

Pennsylvania Action Coalition Communications Plan “Walk to the Future of Nursing”^{*}

I. Summation of Research and Planning

To inform the communications plan, the Pennsylvania Action Coalition (PA-AC) utilized the following sources of information:

- 2012 PA State Snapshot of the Nursing workforce provided by the Department of Health, Bureau of Health Planning. These statistics include age, race and ethnicity of the nursing workforce in PA.
- Interview with a current RWJF fellow expert in examining racial diversity within RN population in PA.
- Interviews with Deans of PA Schools of Nursing across the Commonwealth.
- Interviews with clinical nurses practicing in the nine Regional Action Coalitions in PA.
- Analysis of diversity data for PA conducted by PhD nurse researchers.
- Conversations with the PA State Board of Nursing, the Department of Health and Department of Labor, regarding expectations of gender, race and ethnicity of regional populations within RN populations of the respective region.
- Diversity Report attached.[†]

II. Objectives

1. To raise \$75,000 for nursing scholarships in Pennsylvania available to current or prospective nursing students from diverse backgrounds (including, but not limited to, race, ethnicity, sexual orientation, gender identity) by December 2015.
 - a. To raise awareness about nurses from diverse backgrounds working as, or studying to become, BSNs or DNP.

III. Summation of Internal and External Scan

The PA-AC’s mission is to implement the eight recommendations articulated in the Institute of Medicine’s (IOM) report, *The Future of Nursing: Leading Change, Advancing Health*. Two of the recommendations specifically identify the need to develop a more diverse nursing workforce “to meet the demands of diverse populations across the lifespan.” Thus, the goals of increasing the proportion of nurses with a baccalaureate degree to 80 percent by 2020 (Recommendation 4) and doubling the number of nurses with a doctorate by 2020 (Recommendation 5) must be advanced alongside a commitment to increasing diversity. The effort to implement the IOM recommendations is part of a national effort called the “Future of Nursing: *Campaign for Action*,” which is backed by the Robert Wood Johnson Foundation and AARP. The PA-AC garners respect from its role in this national campaign; the RWJF and AARP are both well-known philanthropic organizations committed to advancing health care and health for Americans, and the IOM is a well-respected, independent body that produces evidence-based recommendations. Additionally, the PA-AC benefits from the experiences of other state action coalitions throughout the nation that are working toward the same goals.

^{*} Title in progress

[†] Note: Detailed findings are compiled in the Diversity Report, available in Appendix A.

As discussed in the Diversity Report located in Appendix A, the need for a diverse nursing workforce is especially important. Pennsylvania is a very diverse state, and nurses across the continuum of care serve patients in rural, urban, low-income, immigrant, and other populations with targeted social, cultural, and environmental needs and concerns. Pennsylvania is framed by the economically, racially, and ethnically diverse Pittsburgh in the west and equally diverse Philadelphia in the east. The remainder of PA is mountainous, rural, and culturally more conservative. Market baskets vary across the entire state. For the nursing workforce to provide the best possible care, that workforce needs to reflect the community it serves. The IOM Report recognizes that one of the first steps to developing a diverse, culturally competent nursing workforce is to increase the number of nursing students from diverse backgrounds in baccalaureate programs as well as diversity within doctoral programs that are training the next generation of nursing faculty.

The PA-AC is committed to advancing a diverse nursing workforce by raising scholarship funds for nurses applying to or enrolled in baccalaureate or doctoral programs. The PA-AC also recognizes the need to attract diverse nursing student candidates. In fact, by getting the word out to potential nurses throughout the state, the PA-AC can have a greater impact on developing a diverse, well-trained nursing workforce than it could by creating scholarships alone.

The “Walk to the Future of Nursing” event is a way to unify the state, but also celebrate its differences. The PA-AC has nine Regional Action Coalitions (RACs) familiar with the culture, strengths, and obstacles to advancing diversity in nursing in their community. Each RAC will have responsibility for the following:

- 1) Organizing the path the walk will take;
- 2) Working with officials to obtain any necessary permits;
- 3) Identifying sponsors/vendors in the area that will provide financial and in-kind support for the walk in their area and/or donate to the diversity scholarship fund;
- 4) Recruiting nurses and nursing students through partnerships with area nursing schools, hospitals, etc.; and
- 4) Committing to working with the state coalition and other RACs to coordinate fundraising, communications, and planning activities.

The PA-AC only has one and a half full time staff, so commitment from a champion in each RAC is critical to the success of the campaign. The PA-AC will also work with its cosponsors (the Pennsylvania State Nurses Association (PSNA), Massimo Corporation, and the Nursing Foundation of Pennsylvania (NFP) and a volunteer planning committee, composed of members from the PA-AC’s State Steering Committee and the NFP. The PA-AC will be responsible for coordinating the walk-a-thon planning efforts. The PA-AC will also hire a social media consultant to help build the PA-ACs social media presence and create a virtual walk to further awareness of the event and allow more people to participate.

Money raised for scholarships from the walk-a-thon will be donated to the NFP, a 501(c) that provides charitable support to the Pennsylvania State Nurses Association (PSNA) with a united vision to ensure educated nurses for the future. The NFP’s goal and expertise since 1983 has been to provide grants and scholarships for study, instruction, research, and scholarly pursuits in nursing. In addition, the NFP provides financial support for PSNA to provide continuing education opportunities for PA registered nurses.

IV. Audiences

The “Walk to the Future of Nursing” event requires buy-in from a variety of decisionmakers. For the PA-AC, the most important audience is the leaders from each RAC. However, the PA-AC will also engage in outreach to sponsors/vendors and people interested in participating in fundraising efforts, either by walking, sponsoring a walker, or joining the walk virtually.

Target Audiences:

1. Nurse leaders from each of the 9 Regional Action Coalitions.
2. Large health care organizations--hospitals, nursing homes, insurance companies, and other stakeholders in developing a high quality, competent nursing workforce.
3. Nurses, prospective nurses, and friends and families of nurses that will commit to walking and meeting personal fundraising goals.

V. Messages

Target Audience: Nurse leaders from each of the 9 Regional Action Coalitions

Values to tap: Commitment to implementing the IOM report and supporting the development of qualified and competent nursing workforce that reflects the perspective, values, and culture of patients and communities in Pennsylvania.

Barrier to overcome: Organizing a walk requires time, financial resources, and expertise.

Messengers: Fran Ward with follow up from Chris, Kathy, Betsy, and Victoria as required.

Value:

Nurses touch the lives of all Pennsylvanians, and Pennsylvania is a diverse state. We need nurses from all backgrounds in order to provide high quality care. And we need leaders throughout Pennsylvania to help inspire and raise funds to support a diverse nursing workforce.

Barrier:

The only way we can do this is by working together. As nursing leaders in your region, we believe you have the skills and commitment necessary for success, and we will be here to help along the way.

Ask:

Commit to planning their region’s portion of the walk and identifying a primary and secondary point person, who will be an active member of the planning committee (whether it is them or whether they provide protected time for an employee). This person will be responsible for (1) organizing the path the walk will take, (2) working with officials to obtain any necessary permits, (3) identifying sponsors in the area that can contribute to the diversity scholarship fund and/or support planning efforts through monetary or in kind donations, (4) recruiting participants for the walk, and (5) working with the PA-AC on statewide planning and social media efforts.

Vision:

Organizing this walk is an opportunity to advance our mission and support the development of qualified and competent nursing workforce that reflects the perspective, values, and culture of patients and communities in Pennsylvania.

Target Audience: Large health care organizations

Value to tap: Better patient outcomes and lower rates of readmissions.

Barrier to overcome: Knowledge about why having a diverse nursing workforce is important, competing philanthropic priorities

Messengers: Members of PA-AC who are in leadership roles such as VP's, CNO's, board members, etc, Chamber of Commerce representative, Mayor, AARP

Value:

We know you are interested in better patient outcomes and lower rates of readmissions.

Barrier:

This cause is worth your time, because it promote health in our communities, creates a positive image of your organization, and also helps you develop and attract a high quality nursing workforce. Having a diverse nursing workforce can lead to greater patient satisfaction and understanding for PA's growing minority population.

- Share patient stories (e.g., dietary needs, language needs, cultural needs).
- Show numbers re: cultural competence and better patient satisfaction and outcomes.

Ask:

Help support our efforts to encourage nurses from diverse backgrounds to pursue a career in nursing. You can donate directly to the PA-AC's diversity scholarship fund. You can also help support the "Walk to the Future of Nursing," by supplying in-kind donations, like X. You can also become a financial sponsor for the Walk and benefit from X.

Vision:

Engaging and supporting an increasingly diverse nursing workforce ensures that nurses can better deliver competent, high quality care to patients.

Target Audience: Nurses, prospective nurses, friends and families of nurses

Value to tap: Want to promote respect and appreciation for health and nurses

Barrier to overcome: achieving critical mass, popularity of activity, limited time

Messengers: social media, schools of nursing, hospitals, word of mouth, unions

Value:

"Walk to the future of nursing" raises the visibility of nurses, nursing, and healthy communities across Pennsylvania.

Barrier:

Pennsylvania has X number of nurses. When we unite, we can achieve amazing results.

Ask:

Sign up to “Walk to the Future of Nursing” and take one more step toward celebrating nursing.

Vision:

When we “walk to the future of nursing,” we become the models for a powerful health care workforce united for health.

VI. Communications Activities (Tactics)

- Marketing and PR activities

The “Walk to the Future of Nursing” will have an even greater impact if the PA-AC takes steps to increase its visibility. To that end, the PA-AC plans to hire a social media team to promote the event and to organize a “virtual walk” for sponsors and participants that want to participate remotely. The PA-AC, in coordination with the nation Campaign for Action, will engage with media outlets and trade publications to garner attention locally and nationally. The PA-AC will also work with RAC leaders to develop marketing materials, press kits, and sponsor packets, which they can tailor to their particular region.

Assigned to: Social Media Consultant TBD, Kathy Cannon, RAC leaders, Fran Ward, planning committee

Estimated Budget: \$2000

- Regional Action Coalition Toolkit (e.g., fact sheet, introduction letter, stories of diversity in the workforce and patient satisfaction, donor outreach materials).

The PA-AC will want to help the RACs develop materials and strategies to facilitate their role in coordinating the walkathon. Although these materials will primarily be used by the RACs, they can also be made accessible on the PA-AC website, through the social media campaign, and used by State Steering Committee members as relevant.

Assigned to: Kathy Cannon with support from Fran Ward and planning committee

Budget: \$ 500

- Updates to PA-AC website

PA-AC will ensure that updates on the “Walk to the Future of Nursing” plans are available on the PA-AC website, as well as links for donations, links to the social media campaign, links to the Diversity Report published by the PA-AC, as well as other relevant materials.

Assigned to: Kathy Cannon

Estimated Budget: \$ 100

- Secure support from the 5 largest nursing schools in Pennsylvania

The PA-AC State Steering Committee has members that are currently, or were formerly, the deans of all schools of nursing in Pennsylvania. These board members can reach other to decisionmakers at nursing schools or can themselves identify staff to help with outreach to students, recruit volunteers to support for the walk-a-thon itself, and/or provide financial support.

Assigned to: SSC members with nursing school affiliations, Fran Ward, NFP

Estimated Budget: \$0 (Volunteer)

- Secure support from 10 hospital or other large employers
State steering committee members, the PA-AC Executive Director, and PA-AC sponsors all have connections with high-level administrators, from both nursing and non-nursing backgrounds. By setting up in-person meetings or otherwise making personal contact with decisionmakers at large organizations that employ nurses or other health care stakeholders, the person reaching out can secure financial backing, in-kind donations from vendors, and/or connect with point people who help organize employee activities to facilitate recruitment activities.

Assigned to: Fran Ward, Victoria Rich, Christine Alichnie, Betsy Snook, Michael Becker, and SSC members, RAC leaders

Estimated Budget: \$0 (volunteer)

- Recruit nurses to champion diversity in the nursing workforce by contributing to social media campaign.
Hearing from nurses from a diverse range of backgrounds is an effective recruiting tool for prospective candidates wondering if nursing is the right career for them. By highlighting these nurses and nursing students on social media, the message spreads farther. It also celebrates the attributes of individual nurses and nursing students. The PA-AC and RAC leaders will contact different nursing schools and hospitals to identify candidates that the PA-AC can feature in its social media campaign.

Assigned to: NFP and SSC committee members to recruit interested candidates; Social media consultant to coordinate twitter/blog/facebook involvement.

Estimated Budget: \$0 (volunteer) and included in social media budget above

VII. Timeline for Activities

December 2014

- Share Diversity Report and plans for “Walk to Future of Nursing” with all Steering Committee Members and schedule a meeting with all RAC leaders.

January 2015

- Develop media strategy for release of Diversity Report.
- Hire social media consultant to build PA-AC presence on social media.

- Meet with RAC leaders.
- Begin developing RAC outreach toolkit.

February 2015

- Finish RAC outreach toolkit.
- Continue meetings with RAC leaders. Set up regular calls to check in on progress.
- Continue to build social media presence, including posting information about the Campaign for Action, the Institute of Medicine Report, and the PA-AC Diversity Report.
- Create timelines with each RAC to plan the hold the walkathon in October 2015.
- Encourage steering committee members to schedule face-to-face meetings.

March–April 2015

- Follow up with committee members who have met with potential sponsors.
- Modify budget and revise event plans as necessary to accommodate interested vendors and sponsors.
- Continue to encourage steering committee members to schedule face-to-face meetings.
- Develop marketing materials and continue to develop the social media presence, including highlighting employers, schools, and other sponsors that will be supporting the walk.
- Continue to meet with RAC leaders to follow up on progress on logistical planning.
- Check website traffic/blog visitors for update.

May 2015

- Announce the “Walk to the Future of Nursing” event.
- Start the social media campaign including web page for virtual walk and donations. Each week feature a nurse or nursing student from a diverse background or a patient story highlight the benefit of having a diverse nursing workforce.
- Create web page for walk registration, virtual walk, and donations.
- Identify nurses and nursing students from diverse backgrounds that are willing to participate in the social media campaign.

June–August 2015

- Schedule meetings with student and employee outreach personnel at schools of nursing and hospitals to plan recruitment efforts.
- Develop marketing materials and continue to develop the social media presence, including highlighting employers, schools, and other sponsors that will be supporting the walk.
- Work with Campaign for Action to promote awareness of PA-AC.
- Continue the “Walk to the Future of Nursing” media campaign.
- Continue to meet with RAC leaders to follow up on progress on logistical planning.
- Check website traffic/blog visitors for update.

September 2015

- Continue the “Walk to the Future of Nursing” media campaign. Each week feature a nurse or nursing student from a diverse background or a patient story highlight the benefit of having a diverse nursing workforce.
- Work with PA nurse leaders and Campaign for Action to cultivate a media presence.
- Work with identified contacts at schools of nursing and hospitals to recruit walkers.

- Finalize all walk logistics with RAC leaders.

October 2015

- Hold “Walk to the Future of Nursing” event.
- Celebrate success from the walk and reward RACs that raised the most money, recruited the most walkers, or organized the most scenic, longest, rigorous, efficient, etc. walk.
- Highlight stories from the walk on social media and PA-AC website.
- Check website traffic/blog visitors for update.

November 2015

- Document all vendors, sponsors, and volunteers and get feedback from all RAC leaders to facilitate planning for the next “Walk to the Future of Nursing.”
- Follow up with all vendors, donors, sponsors, and volunteers and send thank you letters.

December 2015

- Continue to work with nursing employers and schools of nursing to encourage the development of a diverse nursing workforce
- Continue to work with RACs to support the infrastructure developed by organizing the walk.

<h3>VIII. Measurements of Success</h3>

Objective 1: To raise \$75,000 for nursing scholarships in Pennsylvania available to current or prospective nursing students from diverse backgrounds (including, but not limited to, race, ethnicity, sexual orientation, gender identity).

- Raise \$75,000;
- Secure 5 sponsor organizations that express an interest in making future financial contributions to diversity nursing scholarships;
- Secure 3 vendors or organizations that express an interest in making in-kind donations or hosting events to raise money for diversity in nursing scholarships.
- Recruit 500 “walkers” for the “Walk to the Future of Nursing;”
- Media coverage of “Walk to the Future of Nursing”;
- Recruit at least 5 nurses or nursing students of diverse backgrounds that are willing to continue volunteering with the PA-AC to advance efforts to increase diversity in the nursing workforce;
- Hold meetings with decision makers at all of Pennsylvania’s largest nursing schools to share information on the Future of Nursing report and the importance of cultivating a diverse nursing workforce;

- Hold meetings with 3 health care funders to share information on the Future of Nursing report and the importance of cultivating a diverse nursing workforce;
- Hold meetings with 5 hospitals to share information on the Future of Nursing report and the importance of cultivating a diverse nursing workforce;
- 200 website/Facebook/blog visitors in the first six months;
- 500 website/Facebook/blog visitors during the social media campaign;
- In 12 months, a survey of nurses and nursing students identify that diversity in nursing as an important goal for the future of nursing;
- In 12 months, a survey of nurses and nursing students reflect that X% are from a background traditionally underrepresented in nursing.