

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

Kansas Public Health
Association

October 1, 2013



Today's Presenters

- **Shirley Orr, MHS, APRN, NEA-BC**
Public Health Consultant
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- **Betty Smith-Campbell, PhD, APRN-CNS**
Chair and Professor
Wichita State University School of Nursing
- **Cindy Teel, PhD, RN, FAAN**
Professor and Associate Dean, Graduate Programs
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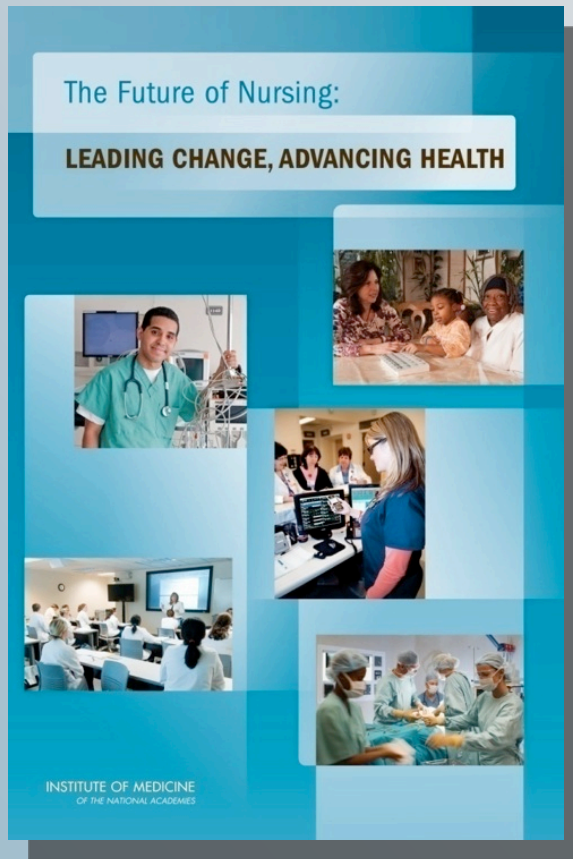
FUTURE OF NURSING™

Campaign for Action

Institute of Medicine Report



Campaign helping to implement landmark IOM recommendations



Diverse coalition includes:

- Health care providers
- Consumer advocates
- Policy-makers
- Business leaders
- Academics
- Philanthropic community

Campaign Vision



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

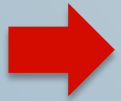
Campaign capturing best practices, tracking lessons learned and identifying replicable models

Improving Health and Health Care Through Nursing



Fully utilize nurses' expertise and experience:

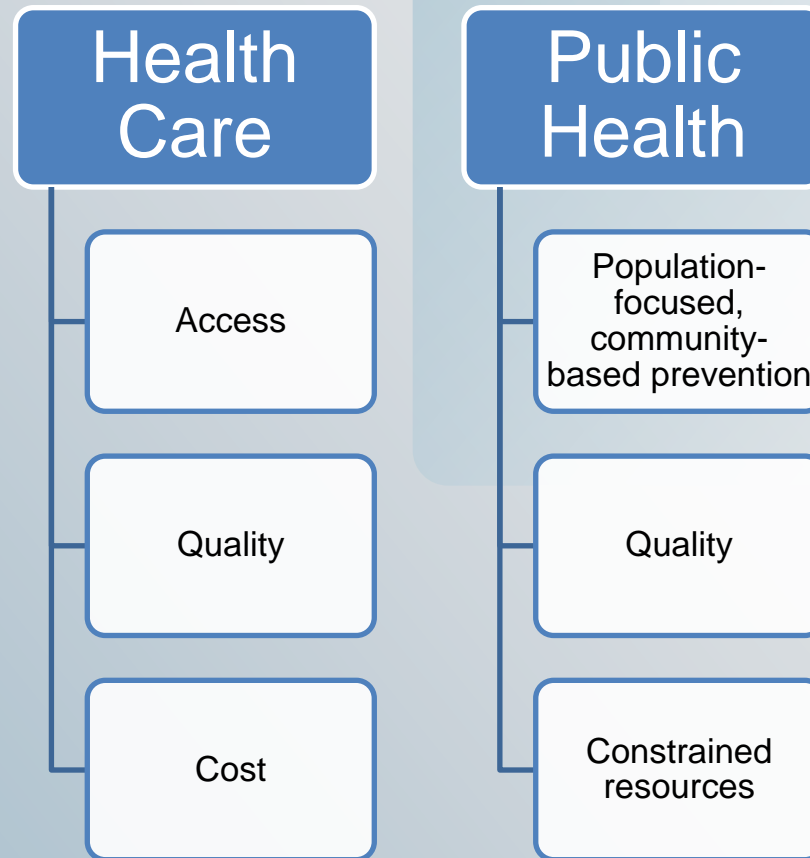
- Largest segment of public health and health care workforce
- Span boundaries and support integration of health care and public health



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



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



Public Health System Challenges



Budgets slashed



ACA implementation

Transition to population-focused services



New and revised competencies, standards and reports



New accreditation process



Public Health Nursing: A Field in Transition

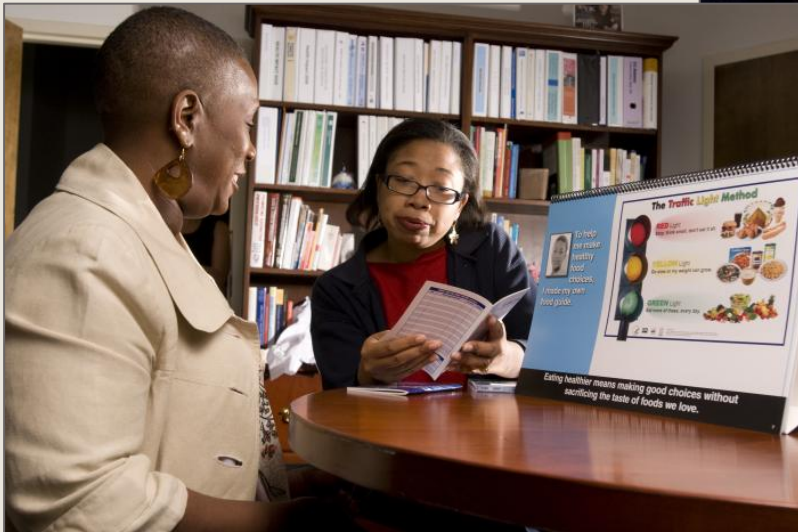
- Transition: National public health standards, accreditation, changing roles of health departments in reformed system; economic pressures IOM Future of Nursing Report
- New reports, standards, and competencies
- **February 2012: Robert Wood Johnson Foundation Forum on the Future of Public Health Nursing**



Forum on the Future of Public Health Nursing: Preliminary Data Collection

- 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



Voices from the Field: *Future Opportunities*

- “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





Voices from the Field: Post- Forum

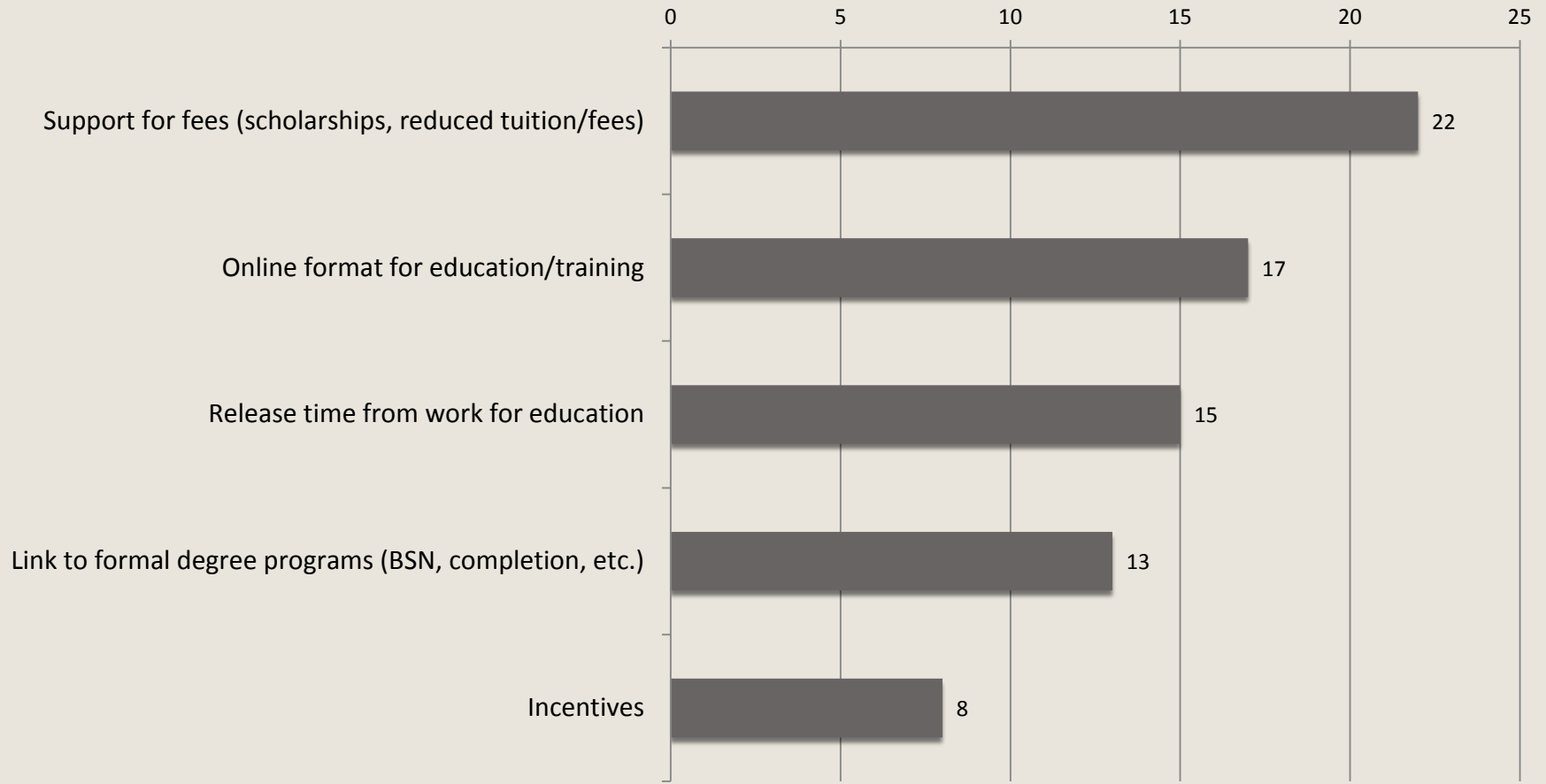
Most Promising Strategies/Educational Offerings to Advance Competency

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



Responses Most Commonly Chosen as Top Three

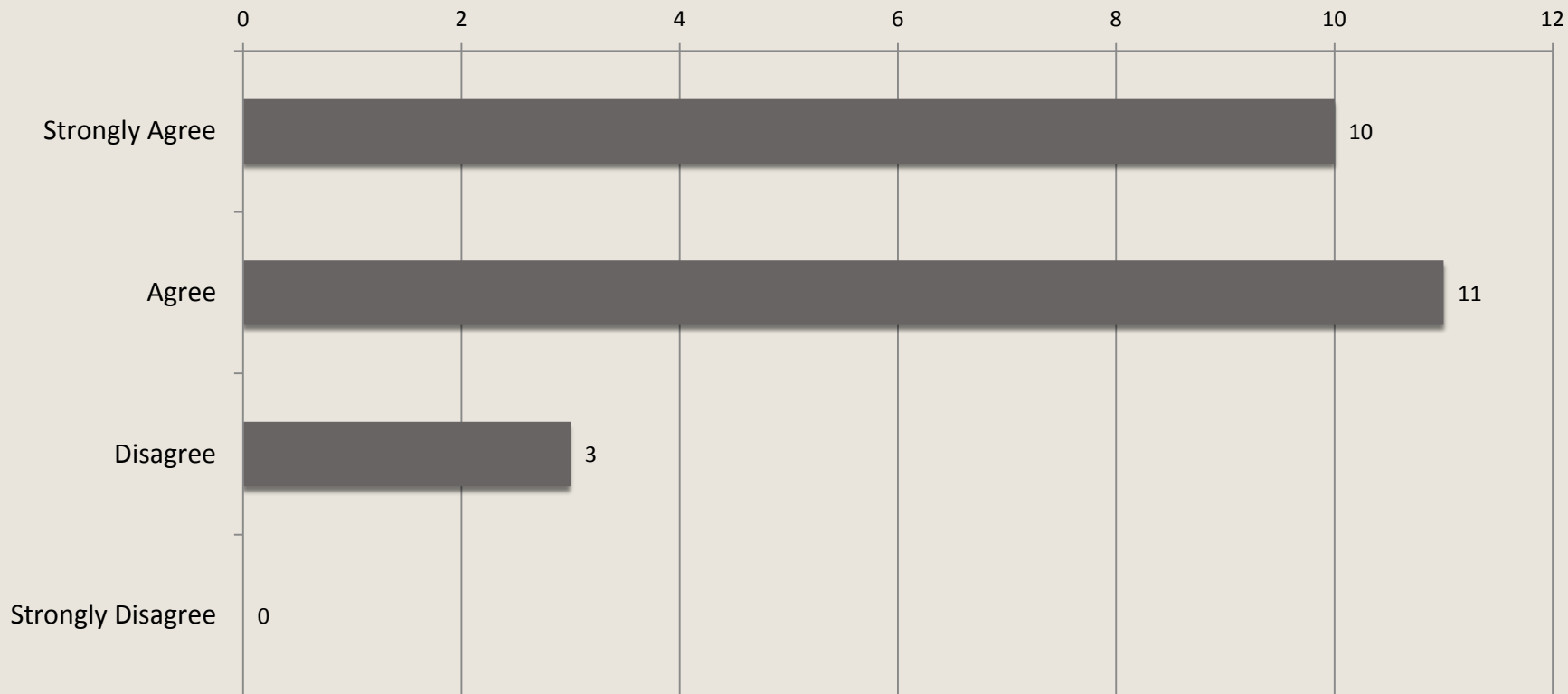
Most Important Education/Training Support for Practicing PHNs



Responses Most Commonly Chosen as among Top Three

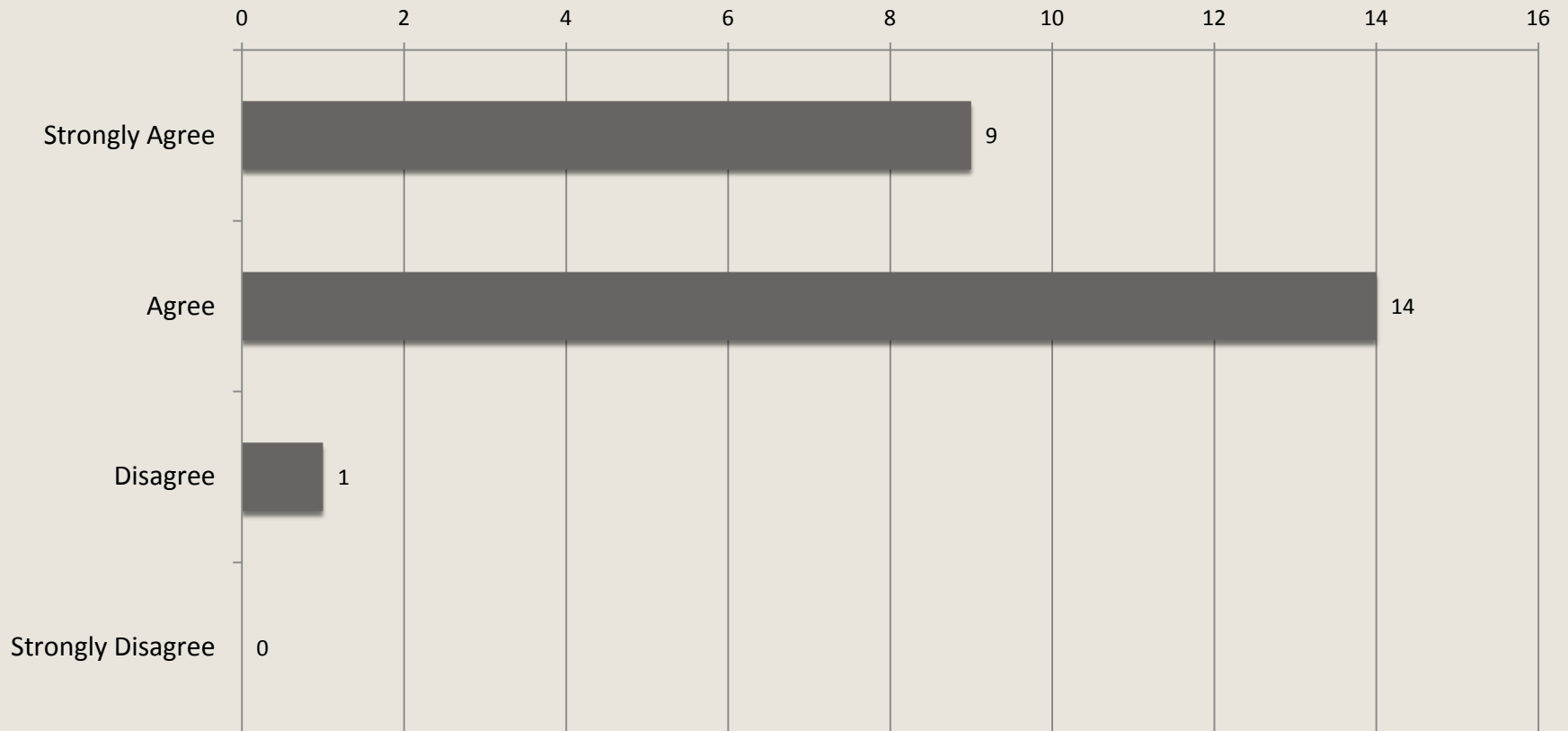
To what extent do you agree with the following statement?

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.



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



... And a time of opportunity

Now is the time to expand the reach and impact of public health nurses to improve the health of all Americans



Public Health Nursing Enumeration 2012

A collaborative project to identify the nation's public health nursing assets, issues, and recommendations to prepare PHNs for future practice





Public Health Nursing Enumeration 2012

- 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





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

Enumeration Results and Conclusions

- 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



Enumeration Results and Conclusions

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



Enumeration Results and Conclusions

7. PHNs report high levels of job satisfaction, despite reporting dissatisfaction with salary



Enumeration Recommendations





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



Enumeration Recommendations

- 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

Enumeration Recommendations

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

<http://www.rwjf.org/en/about-rwjf/newsroom/features-and-articles/public-health-nursing.html>

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Robert Wood Johnson Foundation

Public Health Nursing



Forum on the Future of Public Health Nursing

Read the *Proceedings and Feedback: Summary Report* from the Forum on the Future of Public Health Nursing.

[Read more](#) »

Coming Soon!

National Public Health Enumeration and Characterization of the Public Health Nursing Workforce



What's next?

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



KS County Health Department RN Survey

- 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?