

FUTURE OF NURSING™

Campaign for Action



Integrating the Culture of Health Into Your Action Coalition's Work: Using a Compass and a Map

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Campaign for Action Pillars

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**Advancing Education
Transformation**



**Removing Barriers to
Practice and Care**



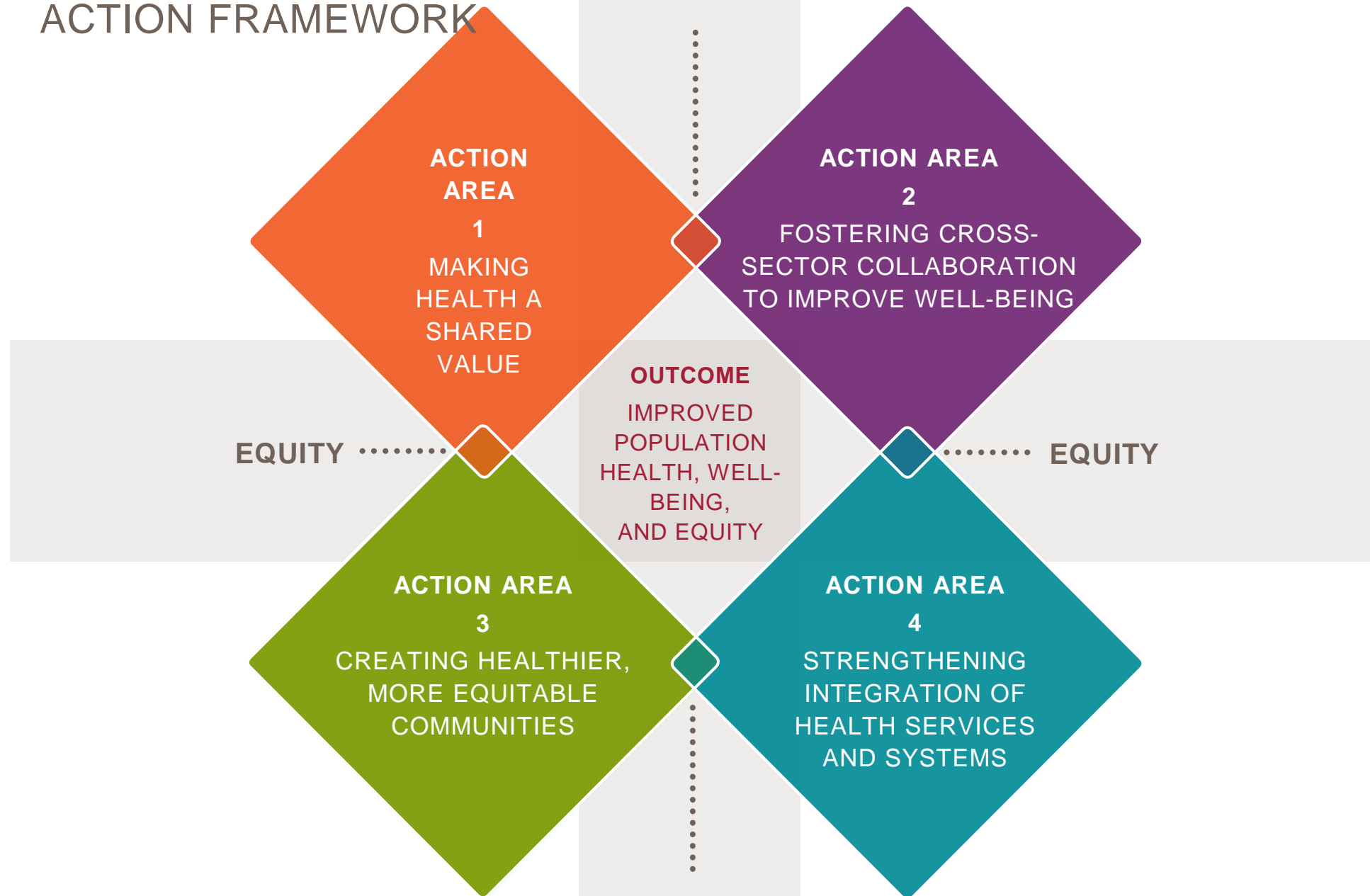
Nursing Leadership

Interprofessional Collaboration

Diversity

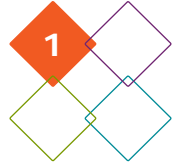
DATA

CULTURE OF HEALTH ACTION FRAMEWORK





ACTION AREA



MAKING HEALTH A SHARED VALUE

DRIVERS

MINDSET AND
EXPECTATIONS

SENSE OF
COMMUNITY

CIVIC
ENGAGEMENT

Value on health
interdependence

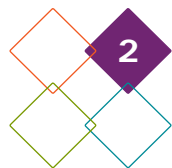
Value on well-being

Public discussion on
health promotion and
well-being

Sense of community
Social support

Voter participation
Volunteer engagement

ACTION AREA



FOSTERING CROSS-SECTOR COLLABORATION TO IMPROVE WELL-BEING

DRIVERS

NUMBER
AND QUALITY
OF PARTNERSHIPS

Local health
department collaboration
Opportunities to improve health for
youth at schools
Business support
for workplace health
promotion and
Culture of Health

INVESTMENT IN
CROSS-SECTOR
COLLABORATION

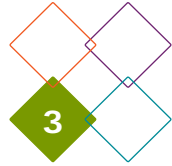
U.S. corporate giving
Federal allocations for
health investments
related to nutrition and
indoor and outdoor
physical activity

POLICIES
THAT SUPPORT
COLLABORATION

Community relations
and policing
Youth exposure to advertising
for healthy and unhealthy
food and beverage products
Climate adaptation and mitigation
Health in all policies
(support for working families)



ACTION AREA



CREATING HEALTHIER, MORE EQUITABLE COMMUNITIES

DRIVERS

**BUILT ENVIRONMENT/
PHYSICAL CONDITIONS**

Housing affordability
Access to healthy foods
Youth safety

**SOCIAL AND ECONOMIC
ENVIRONMENT**

Residential segregation
**Early childhood
education**
Public libraries

**POLICY AND
GOVERNANCE**

Complete Streets policies
Air quality



ACTION AREA



STRENGTHENING INTEGRATION OF HEALTH SERVICES AND SYSTEMS

DRIVERS

ACCESS

CONSUMER EXPERIENCE AND QUALITY

BALANCE AND INTEGRATION

Access to public health

Access to stable health insurance

Access to mental health services

Routine dental care

Consumer experience

Population covered by an Accountable Care Organization

Electronic medical record linkages

Hospital partnerships

Practice laws for nurse practitioners

Social spending relative to health expenditure



OUTCOME

IMPROVED POPULATION HEALTH, WELL-BEING AND EQUITY

OUTCOME AREA

ENHANCED INDIVIDUAL
AND COMMUNITY
WELL-BEING

Well-being rating
Caregiving burden

MANAGED CHRONIC
DISEASE AND REDUCED
TOXIC STRESS

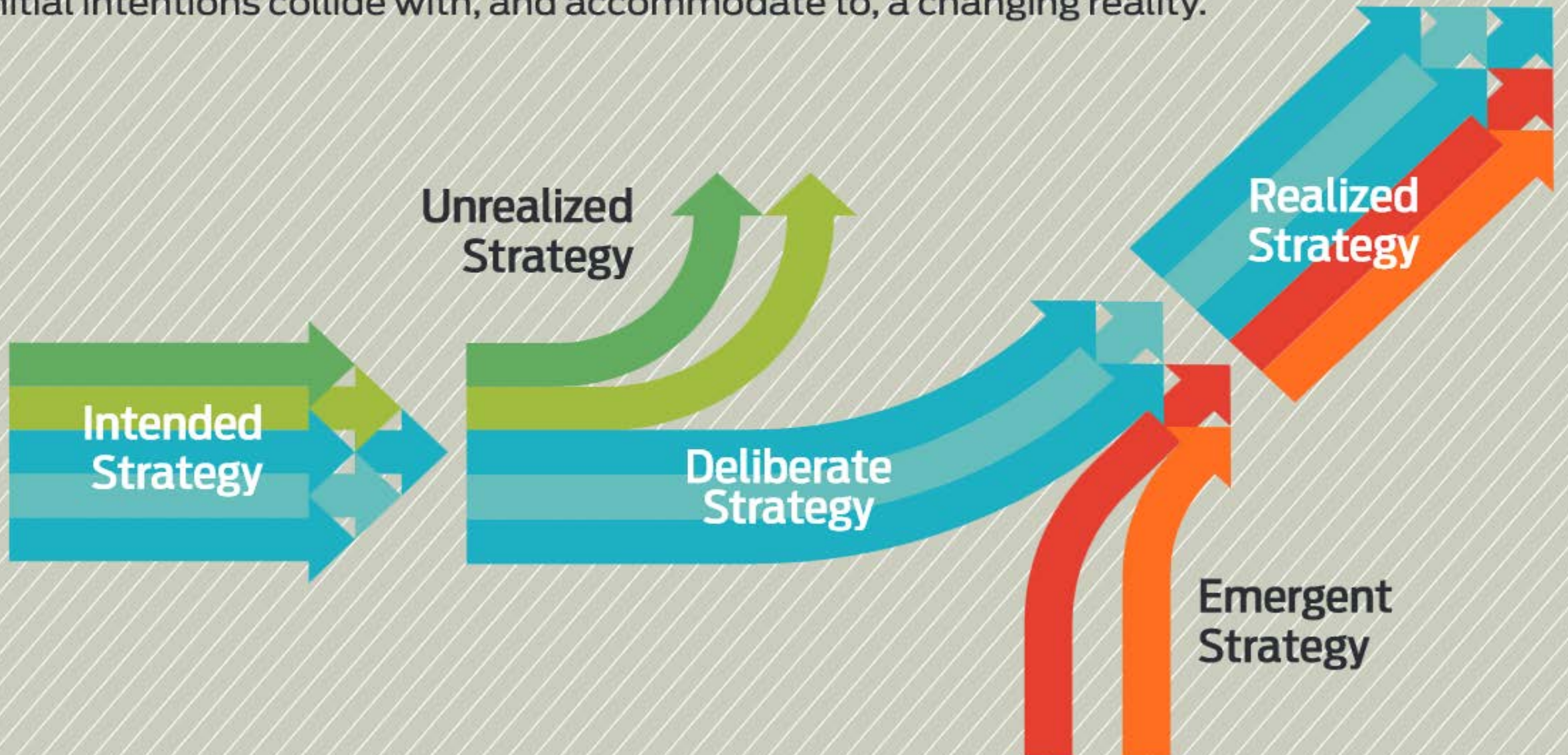
Adverse child experiences
Disability associated
with chronic conditions

REDUCED
HEALTH CARE COSTS

Family health care cost
Potentially preventable
hospitalization rates
Annual end-of-life
care expenditures

How Emergent Strategy Works

Emergent strategy accepts that a realized strategy emerges over time as the initial intentions collide with, and accommodate to, a changing reality.



Source: Henry Mintzberg, Sumantra Ghoshal, & James B. Quinn, *The Strategy Process*, Prentice Hall, 1998

Emergent Strategy Requires:

- Flexibility in reacting to changing environment
- Sensing the environment to capture opportunities
- Co-creation & co-evolution of strategies among coalition members
- Rewiring connections between existing players within activities that are already under way
- Taking advantage of changes that are already in motion

Group Work:

- 1. What new opportunities does this framework (building a Culture of Health) offer for the work you are currently doing as it relates to the Future of Nursing: Campaign for Action?
- 2. What is needed to achieve these opportunities to accomplish this work?
- 3. What partners are essential for advancing the Culture of Health in your Coalition's work?
 - a) And how do we plan to include these new partners?

Safe Travels Returning Home:

FUTURE OF NURSING™
Campaign for Action*

Use your Map to Continue your ACs Future of Nursing Journeyand your New Compass to Guide Your AC Toward the Co-Creation of a New Culture of Health in each of Your States.

The ideas espoused in this presentation were adapted from:

1. Kania, J, Kramer, M. & Russell, P. (2014). Up for debate: Strategic philanthropy for a complex world. *Sanford Social Innovation Review, Summer 2014*. Leland Stanford Jr. University.
2. Lavizzo-Mourey, R. (November, 2015). Our future direction: A message to the RWJF Community. Robert Wood Johnson Foundation.
3. Dialogue with CCNA & RWJF Leaders