

FUTURE OF NURSING™

Campaign for Action

AT THE CENTER TO CHAMPION NURSING IN AMERICA



Your Action Coalition: Multiply Through Messaging

Webinar Summary

February 18, 2015

Presenters

Sue Hassmiller, PhD, RN, FAAN; Senior Advisor for Nursing and Director, Future of Nursing: *Campaign for Action*

Shannon Mouton Gray, Director of Marketing and Digital Media for McKinney & Associates; part of the *Campaign for Action* communications team

Gretchen Wright, Vice President/Principal, PR Solutions; part of the *Campaign for Action* communications team

Judy Liesveld, New Mexico Action Coalition

Victoria Vinton, Nebraska Action Coalition

Webinar Goals

- Jumpstart 2015 with a recruitment drive that's powered by tried and tested messages.
- Learn how to reach and engage diverse nursing audiences—young nurses, experienced nurses with ADNs, African-American and/or Latino nurses, and new Action Coalition members who can help advance the future of nursing.
- Learn about findings from national message testing and see how the right words, delivered in the right way, can win the support of your fellow nurses and inspire them to embrace their leadership potential.

Across the country, there is a movement to advance the field of nursing so that all Americans have access to high-quality, patient-centered care in a health care system where nurses are essential partners in achieving success. This national-level [Future of Nursing: Campaign for Action](#) is a result of the Institute of Medicine's landmark 2010 report, [The Future of Nursing: Leading Change, Advancing Health](#).

The *Campaign for Action's* field-based teams, the [Action Coalitions](#) (ACs), are leading this movement and are equipping themselves with knowledge gained from technical assistance provided by the Center to Champion Nursing in America (CCNA), a joint initiative of AARP, the AARP Foundation, and the Robert Wood Johnson Foundation. Such technical assistance comes in the form of webinars, face-to-face interactions, and other facilitated engagements with public policy leaders, content experts, consultants, and Action Coalition peers across the country.

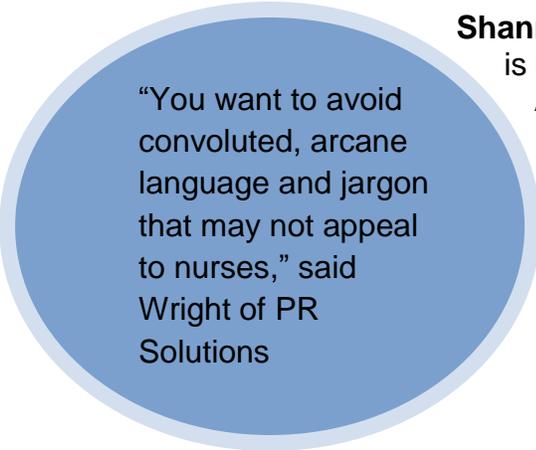
Overview

It is important in our presentations to use words that fit the audience: patients, clients consumers, residents, and students.

There are many words to describe the people nurses provide health care to, whether they are patients in a hospital, residents in a long-term care facility, individuals in their own homes, students in schools, or clients in a public health care setting.

“The word ‘patients’ is used often in the Message Primer, but when you speak about the *Campaign* to others, I encourage you to use the words that best fit the frame of reference of the person you’re speaking with,” said **Sue Hassmiller** of RWJF.

“You should aim to make your message clear, engaging, and sensitive to the perspectives of your audience.”



“You want to avoid convoluted, arcane language and jargon that may not appeal to nurses,” said Wright of PR Solutions

Shannon Mouton Gray of McKinney said this webinar is meant to help engage nurses and recruit them to Action Coalitions.

The webinar has been recorded and is available at www.campaignforaction.org/webinars. In addition, the new CFA Action Coalition Message Primer can be found in the Resource Section of the *Campaign’s* website.

Background Research

Last spring, the *Campaign* communications team worked with a market research firm and conducted focus groups across the country with a cross-section of nurses. They heard from African-American and Latino RNs, and from rural, urban, and suburban nurses. They also talked to student nurses, early-career nurses, and RNs with decades on the job, as well as APRNs and male nurses.

“We gleaned a wealth of knowledge and valuable insights from them, and then used that information to develop messages that you can adapt to your recruitment needs,” said **Mouton Gray**.

Making the Messages Relevant

Wright of PR Solutions said,

- First, keep it simple and straightforward.
- Use inclusionary words that speak to the numerous roles and settings where nurses find themselves working. For example, be sure to underscore that nurses aren't just in hospital settings; they work in settings that range from military bases to elementary schools to research labs.
- You want to avoid convoluted, arcane language and jargon that may not appeal to nurses.
- Take the messaging and make it relatable.
- Adding a personal story or anecdote makes the messaging feel real and relevant.

“Practice does make perfect. You should practice in the mirror, with family, with your friends,” **Wright** said. “The more you practice, the more comfortable you'll become delivering the messages.”

Staying on Message

“You've heard reporters say it; political pundits say it, and now we're saying it,” explained **Mouton Gray**. “You will find staying on message one of the most difficult things to do. People will take you off message and you won't even realize it.”

“You can pivot the conversation back to the CFA message.”

They demonstrated a conversation where a consumer tries to take the Action Coalition person off message:

Action Coalition Co-Lead: Nurses are the largest segment of the health care workforce. They should play a fundamental role in the transformation of America's health care system.

Consumer: But doctors are the primary caregivers. They should lead, and nurses should follow.

Action Coalition Co-Lead: Well, nurses have a unique role and viewpoint when it comes to patient care. They're the first, and sometimes the only, health care provider a person sees.

Consumer: I trust my doctor. I've known him for years.

Action Coalition Co-Lead: But when you can't get an appointment to see your doctor, who treats you at the walk-in clinic or the community health center? Who does your child see when she's not feeling well at school? It's a nurse.

Consumer: Still, nurses are nurses and doctors are doctors.

Action Coalition Co-Lead: It's not "either/or," it's "both/and." Both doctors and nurses are part of the same health care team. We work together to put the care of people, families and communities first.

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The Action Coalition person in this conversation was able to turn the conversation back to the importance of nurses and how they work together with all other health care workers.

Successful Themes

Mouton Gray said several themes were tested and they "hit home runs with two of them." The two themes received high marks from nurses in every focus group.

The **first theme** is:

"Health care is changing. Nurses can improve care: in your home; in your community; in the classroom; in the boardroom; in the laboratory; in the operating room; in the emergency room."

The nurses liked this because they felt it spoke to the variety and vastness of the profession.

The **second theme** is:

"Nurses, more than 3 million strong and composing the largest sector of the health care workforce, can and should play a fundamental role in the transformation of the nation's health care system."

Many of the nurses we spoke to were surprised to learn how many nurses there are. They found the size of the profession—the sheer number of nurses—to be empowering.

Messages

Using these broad themes and insights from the focus groups, several messages were developed to use with different audiences and stakeholders.

During this webinar, the focus was on messaging that supports efforts to **recruit** nurses to your Action Coalitions, with an emphasis on three nurse segments of particular interest: **young nurses, experienced nurses, and African-American and Latino nurses.**

Young Nurses

These messages speak to the **tech-savvy millennial** who is new to the profession or has been in the profession for less than seven or so years.

- **We are multitaskers—an asset in an increasingly fast-paced health care system.**
- **Our nursing workforce can benefit from our technological savvy to take advantage of cutting-edge health care tools.**

Experienced Nurses

The messaging for **experienced nurses** honors their dedication and commitment to the profession.

- **Longstanding, established nurses have earned their stripes. The profession has grown and changed, largely because of our dedication.**
- **Nurses are on the front lines of the health care profession and have earned and deserve respect.**
- **Health care can't work unless experienced nurses have a voice in decision-making at all points within the health system.**

A Diversity Message

The diversity messaging is inclusive, with an “open arms” tone.

- **America is becoming more diverse. Although the face of the nursing profession has changed, it hasn't progressed enough to reflect the growing diversity of the nation.**
- **We are committed to recruiting and mentoring nurses of different ages, experiences, races, ethnicities, genders, and backgrounds to pursue leadership roles in the profession and to seek opportunities for advancement.**

This is a sampling of the messages that are included in the Message Primer. These are messages you can use for recruitment and to grow your Action Coalitions, once you adapt them to fit your particular audiences.

Elevator Speech

Begin with developing an **elevator speech**—a brief, informal (and often accidental) opportunity to tell someone about your work, with the aim of piquing their interest in supporting your efforts.

The full webinar slides on this website will have a video showing a bad elevator speech. Bad speeches are usually rambling, do not use full sentences, and veer off message.

Action Coalition colleagues from New Mexico and Nebraska demonstrated their effective elevator speeches.

Judy Liesveld from the New Mexico Action Coalition said in her elevator speech that the Coalition is aligned with community colleges and supports the statewide progression model. The message is geared toward young people interested in becoming nurses and achieving the goal of 80 percent of nurses with a bachelor's degree by 2020 (as stated in the Institute of Medicine 2010 report).

Victoria Vinton from the Nebraska Action Coalition said her elevator speech frequently changes as the situation dictates. To student nurses and younger nurses, the message is that they are the future of healthcare in Nebraska and they are vital to achieving high quality.

For more information from the Center to Champion Nursing in America about this webinar, technical assistance or other questions related to the Future of Nursing: *Campaign for Action*, contact Michael Pheulpin at MPheulpin@aarp.org or 202-434-3882.

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