CLOSING THE GAP IN NURSE ADVOCACY

STTI Research Congress
Cape Town, South Africa
21 July 2016

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Advocacy: “act or process of supporting a cause or proposal”
Merriam Webster Dictionary

“Advocacy is the act or process of pleading for, supporting, or recommending a cause or course of action” (ANA, 2015)

ADVOCACY
1) Develop advocacy expertise
2) Engage in Advocacy
3) Foster advocacy partnerships
Influence through Policy

• Engage in policy process
• Analyze evidence to inform policy
• Prepare policy message
• Develop relationships with legislators, ministers of health, administrators
• Engage community and stakeholders
• Leverage networks and social media
• Monitor and evaluate policy change
RWJ HEALTH POLICY FELLOWSHIP

Founded 1973

- 12-18 month residency in DC
- 4 month orientation
- Work assignments on the Hill traditionally
- Administration / Agencies
- 27 Nurse RWJ Health Policy Fellows
- **TRANSFORMATIONAL**

HTTP://WWW.HEALTHPOLICYFELLOWS.ORG/HOME.PHP
Subcommittee on Health

- Healthcare programs of SSA
- Tax provisions of IRS related to insurance premiums and healthcare costs

COMMITTEE ON WAYS AND MEANS
US HOUSE OF REPRESENTATIVES
PORTFOLIO WHILE AT WAYS AND MEANS

PPACA NOW ACA

- Hospice
- Hospital acquired infections
- Hospital acquired conditions
- Healthcare associated conditions
- Health Information Technology
- Meaningful use
- E-prescribing
- Electronic health records
- GME/GNE
- Care Transitions
- Transparency in ownership of long-term care facilities
- Quality outcomes/Value Based Purchasing
- Funding for primary care

- Chronic Care Coordination
- Clinical Outcomes/Quality
- Workforce
- International comparisons in health outcomes and health systems

PORTFOLIO CONT.
United States per capita healthcare spending is more than twice the average of other developed countries.
IDEAL BALANCE IN HEALTH SYSTEM

Cost

Quality

Access
CHARACTERISTICS OF THE IDEAL HEALTH SYSTEM

- Patient/Consumer Centric
- Focus on Quality and Safety
- Value Based/Pay for Performance
- Evidence Based Practice
- Comparative Effectiveness
- Prevention and Early Intervention
- Access
DEMOGRAPHICS

- Increasing chronicity across the lifespan
- Children living in poverty
- Digital natives
- Diversity
- Global
Demographics: aging population with increasing chronicity at all age levels

Electronic Records

Population based practice

High Functioning Teams

Workforce Issues
  - Numbers
  - Distribution
  - Best Mix

Variables to consider
We Need to Listen for the Future, While Making Decisions in the Present!
IMPLICATIONS FOR PRACTICE

- Scope of Practice
- Credentialing
- Privileging
- Insurance Panels
- Pay for Performance
- Improve Quality
- Increase Access
- Decrease Costs
- Decrease Health Care Acquired Conditions (HAC)
- Patient Safety
- Increase primary care providers
- Competencies in health policy
- Grants for workforce development
- Research to prepare appropriate workforce
- Develop and implement curricula to meet workforce needs
- Leadership and change expertise
EDUCATIONAL NEEDS OF THE FUTURE WORKFORCE

- What are the educational needs of the future workforce?
- What continuing education will be needed for this future workforce?
- What are faculty development needs to prepare this workforce?
▪ Design our research to inform and change policy
▪ Design our research to evaluate current policy
▪ Translate our current research into policy implications
▪ Posit new policy approaches and test them
OPPORTUNITIES FOR INNOVATION

- Access to care
- Transitions of care
- Underserved populations
- Big Data
- Telecommunications
- Nursing models of care
- Research on efficiency
- Outcomes
- Test new regulatory models
High Priority Health Problem/Issue
High Risk
High Volume
High Cost
Closing the Gap between Research, Practice, and Regulation

BIGGEST IMPACT
Today there is a global shortage of 8 million health workers

WHO and World Bank estimate we need to train and deploy 40 Million new health care workers worldwide by 2030

Global focus on primary care and prevention

Health worker safety

Health worker migration

Economic development
World Health Assembly adopted Global Strategy on Human Resources for Health: Workforce 2030

- Central role of health workers in the health, social, and economic development of all nations.
- Need for better health workforce data and national health workforce accounting linkages to Global Health Security Agenda
- Urgency of responding to changing demographics and economies
- Need for a safe working environment
Important not to repeat current methodology of data collection and analysis; will reinforce current system.

What if we had a system of evidence based care?

What are the best workforce models to meet health care needs?
What is the skill set needed?

Community Health Workers
RNs in ambulatory clinics
APRNs and PAs
LPN role
Medical assistant role
Primary Care
WORKFORCE NEEDS!
Conditions are ripe for Innovation
THINK OF YOUR PRACTICE EDUCATIONAL PROGRAMS AND RESEARCH

- Why would someone be interested in your work?
- How can you humanize and personalize what you are doing?
- How can you help others see themselves as part of the solution you are proposing?
- What “niche” can you fill?
Lessons Learned
Increase involvement, visibility, and influence in the health policy process

- Enhanced advocacy role
  - Briefings, hearings and testimonies
  - Fellowship Opportunities: Robert Wood Johnson Health Policy Fellowship, ICN, WHO, Ministry of Health
  - Membership on key boards, committees, taskforces
  - Collect and provide data showing outcomes and comparative effectiveness of nurse driven care
BE PART OF THE SOLUTION

- Put forth strategic and **DATA** driven vision
- Promote consistent messages
- Communicate a united front among advocacy groups regarding key issues
- Recognize insider issues and keep them **Inside**
- Collect and disseminate nurse driven practices that affect cost, quality and access
- Publish in peer reviewed journals and write opinion editorials, get on TV and radio
LESSONS LEARNED

- Need more nurses in policy and politics
- Nursing professional groups need to speak in “one voice”
- Nurses need to make strategic partnerships
- We need nurses to get PhDs in Health Economics!
- Nursing needs to invest more in government relations
- Research focus on issues to inform health policy
- Translate profession specific language to stories for general public
Know Where to Show Up
Prepare background materials that can be pulled at instant notice
Respond immediately if a staffer contacts you

Individuals make a HUGE Difference!!!

BIGGEST LESSONS LEARNED
WHAT CAN YOU DO?

- Know what laws/regulations impact your research and practice
- Develop coalitions as often as is possible
- Develop relationship with policy makers

It is all about relationships!
• Build Coalitions
• Engage Federal and State Policy-Makers
• Support State and Grassroots Efforts
• Encourage Innovation

CREATING STRATEGIC PARTNERSHIPS
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LEVERAGING STAKEHOLDER RESOURCES

- Improve access to quality health services
- Create sustainable patient centered health policies
- Inform best practices

Etc., Etc., Etc.!!!!!!
THINGS TO DO

- Develop and practice a 30 second “elevator” speech on your project
- Develop one page lay audience description of your research or practice and the impact on healthcare.
  - Outcomes
  - Effectiveness
  - Cost savings or recovery
  - Safety
 Communicate
 Disseminate
 Synthesize Across Disciplines
 Integrate Into Practice
 Accelerate the Pace of Policy Development
STRATEGIC STORY TELLING

- Focus on “So What” NOT the “What”
- No Jargon!
- Make it Live!
- Tap into target audience values
- We live in knowledge overload...need to tap into relationships and coalitions
People make decisions based on emotion
Passion takes over
We use data to back up our passion

Therefore,

Our data need to elicit emotion!
COMMON ERRORS

- Literal Sclerosis
  - Need to imbed our data in a meaningful story
- The Black Box
  - Our program improved care (so what?)
  - Describe how, who, what, when, where, why
- The Math Problem
  - Need to make #s matter!
ELEMENTS OF A GREAT STORY

- Drama
- Understand the human condition
- Share positive legacy
- Dynamic tension
- Humanize and personalize the issue
- Show how others can be part of the solution
PARADOX

LESS IS MORE.

[MORE OR LESS]
Tell your story practice!

- Decide among your group, a topic to develop
  - What are the key points?
  - What is your audience?
  - What is your “Ask”?
  - Develop 30 sec discussion of topic
  - Present to the group
Identify 3 steps you will take in the next week

Outline a plan of action for the next 6 months

COMM IT NOW!
OUR PATIENTS, OUR COMMUNITIES, OUR HEALTH CARE SYSTEM, OUR GLOBE

Need Nurses to Successfully Inform Policy Through Practice and Research Through Engagement of Strategic Partners
Health Care is a Team Sport!

Interprofessional education, research, and practice
ACTIVATE STRATEGIC PARTNER NETWORKS