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

Facilitated By:
Alexia Green RN, PhD, FAAN
Campaign for Action Pillars

- Advancing Education Transformation
- Removing Barriers to Practice and Care
- Nursing Leadership

Interprofessional Collaboration

Diversity

DATA
OUTCOME
IMPROVED POPULATION HEALTH, WELL-BEING, AND EQUITY

CULTURE OF HEALTH ACTION FRAMEWORK

ACTION AREA 1
MAKING HEALTH A SHARED VALUE

ACTION AREA 2
FOSTERING CROSS-SECTOR COLLABORATION TO IMPROVE WELL-BEING

ACTION AREA 3
CREATING HEALTHIER, MORE EQUITABLE COMMUNITIES

ACTION AREA 4
STRENGTHENING INTEGRATION OF HEALTH SERVICES AND SYSTEMS
MAKING HEALTH A SHARED VALUE

ACTION AREA

1

DRIVERS

MINDSET AND EXPECTATIONS

Value on health interdependence
Value on well-being
Public discussion on health promotion and well-being

SENSE OF COMMUNITY

Sense of community
Social support

CIVIC ENGAGEMENT

Voter participation
Volunteer engagement
FOSTERING CROSS-SECTOR COLLABORATION TO IMPROVE WELL-BEING

**ACTION AREA**

**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)
CREATING HEALTHIER, MORE EQUITABLE COMMUNITIES

**ACTION AREA**

**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
STRENGTHENING INTEGRATION OF HEALTH SERVICES AND SYSTEMS

ACTION AREA

ACCESS

- Access to public health
- Access to stable health insurance
- Access to mental health services
- Routine dental care

CONSUMER EXPERIENCE AND QUALITY

- Consumer experience
- Population covered by an Accountable Care Organization

BALANCE AND INTEGRATION

- Electronic medical record linkages
- Hospital partnerships
- Practice laws for nurse practitioners
- Social spending relative to health expenditure
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.

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:

Use your Map to Continue your ACs Future of Nursing Journey ……and 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:


3. Dialogue with CCNA & RWJF Leaders