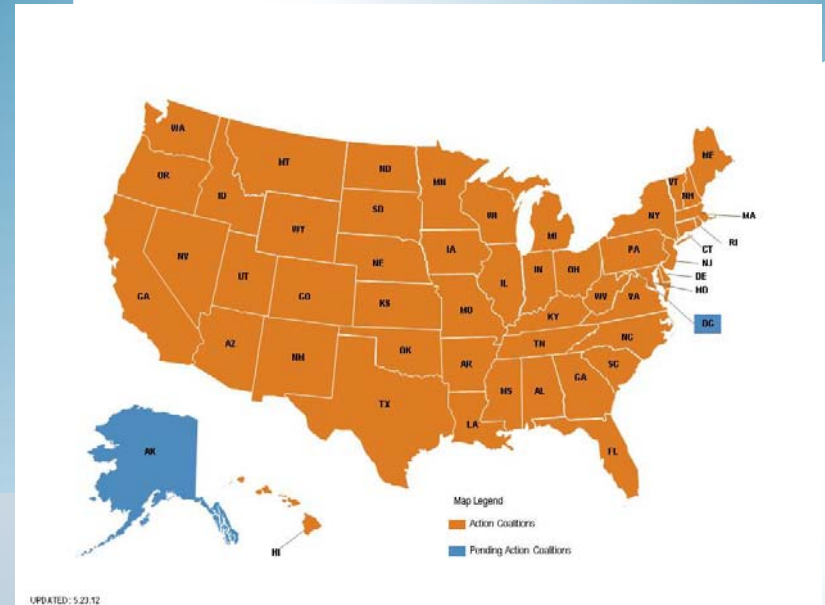
## Success: Strong Infrastructure



National infrastructure and grassroots organization in 49 states



Diverse partners, including business, health care organizations, foundations and consumers



Campaign capturing best practices, tracking lessons learned and identifying replicable models

# RWJF's State Implementation Program

Goal: Boost statewide commitment toward implementing recommendations while building sustainable infrastructure

Provide grants of up to \$150,000 each over two years to ACs to implement up to two priority IOM recommendations

Preference to ACs with diversity plans





## Get Involved!



### In Your State's Action Coalition

- Need your voices, time and talents to succeed

Go to:  
[www.campaignforaction.org](http://www.campaignforaction.org)



## Get Involved!

- Teach IOM report in your classrooms
- Encourage students to continue their education
- Identify, mentor and encourage talented students to pursue PhDs
- Conduct research to bolster IOM recs
- Make sure your school is fostering IPE
- Integrate leadership and business theory across your curriculum
- Partner with practice



# Campaign Resources



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<http://championnursing.org>

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