

INFLUENCING HEALTH THROUGH POLICY:

THE DYNAMIC ROLE OF NURSES IN THE BOARDROOM



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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/



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A sampling of recent policy or
policy-related documents that
affect health:



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At the Global Level:



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Seventeen Universal Goals 169 Targets Through 2030



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SUSTAINABLE DEVELOPMENT GOALS

17 GOALS TO TRANSFORM OUR WORLD

1 NO POVERTY 	2 ZERO HUNGER 	3 GOOD HEALTH AND WELL-BEING 	4 QUALITY EDUCATION 	5 GENDER EQUALITY 	6 CLEAN WATER AND SANITATION
7 AFFORDABLE AND CLEAN ENERGY 	8 DECENT WORK AND ECONOMIC GROWTH 	9 INDUSTRY, INNOVATION AND INFRASTRUCTURE 	10 REDUCED INEQUALITIES 	11 SUSTAINABLE CITIES AND COMMUNITIES 	12 RESPONSIBLE CONSUMPTION AND PRODUCTION
13 CLIMATE ACTION 	14 LIFE BELOW WATER 	15 LIFE ON LAND 	16 PEACE, JUSTICE AND STRONG INSTITUTIONS 	17 PARTNERSHIPS FOR THE GOALS 	



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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



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HRH



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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

2008

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

HRH for Universal Health Coverage

2013

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

2014-2015

GHWA members and Member State Consultations on Global HRH strategy



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

2006

G8 Commitment to action on health worker shortage

2008

63rd World Health Assembly
- WHO Code of Practise 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

2014

UNGA Post 2015 Development Agenda

2015

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

2016



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Global Nursing and Midwifery



Global strategic
directions for
strengthening
nursing and midwifery
2016-2020



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THE WORLD BANK

IBRD • IDA | WORLD BANK GROUP

MISSION

The World Bank Group has two ambitious goals:

End extreme poverty within a generation and boost shared prosperity.

[READ MORE](#)



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Dr. Jim Yong Kim

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.joeplangeinstitute.org/#lecture>

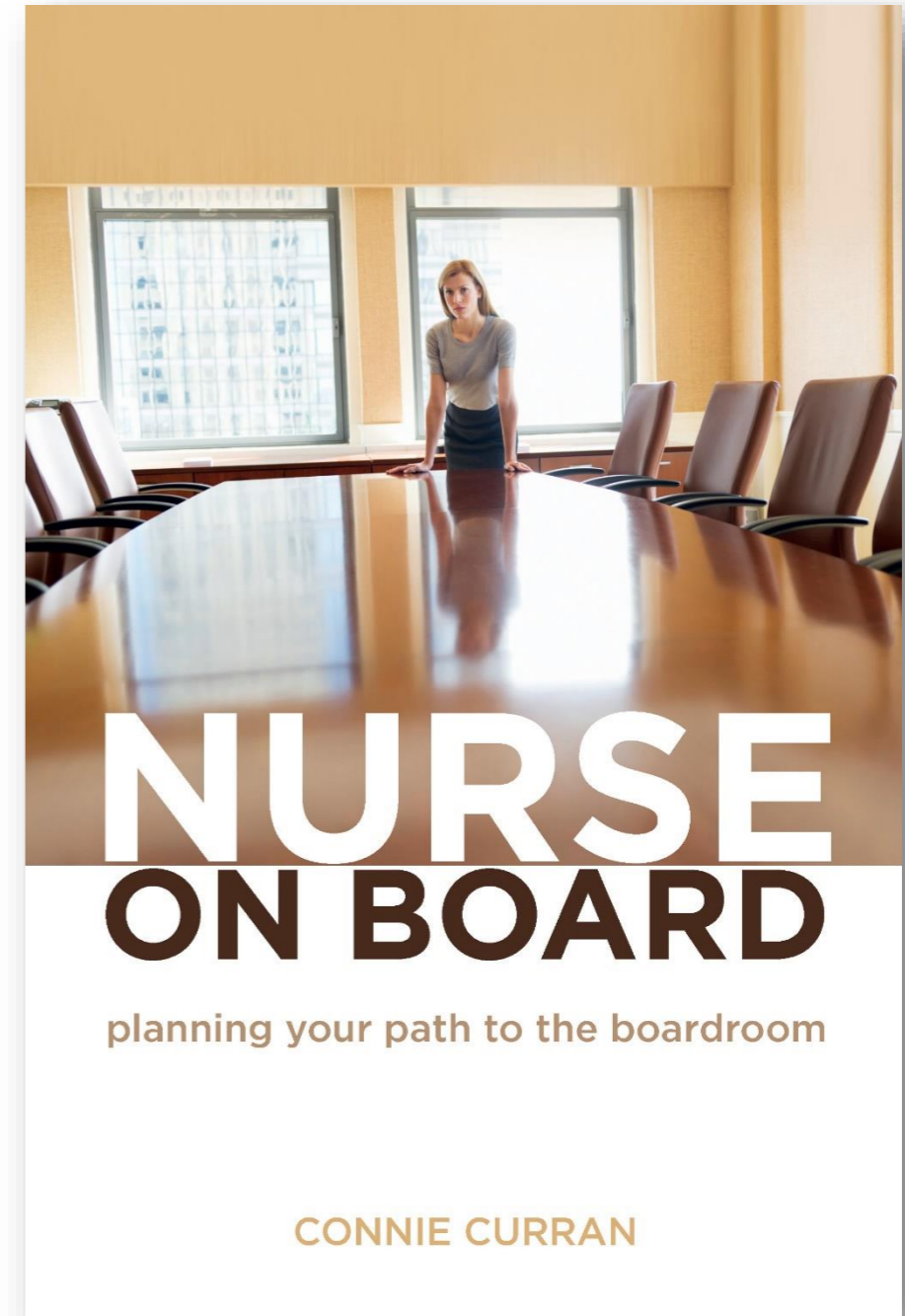


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Policy-making levels:

- Global
- Regional
- National/State
- Local



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“If you’re not at the table, you’re on the menu.”

- Michael Enzi



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



<https://www.pinterest.com/pin/58265388900819517/>



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A current national...



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Nurses on Boards Coalition

10K Nurses by 2020

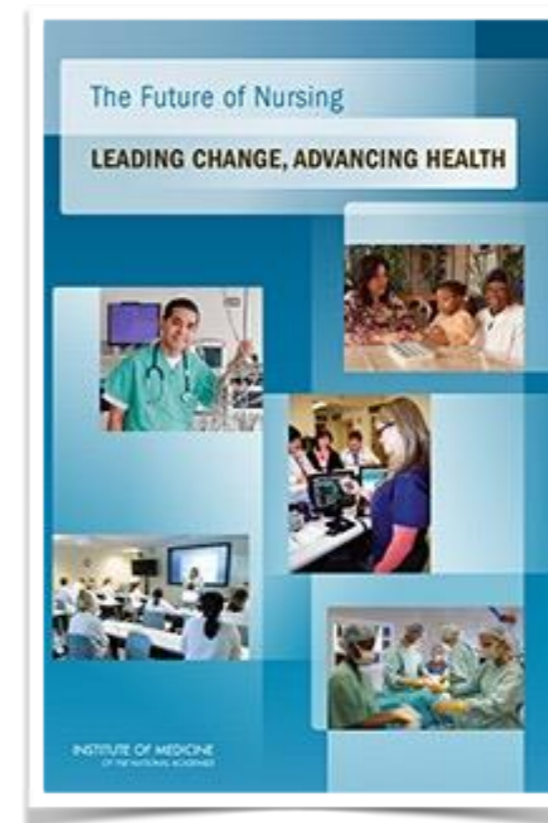


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The Future of Nursing: Leading Change, Advancing Health

2010 landmark report with recommendations for transforming the nursing profession to meet the challenges of a changing health care landscape.



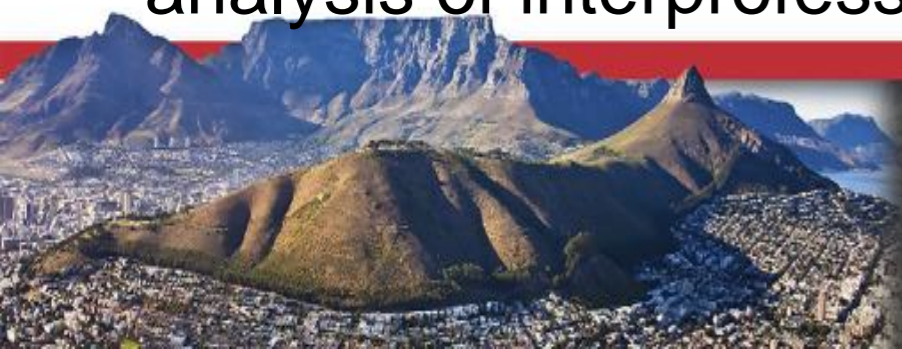
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The Future of Nursing: Leading Change, Advancing Health

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.



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The Facts



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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.



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Yet, despite their overwhelming contributions to the healthcare profession they are frequently overlooked for board positions.



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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)



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The truth is nurses bring a full set of skills
not found in other professions.



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Nurses bring a special set of skills

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

...and many more areas!



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Nurses play a crucial role in developing high-quality systems of care that offer better outcomes and increased satisfaction for people, families and communities.



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The Need for Change



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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



October 2014

The Steering Committee met to outline a draft strategy



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.



November 2014

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



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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



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“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.”



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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



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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



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“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*



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A Call to Action



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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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Cynthia Vlasich, MBA,BSN, RN
Director, Global Initiatives
Sigma Theta Tau International
Steering Committee, Nurses on Boards Coalition

Email: Cynthia@stti.org

Kimberly Harper, MS, RN
CEO, Indiana Center for Nursing
Nursing Co-Lead, Indiana Action Coalition
Co-Chair, Nurses on Boards Coalition

Email: kharper@ic4n.org



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