

FUTURE OF NURSING™

Campaign for Action



Campaign Overview

America faces dramatic challenges in health and health care when it comes to quality, costs, and access. Consider:

- An aging population means an increase in chronic health problems
- Millions of consumers finally are seeking health care thanks to the Affordable Care Act
- An increasingly diverse citizenry needs and deserves individualized care

At the same time, we have a shortage of primary care providers.

But our country also has a powerful solution: At more than 3 million strong, nurses are by far the largest sector of the health profession, the most trusted profession, and are well positioned to be strong partners in building a healthier America.

That's why in 2010, the AARP Foundation and AARP, the nation's largest consumer organization, joined the Robert Wood Johnson Foundation (RWJF), the country's largest philanthropy devoted to health and health care, to create The Future of Nursing: *Campaign for Action* to improve America's health through nursing. The *Campaign's* work is driven by *The Future of Nursing: Leading Change, Advancing Health*, a report released by the Institute of Medicine in 2010 that provides recommendations in six categories:

Improving access to care—Nurses must be allowed to practice to the full extent of their education and training.

Fostering interprofessional collaboration—Nurses must be partners with other health care providers, as well as with leaders in business, education, planning, and other areas to promote well-being for all.

Promoting nursing leadership—For our nation to be its healthiest, more nurses should serve in leadership positions, where they add a unique, much-needed perspective on health.

Transforming nursing education—Nurses must be prepared to meet increasingly complex health needs in all settings, including advancing their education.

Increasing diversity in nursing—The nursing workforce should reflect the country's diversity.

Collecting workforce data—Accurate, ongoing data collection in all areas is needed to develop the workforce the country needs.

Building healthier communities, a complementary goal woven throughout the *Campaign's* work, reflects the Culture of Health vision that is based on the belief that everyone deserves to live the healthiest life possible. Nurses, who are already guiding Americans to better health in workplaces, schools, hospitals, public health facilities, and businesses, are integral to this movement, which is led in part by RWJF.

In 2015, the Institute of Medicine assessed progress made by the *Campaign* and others on implementing its earlier recommendations. This update noted achievements within the nursing workforce and also urged greater action on all fronts—especially on increasing diversity within the field, and working to synthesize the efforts to collect data.

The *Campaign* is coordinated by the Center to Champion Nursing in America, an initiative of the AARP Foundation, AARP, and RWJF.

Through 51 Action Coalitions in every state and Washington, D.C., the *Campaign* works with policymakers, health care professionals, consumers, educators, and business leaders to respond to the country's increasing demand for safe, high-quality, and effective health care. The *Campaign's* vision is that everyone in America can live a healthier life, supported by a system in which nurses are essential partners in providing care and promoting health.

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