INFLUENCING HEALTH THROUGH POLICY:

THE DYNAMIC ROLE OF NURSES IN THE BOARDROOM
The Importance of Policy

• **Health policy** refers to decisions, plans, and actions that are undertaken to achieve specific health care goals within a society.

• An explicit **health policy** can achieve several things: it defines a vision for the future which in turn helps to establish targets and points of reference for the short and medium term.

www.who.int/topics/health_policy/en/
A sampling of recent policy or policy-related documents that affect health:
At the Global Level:
Seventeen Universal Goals
169 Targets
Through 2030
UHC

“I regard universal health coverage as the single most powerful concept that public health has to offer. It is inclusive. It unifies services and delivers them in a comprehensive and integrated way, based on primary health care.”

Dr Margaret Chan, WHO Director-General
Global strategy on human resources for health: Workforce 2030

DRAFT for the 69th World Health Assembly

HRH
Vision:

• Accelerate progress towards Universal Health Coverage and the Sustainable Development Goals by ensuring equitable access to a skilled and motivated health worker within a performing health system.

Overall Goal:

• To ensure availability, accessibility, acceptability and quality of the health workforce through adequate investments and the implementation of effective policies at national, regional and global levels, for ensuring healthy lives for all at all ages, and promoting equitable socioeconomic development through decent employment opportunities.
HRH Milestones

2004–2005
Joint Learning Initiative
- proposes strategies for workforce development

1st Global Forum on Human Resources for Health
- Kampala Declaration & the Agenda for Global Action adopted

2008

World Health Report and the Launch of the Global Health Workforce Alliance

2006

G8 Commitment to action on health worker shortage

2009

63rd World Health Assembly
- WHO Code of Practice on the International recruitment of Health Personnel adopted
- Launch of Global Policy recommendations for rural retention

2010

67th World Health Assembly
- Recife Political Declaration adopted
- WHO mandated to develop a Global HRH strategy

2012

3rd Global forum on Human Resources for Health.
- Recife Political Declaration endorsed
- 73 HRH commitments secured

2013

UNGA Post 2015 Development Agenda

2014

Global HR strategy to be presented at the WHO Executive Body and the 69th World Health Assembly

2015

2016

HRH for Universal Health Coverage

2014-2015
GIFA members and Member State Consultations on Global HRH strategy

27TH INTERNATIONAL NURSING RESEARCH CONGRESS
Cape Town, South Africa • 21-25 July 2016
Global Nursing and Midwifery
MISSION
The World Bank Group has two ambitious goals:
End extreme poverty within a generation and boost shared prosperity.

READ MORE
An infectious disease physician and anthropologist, World Bank President Dr. Jim Yong Kim has dedicated himself to health and development throughout his career. He co-founded Partners in Health, led the HIV/AIDS Department at the World Health Organization, and chaired Harvard Medical School’s Global Health department. The World Bank’s twin goals are to end extreme poverty by 2030 and to boost shared prosperity. Progress in global health is a cornerstone in its strategy to achieve these ambitious goals.

http://www.joelangeinstitute.org/#lecture
Policy-making levels:

• Global
• Regional
• National/State
• Local
“If you’re not at the table, you’re on the menu.”

- Michael Enzi
We who are nurses must advocate for global health, starting wherever we are, and doing whatever we can.

He who has health has hope, and he who has hope has everything.

Arab proverb

https://www.pinterest.com/pin/58265388900819517/
A current national...
The Future of Nursing: Leading Change, Advancing Health

2010 landmark report with recommendations for transforming the nursing profession to meet the challenges of a changing health care landscape.
The Future of Nursing: Leading Change, Advancing Health

The IOM Report established eight recommendations to assist the nursing profession in achieving the goals set out.

• Recommendation 1: Remove scope-of-practice barriers.
• Recommendation 2: Expand opportunities for nurses to lead and diffuse collaborative improvement efforts.
• Recommendation 3: Implement nurse residency programs.
• Recommendation 4: Increase the proportion of nurses with a baccalaureate degree to 80 percent by 2020.
• Recommendation 5: Double the number of nurses with a doctorate by 2020.
• Recommendation 6: Ensure that nurses engage in lifelong learning.
• Recommendation 7: Prepare and enable nurses to lead change to advance health.
• Recommendation 8: Build an infrastructure for the collection and analysis of interprofessional health care workforce data.
IOM Recommendation #7: Prepare and enable nurses to lead change to advance health.

Nurses, nursing education programs, and nursing associations should prepare the nursing workforce to assume leadership positions across all levels, while public, private, and governmental health care decision makers should ensure that leadership positions are available to and filled by nurses.
The Facts
Nurses make up the largest segment of healthcare. They are on the frontlines across the continuum of care and are consistently rated the most trusted profession in America. They are advocates for people, families and communities and carry that advocacy into the board room.
Yet, despite their overwhelming contributions to the healthcare profession they are frequently overlooked for board positions.
A recent survey completed by the American Hospital Association found that only 5% of hospital board members were nurses.

Approximately 20% were physicians.
Why is this?

• Perceptions that nurses do not have leadership skills
• Lack of understanding of nurses' roles as decision makers
• The thought that nurses will only advocate for nursing interests
Gallup Poll on Nursing Leadership

A large majority of opinion leaders said they would like to see nurses have more influence in a variety of areas, including:

• reducing medical errors and improving patient safety
• improving quality of care
• promoting wellness and expanding preventive care
• improving health care efficiency and reducing costs
• coordinating care through the health care system
• helping the health care system adapt to an aging population
• increasing access to health care

(Gallup, 2009)
The truth is nurses bring a full set of skills not found in other professions.
Nurses bring a special set of skills

- Finance
- Communication
- Quality and Process Improvement
- Human Resources
- Strategic Planning
- Management
- Teamwork

…and many more areas!
Nurses play a crucial role in developing high-quality systems of care that offer better outcomes and increased satisfaction for people, families and communities.
The Need for Change
April 2014
Organizations were invited by the Future of Nursing: Campaign for Action to attend a meeting in DC in April of 2014 where the concept was discussed.

July 2014
In July 2014 the group met for the second time to begin working out what a Coalition such as this might “look like.” At this meeting, a Steering Committee of the larger group was formed.

October 2014
The Steering Committee met to outline a draft strategy.

November 2014
November of 2014 the Steering Committee reported back, a vote was taken and the Nurses on Boards Coalition was formed!
Nurses on Boards Coalition

AARP
American Academy of Nursing
American Assembly for Men in Nursing
American Association of Colleges of Nursing
American Association of Nurse Anesthetists
American Association of Nurse Practitioners
American Nurses Association
American Nurses Foundation
American Organization of Nurse Executives
Asian American/Pacific Islander Nurses Association
Association of Public Health Nurses
Center to Champion Nursing in America
National Forum of State Nursing Workforce Centers
Jonas Center for Nursing and Veterans Healthcare
National Alaska Native American Indian Nurses Association, Inc.
National Association of Hispanic Nurses
National Black Nurses Association
National League for Nursing
National Organization for Associate Degree Nursing
National Student Nurses Association
Robert Wood Johnson Foundation
Sigma Theta Tau International

Note: Original NOBC Member Organizations
“The goal of the NOBC is to improve the health of communities and the nation through the service of 10,000 nurses on boards by 2020.”
What kinds of boards is NOBC targeting?

The NOBC defines a board as one with strategic influence to improve the health of communities and the nation. That includes corporate, governmental, non-profit, advisory or governance boards or commissions that have fiduciary or strategic responsibility.
Making a Difference
Coalition Workgroups

- Target and cultivate key board positions (national and state)
- Appropriate and effective board placements
- Connect to education and preparation for board service
- Build a strong ongoing continuum of support and mentoring for trustees
- Messaging, communications, and public relations
- Build and support a high functioning coalition (growth and sustainability)
- Membership
The Future
“The IOM Report imagines a world where all nurses could become lifelong learners, practice to the full extent of their education and training and serve as full partners in providing care and promoting health on the front lines as well as in the boardroom. ”

–Susan B. Hassmiller, Robert Wood Johnson Foundation
A Call to Action
How are nurses in the United States personally becoming involved right now?

- Stepping up to be counted and/or indicating their interest in future board service through an online database
- Serving on all types of boards across the country where true change is being made in the healthcare for citizens of the United States
“I will do all in my power to maintain and elevate the standard of my profession ”

—Florence Nightingale pledge
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