The Future of Nursing
Campaign for Action:
Opportunities for Public Health Nurses

Kansas Public Health Association

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Today’s Presenters

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Institute of Medicine Report

The Future of Nursing:
LEADING CHANGE, ADVANCING HEALTH

Campaign helping to implement landmark IOM recommendations

Diverse coalition includes:
- Health care providers
- Consumer advocates
- Policy-makers
- Business leaders
- Academics
- Philanthropic community
All Americans have access to high-quality, patient-centered care in a health care system where nurses contribute as essential partners in achieving success.
Campaign Infrastructure

- National infrastructure and grassroots organization in 50 states
- Diverse partners, including business, health care organizations, foundations and consumers

Campaign capturing best practices, tracking lessons learned and identifying replicable models
Fully utilize nurses’ expertise and experience:
- Largest segment of public health and health care workforce
- Span boundaries and support integration of health care and public health

Promote prevention and wellness
- Develop new care models
- Communicate community care and services
- Utilize quality improvement to improve outcomes
- Engage diverse community partners in health improvement strategies
System-Level Changes Needed

Health Care:
- Access
- Quality
- Cost

Public Health:
- Population-focused, community-based prevention
- Quality
- Constrained resources

Rethink resources and how we integrate systems
Campaign for Action Goals

- Strengthen Education, Training and Diversity
- Expand Access
- Improve Quality and Coordination
- Lead Health Care Change
Strengthen Education and Diversity

Set aside BSN and AD debate:
• Focus on future nurse and competencies needed

National community college associations: nursing students and nurses should be supported in efforts to pursue further education

Overcome student obstacles:
• Financial
• Work schedules
• Family commitments
Why More BSN Degrees?

- PHNs practice autonomously in community
- Public health field transitioning from provision of direct services to more population-focused role
- Need competencies to support emerging public health nursing roles, including community health assessment and health improvement planning
New accreditation process

Budgets slashed

Transition to population-focused services

ACA implementation

New and revised competencies, standards and reports

New accreditation process
Transition: National public health standards, accreditation, changing roles of health departments in reformed system; economic pressures IOM Future of Nursing Report

New reports, standards, and competencies

Key informant interviews, focus groups, and listserv surveys conducted with PHN prior to Forum (N=1,500)

Respondents from academia and practice identified challenges and opportunities shaping the future of PHN

Results presented at Forum
Voices from the Field: Pre-Forum
“Public health nurses are well-positioned to lead system transformation. Well-prepared public health nurses have the expertise to engage community partners in community health assessment and improvement planning.”

“We need a better understanding and communication of the opportunities for evidence-based public health practice supported through the ACA.”
Voices from the Field: *Strategies and Next Steps*

- Clearly articulate a shared vision for the role and value of public health nursing
- Develop and implement a clear, consistent communication strategy for PHN
- Develop and test new models for PHN education and practice
Most Promising Strategies/Educational Offerings to Advance Competency

- RN-to-BSN completion
- Continuing education programs, including online
- Internships, residencies

Responses Most Commonly Chosen as Top Three
Most Important Education/Training Support for Practicing PHNs

- Support for fees (scholarships, reduced tuition/fees): 22
- Online format for education/training: 17
- Release time from work for education: 15
- Link to formal degree programs (BSN, completion, etc.): 13
- Incentives: 8

Responses Most Commonly Chosen as among Top Three
To what extent do you agree with the following statement?

The role of PHN in governmental PH agencies is transitioning from provision of direct services to a more population-focused role.
To what extent do you agree with the following statement?

The PHN role transition, as described above, is a positive trend that should occur.

- **Strongly Agree**: 9
- **Agree**: 14
- **Disagree**: 1
- **Strongly Disagree**: 0
Public Health Nursing Enumeration 2012

- Why now?
- A critical point in time . . .
... And a time of opportunity

Today, population health and prevention are priorities in a transformed health system focused on health outcomes and cost savings
... And a time of opportunity

Public health nurses are positioned in communities across the U.S. to lead health system transformation with skills in clinical and population health.
Now is the time to expand the reach and impact of public health nurses to improve the health of all Americans
A collaborative project to identify the nation’s public health nursing assets, issues, and recommendations to prepare PHNs for future practice
Public health nurses represent the largest segment of the public health workforce.
Little is known about their training, education, job functions, demographics, and retirement intention.
Two surveys focused on profiling RNs in governmental public health agencies.
Organizational Survey

- Nationally representative random sample of 328 local health departments stratified by population size (sampling frame obtained from NACCHO); large LHDs oversampled
- 50 state health departments
Individual Survey

- Disseminated to all RNs in the 328 local health departments and a random sample of 9 state health departments stratified by population size and governance structure
- Approximate total sample: ~7500-8000
Enumeration Results and Conclusions
1. We need to strengthen the education and training of PHNs

2. Provision of clinical services remains a common function in HDs today with significant PHN involvement; clinical services transition varies widely across HDs
3 Racial and ethnic minorities are underrepresented among public health nurses
4 The PHN workforce is aging, but most do not intend to retire within the next 5 years
5. PHN recruitment and hiring pose challenges, particularly for state HDs

6. Lack of promotion opportunities is a concern to both health departments and public health nurses
7. PHNs report high levels of job satisfaction, despite reporting dissatisfaction with salary.
Enumeration
Recommendations
1. Develop strategies to encourage additional education and training for PHNs, particularly those educated at the ADN/diploma level
2. Implement strategies to improve the racial and ethnic diversity of the PHN workforce
3. Determine the extent to which changes in the functions of health departments, due to health care reform, will impact the tasks and functions of PHNs.

4. Identify mechanisms for addressing organizational concerns related to PHN recruitment, compensation, and promotion opportunities.
5. Regular studies should be conducted to monitor size, composition, capacity and function of the PHN workforce, including supply and demand projections.
RWJF PHN Webpage
Use the enumeration findings and recommendations to advance PHN practice
Vision for PHN

- Public health nurses are a community asset that can be better leveraged to improve the health of communities.
- PHNs are positioned for key roles in health system transformation.
- PHNs connect partners for integrated community assessment and engagement, population-focused prevention strategies.
What’s Happening in Kansas
October 2013
65 County Health Departments responded (62% response rate); reported on 269 RN employees

Findings
- 82% of County Health Depts employ ≤ 5 RNs
- 57% of RNs between 41 & 60 y/o
- 96% female and 91% white
- 52% BSN-prepared or higher
  - 5 AD prepared staff currently in RN-BSN program
- 31% of Depts have informal BSN hiring preference
- 8% of Depts have formal BSN hiring preference policy
Group Discussion

What are our opportunities for PHNs to contribute to a transformed health system?

How are you preparing for future roles of public health nurses?

How can we leverage existing resources and collaborate more effectively?