

Join us and learn more about how you can help shape the future of health and health care.

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*Nurses are essential to well-being and to creating healthier communities, and high-quality health care for all.*



**FUTURE OF NURSING™**  
Campaign for Action

 **AARP** Foundation  Robert Wood Johnson Foundation

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“Leading Change,  
Advancing Health  
Through Nursing”

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## Who We Are

The Future of Nursing: *Campaign for Action* is an initiative of AARP Foundation, AARP, and the Robert Wood Johnson Foundation to implement recommendations from the Institute of Medicine (IOM) report *The Future of Nursing: Leading Change, Advancing Health*. The *Campaign* is coordinated through the Center to Champion Nursing in America, an initiative of those same three organizations. The *Campaign* envisions a future where everyone in America can live a healthier life, supported by a system in which nurses are essential partners in providing care and promoting health.

The *Campaign* includes 51 state Action Coalitions working together and with a wide range of health care providers, consumer advocates, policymakers, and business, academic, and philanthropic leaders.

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## What We Do and Why

Nurses play a significant role in our fast-evolving health system. At 3.6 million strong, registered nurses are the largest sector of the health workforce, and stewards of good health in schools, workplaces, public health facilities, hospitals, nursing homes, and clinics throughout the nation. What's more, people trust nurses: Year after year nursing is named the most trusted profession.

The *Campaign for Action* is building on these strengths to create a healthier America and meet the goals set in 2010 by the IOM—since



renamed the Health and Medicine Division of the National Academies—in its report on the future of nursing.

Driving our work is a belief that everyone in America deserves to live the healthiest life possible and that nurses are vital to building this Culture of Health.

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## What Is a Culture of Health?

Good health is not always a matter of choice, but is the sum of many factors: environment, income levels, education, and more. A Culture of Health is one that empowers everyone to live the healthiest life they can. That happens when business, government, schools, individuals, and

organizations work together to put well-being front and center.

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## Our Focus

The *Campaign* focuses on six recommendations by the IOM as it works to build a Culture of Health:

- Improving access to care: Nurses must be allowed to practice to the full extent of their education and training.
- Fostering interprofessional collaboration: Nurses should collaborate with advocates in health, business, education, city planning, and more to promote well-being for all in the community.
- Increasing diversity in nursing: The nursing workforce should reflect the country's rich cultural and ethnic diversity.
- Transforming nursing education: Nurses must be prepared to meet increasingly complex health needs in all settings.
- Promoting nursing leadership: For our nation to be its healthiest, nurses should serve in leadership positions.
- Collecting workforce data: Accurate, ongoing data collection in all areas is needed to develop the workforce the country needs.

To read the *Future of Nursing* report, visit: <http://www.nationalacademies.org/hmd/Reports/2010/The-Future-of-Nursing-Leading-Change-Advancing-Health.aspx>