

# FUTURE OF NURSING™

## Campaign for Action



### Successes in Advancing Health and Health Care Through Nursing

Since the Institute of Medicine released its recommendations in 2010, the *Campaign for Action* has taken steps to bring accessible, high-quality care to more Americans, a key part of building a Culture of Health, a vision based on the belief that everyone deserves to live the healthiest life possible. Some of those accomplishments are listed below.

#### **Improving Access to Care States**

Since the start of the *Campaign*, eight states—Connecticut, Maryland, Minnesota, Nebraska, Nevada, North Dakota, Rhode Island, and Vermont—removed statutory barriers that prevented nurse practitioners from providing care to the full extent of their education and training. These victories expanded access to high-quality health care and increased choice for consumers in those states. AARP participated in each of these wins.

#### **Federal**

Substantial progress has been made in removing barriers to advanced practice registered nurse-care and advancing nurse-led practice models in federal laws and regulations. Newly modernized Medicare regulations allow direct access to APRNs for more services (including chronic pain management) in more settings (including hospital outpatient facilities, rural health centers, and critical access hospitals). Innovative nurse-led models, such as transitional care and care coordination, increase access while improving the value of care.

#### **Promoting Nursing Leadership**

- In an effort to improve the health of communities and the nation, national organizations collaborated to form the Nurses on Boards Coalition (NOBC) with a goal of ensuring placement of 10,000 nurses on boards and other influential bodies by 2020. The NOBC, which includes conveners AARP, the Robert Wood Johnson Foundation, and 19 nursing organizations, is a direct response to the Institute of Medicine's recommendation that nurses play a more pivotal role as decision-makers on boards and commissions.
- The *Campaign's* Champion Nursing Coalition, a diverse group representing nearly 60 national business, consumer, and health professional organizations, put 35 nurses on the boards of its member organizations, bringing the total to 45 nurses on coalition boards.

#### **Transforming Nursing Education**

- The number of employed nurses with doctoral degrees has more than doubled from 2010 to 2014<sup>1</sup>, meeting the IOM's recommendation that our nation double the number of nurses with a doctorate by 2020.
- Beginning in 2012, for the first time ever, the number of nurses graduating with a bachelor of science in nursing (BSN), including RN-to-BSN, has surpassed the number of those earning an associate degree.<sup>2</sup>

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<sup>1</sup> American Community Survey.

- The number of students graduating from RN-to-BSN programs has increased 112 percent from 22,531 in 2010 to 47,777 in 2014, according to the American Association of Colleges of Nursing (AACN).
- The Future of Nursing: *Campaign for Action* is promoting five promising education models to help nurses face fewer hurdles in obtaining advanced academic degrees.

### **Increasing Diversity in Nursing**

The number of minority students enrolled in advanced nursing education is increasing. Nearly 30 percent of students at the baccalaureate, master's, and doctoral program levels represent minority populations, according to AACN. Male students represented approximately 12 percent of baccalaureate and graduate nursing students in 2015, up from 9.5 percent in 2005, according to AACN.<sup>3</sup>

### **Creating an Infrastructure to Improve Health Through Nursing**

The *Campaign* has established a thriving network of diverse leaders throughout the country who work together to improve health and health care through nursing. There are now 51 Action Coalitions (in every state and Washington, D.C.) engaged with more than 1,800 nursing, consumer, and business organizations. These coalitions have raised nearly \$20 million in outside funds, beyond the many millions that RWJF has awarded in grants through its *State Implementation Program* and *Academic Progression in Nursing* program.

### **Highlighting the Economic Benefits of Nursing**

Through forums with businesses, insurers, policymakers, and others, the *Campaign for Action* continued to build a national conversation about the value of nurses as providers of safe, effective health care. Leaders in these sectors are increasingly aware that nurse-provided clinical care keeps employees and communities healthy, is good for the bottom line, and essential to building a Culture of Health in America.

### **Record-Setting Outreach and Reaching New Audiences**

In 2015, *Campaign for Action* national leaders spoke to approximately 20,000 people at nearly 100 events about our efforts to transform health and health care through nursing. The *Campaign* continues to reach new audiences and build a strong network of online supporters, growing to nearly 90,000 friends and followers on multiple platforms. And the report on which the *Campaign* is based—the Institute of Medicine's *The Future of Nursing: Leading Change, Advancing Health*—remains the IOM's most downloaded report since its release in October 2010 with more than 130,000 downloads.

### **Incorporating a Culture of Health Into Our Work**

Action Coalitions have increasingly learned how their work fits with the Culture of Health, a vision based on the belief that everyone deserves to live the healthiest life possible. Nurses are already an important part of this movement to build healthier communities, and the *Campaign's* Action Coalitions are reaching out to new and diverse stakeholders to engage them in this work.

### **Get Connected**



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[www.facebook.com/CampaignForAction](http://www.facebook.com/CampaignForAction)

<sup>2</sup>Buerhaus, P. I., Auerbach, D. I., & Staiger, D. O. (2014). The rapid growth of graduates from associate, baccalaureate, and graduate programs in nursing. *Nursing Economics*, 32(6), 290–295,311.

<sup>3</sup> American Association of Colleges of Nursing. *The Changing Landscape: Nursing Student Diversity on the Rise*. <http://www.aacn.nche.edu/government-affairs/Student-Diversity-FS.pdf>