FLORIDA ACTION COALITION
COMMUNICATIONS PLAN
JANUARY 2014 – DECEMBER 2014

DRAFT: August 12, 2013
R2: September 20, 2013
R3: October 31, 2013
R4: November 4, 2013
R5: November 7, 2013
R6: November 19, 2013

Prepared by: Theresa Makrush
Director, Public Relations
Shepherd
1301 Riverplace Blvd., Suite 1100
Jacksonville, FL 32207
tmakrush@shepherdagency.com
(904) 359-0981
FLORIDA ACTION COALITION
COMMUNICATIONS PLAN
JANUARY 2014 – DECEMBER 2014

Background

In October 2010 the Institute of Medicine (IOM) released a landmark report that today serves as a blueprint for creating 21st century nursing practice and health care delivery in the U.S. -- *Future of Nursing: Leading Change, Advancing Health*. A national *Future of Nursing: Campaign for Action* was established by the Robert Wood Johnson Foundation and AARP to guide implementation of the IOM report’s recommendations. The Campaign selected Florida to be among the first 15 states to establish a grassroots, state-level action coalition to carry out the recommendations made in the IOM report.

The Florida Action Coalition (FL-AC) is comprised of members that span the health care professions, private industry and government. Together the stakeholders prioritized the IOM recommendations in order to implement those that will have the greatest impact on improving health care access and quality for patients in Florida. There are three areas of focus: leadership, education and practice.

With the groundwork complete, the FL-AC is entering the implementation phase which requires target audience engagement and participation. Communications that are consistent, interactive and relevant will aid in advancing the FL-AC implementation goals.

Target Audiences

External

- Nurses and student nurses
- Employers of nurses
- Physicians and other health care professionals
- Nurse educators
- Nurse leaders and nurse organizations
- Legislators and public policymakers
- Business community leaders
- Consumers of health care, AARP
- Health industry leaders, insurers and hospital systems
- National Campaign
Vision

All Floridians have access to high quality, safe and patient centered care in a health care system where nurses contribute as essential partners in achieving success.

Mission

The mission of the Florida Action Coalition is to provide leadership in advancing the nursing profession so that Floridians can access safe, high quality health care.

Communications Objective

Produce relevant messages that inform and persuade target audiences to contribute to implementation of the IOM recommendations being championed by the FL-AC.

Communications Strategies

- Reach target audiences through existing communications channels, such as trade organizations and trade publications.
- Develop ongoing, current and relevant news and updates in a way that invites participation.
- Engage target audiences through social media.

Key Messages

The following messages are designed for use with all audiences. They define the FL-AC, setting the stage for initiating conversations and engagement with target audiences.

All Audiences

- Nursing practice is changing to deliver 21st century health care.
- The Florida Action Coalition is part of the nationwide Campaign for Action to implement the Future of Nursing recommendations made by the Institute of Medicine in 2010.
- The Florida Action Coalition is a nonpartisan collaboration of nurses, hospital administrators, university professors, state policymakers, nonprofit foundation executives, health insurance executives and business executives.
- The purpose of the Florida Action Coalition is to lead changes in nursing and health care delivery that will enable Floridians to access high quality, safe and patient-centered health care at a reasonable cost.
- Florida has three focus areas: education, leadership and practice.
Targeted Messages

The following messages are designed to support each of the focus areas. The messages can be used by all FL-AC team members when describing the corresponding recommendations and their implementation in Florida. The messages are arranged by target audience to highlight the most relevant, compelling points for each group. The targeted messages should be used when communicating with the target audience.

FOCUS AREA: Education

All Audiences

- Nursing care in the 21st century involves highly technical and complex systems.
- Florida nurses participate in life-long learning to ensure they have the training and experience needed to deliver 21st century nursing care.
- A highly trained and educated nurse workforce leads to system improvements and improves quality, accountability and coordination of care.
- Florida is working toward the IOM recommended goal of 80% of the registered nurse workforce having a four-year, baccalaureate in nursing (BSN) or higher degree by the year 2020.
- Florida is working to double the number of nurses with a doctorate (Ph.D./DNP/DNSc) by the year 2020.
- Florida is establishing more nursing residency programs to integrate new nurses in employer settings.

Nurses and students

- A work environment with a higher proportion of BSN nurses is one that promotes safe and high quality care resulting in excellent patient outcomes and high job satisfaction.
- Higher level education opens more career opportunities.
- There is increasing evidence of employers encouraging advanced nurse degrees and/or preferentially hiring nurses with a BSN.

Employers

- BSN prepared nurses provide high quality, safe patient care and improve patient outcomes.
- Studies show reduced patient mortality and morbidity rates when acute care is staffed with a highly educated nursing workforce.
- Highly educated nurses are well-positioned to implement complex changes in the health care system and measure outcomes to meet new payment and reimbursement requirements.

Nurse Educators
• Create opportunities for students to complete higher degrees so more doctorally prepared nurses are qualified to teach the next generation of nurses.

FOCUS AREA: Leadership

All Audiences

• Nurses are the largest segment of the health care workforce and spend the most time with patients and families. They are vital to the successful transformation of health care.
• Nurses are high-level professionals with decision-making responsibilities at the bedside, as care providers, and in establishing standards for patient care.
• Nurses with strong clinical and leadership skills can help promote wellness, develop new models of care, manage coordination of care, and help hospitals to reduce medical errors and hospital readmissions.
• The Florida Action Coalition is a resource for nurses seeking to develop leadership characteristics and to explore leadership opportunities.

Nurses, students, nurse organizations and nurse leaders

• Nurses are essential in shaping nursing practice and health care in the 21st century.
• Your voice is needed to inform policies and procedures that impact patient care and nursing practice.
• You can be part of the decision-making process by taking a leadership role within your organization and community.
• Nurses demonstrate leadership in many ways, such as advocating on behalf of their patients – every nurse can be a leader.
• The Florida Action Coalition identifies leadership opportunities and the skills you need to be a leader.

Employers, policymakers

• Include nurses in leadership positions, especially when developing policies and procedures that impact patient care and nursing practice.
• Incorporate nursing knowledge into operational decision-making for improved efficiency, safety and quality in patient care.

FOCUS AREA: Practice

All Audiences

• Nurses are highly educated and trained health professionals.
• Nurses are essential partners with physicians and all health care providers in expanding access to care, ensuring quality and safety, and using limited resources wisely.
• Nurses that have the ability to practice their profession to the fullest extent of their education and experience improve access to high-quality, patient-centered, cost-effective health care.

• Studies show that there is no difference in a patient’s health outcome whether a family practice physician or an advanced registered nurse practitioner provides the care.

• Nurses practicing to the full extent of their knowledge and abilities are able to quickly respond to changes in a patient’s condition to optimize healing and comfort.

Nurses, students, nurse organizations, nurse leaders

• When nurses are able to fully practice to the full extent of their professional education, you will have both the responsibility and authority to make decisions and act upon them for the patient’s best interest.

• Be involved in the process to change rules governing nursing practice.

• With backing from the national Campaign for Action, led by the Robert Wood Johnson Foundation and AARP, the Florida Action Coalition is speaking with one voice in Florida for all nurses to practice to the full extent of their education and experience.

Policymakers, legislators

• The Florida Action Coalition is a nonpartisan collaborative speaking with one voice to achieve change in health care policy for the good of Floridians.

• Revising regulations to enable nurses to practice to the full extent of their knowledge and experience will improve Floridians’ access to high quality health care at a reasonable cost.

• The ability of all direct care providers to practice to the full extent of their education is critical to meet the challenges of providing access to quality care for all, especially with the implementation of the Patient Protection and Affordable Care Act.

Physicians

• Nurses are essential partners with physicians in expanding access to care, ensuring quality and safety, and using limited resources wisely.

• Increased demand will mean that more and sicker patients are looking for care providers and with a shortage of providers, all clinicians need to be able to practice to the full extent of their education and training.

• Through interprofessional education and collaboration, better coordinated care, and a partnership between physicians and nurses, we can all use our skills and resources more wisely and better meet the needs of patients.

Tactics

Speaking engagements

• Nurse gatherings
• Health and medicine meetings
• Chamber of commerce meetings
• Rotary club/civic club meetings

Exhibitor/Sponsorships
• Nurse meetings
• Student orientations
• Medical association meetings
• Hospital executive meetings
• Legislative hob nobs

Facebook, Twitter, YouTube, Pinterest, LinkedIn
• Reach nurses and students via these social media channels
• Engage and interact with readers/viewers

Blog
• Publish updates and progress
• Publish thought leadership opinion pieces
• Link to other thought leader blogs/sites
• Summarize research findings that provide evidence for changes in education, leadership and practice

News releases
• Announce upcoming events and activities
• Report benchmark survey results
• Announce action step(s) resulting from survey findings
• Announce progress in achieving goals

Deliverables needed:
• PowerPoint presentation(s)
• Custom info card for nurse, student, employer, physician, legislative, business
• Booth/display backdrop
• Premium item to giveaway at conferences/booth
• Video content, including Vine videos
• Gifs, Memes
• Photos
• Infographics
• Fact sheet of evidence supporting changes in nursing and citations
• Business cards
• Call-for-presentations proposals/templates

Tactics and Timeline
Florida Action Coalition

Exhibitor/Sponsorships/Speaking Engagements

Action items
• Develop master list of statewide civic clubs for speaking engagements Shepherd (1x)
• Develop master list of conferences and events for sponsorship/exhibit/presentation Shepherd (1x)
• Manage fulfillment of volunteer speakers and coordinate exhibit volunteer staffing FL-AC – 10 hr/mo
• Serve as a volunteer speaker or exhibit booth staffer FL-AC – 4 hr/mo

The following events calendar lists potential opportunities to be an exhibitor, sponsor or even a presenter. Some annual events have announced 2014 dates and they are included in the list. It is recommended that the Communications Action Team review the list and add other events that meet the criteria of reaching one or more of the following target audiences in Florida: nurses, student nurses, nurse educators, nurse leaders, nurse organizations, employers of nurses, physicians and other health care professionals, legislators, public policymakers, and business community leaders. It is recommended that the Communications Action Team evaluate each opportunity and make decisions on events to participate in and at what level. Participants in selected activities would be recruited by Communications Action Team members. If it is decided to have an exhibit booth, for example, it may be possible to ask FL-AC members who already plan to attend the event to commit a two-hour shift to staff the booth during the event.

Shepherd will provide additional support in identifying speaking opportunities at civic groups such as Rotary, Kiwanis, Chamber of Commerce and the like. Once that list is available, it is recommended that a Communications Action Team member coordinate the outreach both in securing the speaking engagement and the speaker.

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>2/19-23/2014</td>
<td>Florida Association of Nurse Anesthetists Winter Meeting Marriott Marco Island Resort</td>
<td></td>
</tr>
<tr>
<td>3/12-15/2014</td>
<td>American Organization of Nurse Executives Annual Conference</td>
<td></td>
</tr>
<tr>
<td>Date</td>
<td>Event</td>
<td>Description</td>
</tr>
<tr>
<td>-------------</td>
<td>----------------------------------------------------------------------</td>
<td>--------------------------------------------------</td>
</tr>
<tr>
<td>3/25-26/2014</td>
<td>Orange County Convention Center, Orlando</td>
<td></td>
</tr>
<tr>
<td>April (TBD)</td>
<td>Florida Nurses Association 2014 Lobby Days</td>
<td>Florida Association Directors of Nursing Administration (FADONA) Annual Convention</td>
</tr>
<tr>
<td>April (TBD)</td>
<td>Residence Inn at the Capitol Tallahassee</td>
<td></td>
</tr>
<tr>
<td>April (TBD)</td>
<td>North Central Region Conference</td>
<td></td>
</tr>
<tr>
<td>April (TBD)</td>
<td>IPN Conference</td>
<td></td>
</tr>
<tr>
<td>April (TBD)</td>
<td>NSNA Convention</td>
<td></td>
</tr>
<tr>
<td>5/6-12/2014</td>
<td>National Nurses Week</td>
<td></td>
</tr>
<tr>
<td>May (TBD)</td>
<td>South East Region Cruise</td>
<td></td>
</tr>
<tr>
<td>June (TBD)</td>
<td>FONE Conference</td>
<td></td>
</tr>
<tr>
<td>June (TBD)</td>
<td>ANA Membership Assembly</td>
<td></td>
</tr>
<tr>
<td>7/25-27/2014</td>
<td>Florida Medical Association Annual Meeting</td>
<td>Contact: Janegale Boyd (850) 671-3700</td>
</tr>
<tr>
<td></td>
<td>Hilton Orlando Bonnet Creek</td>
<td></td>
</tr>
<tr>
<td>7/28-31/2014</td>
<td>LeadingAge Florida State Conference</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Hyatt Orlando</td>
<td></td>
</tr>
<tr>
<td>July (TBD)</td>
<td>Florida Association of Community Health Centers Annual Meeting</td>
<td></td>
</tr>
<tr>
<td>August (TBD)</td>
<td>Florida Public Health Association Annual Meeting</td>
<td></td>
</tr>
<tr>
<td>September (TBD)</td>
<td>Sayfie Review Florida Leaders Summit</td>
<td></td>
</tr>
<tr>
<td>September (TBD)</td>
<td>Southern Gulf Coast Nurse Practitioner Council 7th Annual Educational Conference</td>
<td></td>
</tr>
<tr>
<td>Date</td>
<td>Event</td>
<td>Description</td>
</tr>
<tr>
<td>--------------</td>
<td>----------------------------------------------------------------------</td>
<td>-------------</td>
</tr>
<tr>
<td>September (TBD)</td>
<td>Florida Nurses Association Membership Assembly</td>
<td></td>
</tr>
<tr>
<td>September (TBD)</td>
<td>UF Nursing Reunion Weekend</td>
<td></td>
</tr>
<tr>
<td>September (TBD)</td>
<td>Tampa Bay Advanced Practice Nurses Council</td>
<td></td>
</tr>
<tr>
<td>October (TBD)</td>
<td>Florida Emergency Nurses Association State Meeting</td>
<td></td>
</tr>
<tr>
<td>October (TBD)</td>
<td>Florida Association of Nurse Anesthetists Fall Annual Meeting</td>
<td></td>
</tr>
<tr>
<td>October (TBD)</td>
<td>Florida Chamber of Commerce Future of Florida Forum</td>
<td></td>
</tr>
<tr>
<td>October (TBD)</td>
<td>Florida Hospital Association Annual Meeting</td>
<td></td>
</tr>
<tr>
<td>October (TBD)</td>
<td>Florida Student Nurses Association Convention</td>
<td></td>
</tr>
<tr>
<td>November (TBD)</td>
<td>Florida Organization of Nurse Executives Fall FONE Conference</td>
<td></td>
</tr>
<tr>
<td>November (TBD)</td>
<td>Florida Nursing Summit</td>
<td></td>
</tr>
<tr>
<td>2015</td>
<td>7/31-8/2/2015 Florida Medical Association Annual Meeting</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Disney’s Yacht &amp; Beach Club</td>
<td></td>
</tr>
</tbody>
</table>

**Social Media**

**Action Items**

- Establish social media accounts/admins
- Generate or curate content on a daily basis

Social media quickly shares information and interacts with key audiences. The primary audiences for this communication channel are Florida nurses, student nurses, nurse leaders and nurse educators. Since
most social media sites offer free accounts there is not a financial barrier to entry. The cost is mainly in
the time needed to manage the accounts. Tasks involved in managing social media include: developing
an editorial calendar for each social media channel, creating or sharing content, monitoring comments
and replying to them, researching and following accounts that have similar audiences to yours that can
boost the number of your followers/users. It is recommended that the Communications Action Team
identify members who will serve as administrators/managers. To start, you may wish to use one or two
social media sites and phase in the others as time and content allows. For example, consider Facebook
your central social media presence with YouTube as the video support site and Twitter as the “live
blogging” site for upcoming conferences. Since Pinterest is primarily used by a female audience, and
most nurses in Florida are female, it may be a good second phase channel as well as LinkedIn for nurses
seeking professional development and networking.

It is recommended that a FL-AC lead content coordinator be designated to establish accounts and draft
an editorial calendar. Once established, the Communications Action Team members will act as
administrators and content publishers.

Social Media Next Steps

1) Determine who will be administrators and content creators of each channel: Facebook, Twitter,
   YouTube, Pinterest, LinkedIn
2) Establish the accounts, usernames, passwords and descriptions
3) Gather input for content from team leaders
4) Develop an editorial calendar
5) Identify groups to link to, follow and repost
6) Create content such as video, memes and gifs

Blog

Action Items
- Set up Blog page in the FL-AC section of the FCN website.......................... FL-AC – 8 hr (1x)
- Write timely, relevant content for key audiences........................................ FL-AC – 2 hr/mo

A FL-AC Blog will make it possible for the organization to provide more in-depth facts, opinion and
updates than social media alone. It will provide a way to update members of FL-AC and the target
audiences about progress of FL-AC initiatives in a cost-effective, timely way. It will need a group of
committed FL-AC members to serve as bloggers for the site. The bloggers will not only write and post
information and updates, they’ll also comment on state and national trends in nursing, comment on
nursing issues in the general news, link to other nursing thought leaders’ blogs and websites and reply to
comments made. Consider making the blog part of the Florida Center for Nursing (FCN) website to
enhance organic search traffic to both the FCN site and the blog.

Fact Sheets
Action Items

- Identify needs for fact sheets, marketing materials ___________________________ Shepherd & FL-AC – 3 hr (1x)
- Gather input/research for content ___________________________________________ Shepherd & FL-AC – 2 hr/mo
- Draft/Design materials _____________________________________________________ Shepherd – 4 hr/mo
- Update/revise materials _____________________________________________________ Shepherd – 4 hr/mo
- Review and approve materials ______________________________________________ FL-AC – 2 hr/mo

Marketing materials are needed as handouts at events, educational activities, meetings. These materials will be designed for easy customization, updating and printing. The sheets will focus on the most compelling messages and evidence available to educate and gain acceptance by the intended audience.

Media Relations

Action Items

- Identify sources within FL-AC for updates/news and contact regularly ___________ Shepherd – 2 hr/mo
- Draft relevant media materials ______________________________________________ Shepherd – 2 hr/mo
- Provide input and review and approve media materials ______________________ FL-AC – 2 hr/mo
- Pitch relevant and timely news to media _____________________________________ Shepherd – 3 hr/mo
- Coordinate interviews ______________________________________________________ Shepherd – 2 hr/mo
- Curate coverage and share with FL-AC social media contact and steering committee ___________ Shepherd – 1 hr/mo

To reach the general consumer audience and to reach legislators*, positive news coverage about the FL-AC, its purpose and progress, will serve as a primary communication channel. Dedicated pitches to reporters and timely distribution of news releases are the means to secure news coverage.

Shepherd, working with sources within the FL-AC, will provide media relations services to include: drafting news releases, distributing news releases, pitching news stories, coordinating interviews and news opportunities.

* Kevin Cate Comm. 2013 Communicating with the Florida Legislature survey/report

Key takeaway:
Don’t walk into legislative session without real people, a compelling narrative, and data to show broad public support, especially if you are up against big money. And don’t discount the importance of newspapers and local TV – the vast majority of lawmakers consume news there everyday.


Business Leader Meetings

Action items

- Establish volunteer FL-AC member to coordinate and conduct outreach ___________ FL-AC – 10 hr/mo
- Prepare materials/fact sheets for presentation/leave-behind _______________________ Shepherd/FL-AC – 2 hr/mo
- Maintain ongoing communication with contacts _________________________________ FL-AC – 1 hr/mo
It is recommended that meetings with the following organizations may provide insights on reaching the business community, models for success in motivating statewide change and sources of potential support.

Florida United Businesses Association www.fuba.org
Florida Insurance Council www.flains.org
Florida Council of 100 www.fc100.org
Florida Tax Watch: www.floridataxwatch.org
Florida Chamber of Commerce: www.flchamber.com
Associated Industries of Florida: www.aif.com
Enterprise Florida: www.eflorida.com
Council for Educational Change: www.changeeducation.org

Shepherd can assist FL-AC members in developing presentation materials and/or leave behind materials. It would be most appropriate for leaders of the FL-AC to make personal contact with the leadership of the organizations listed and secure and conduct meetings with them.

Resources

Initial research into using nurse-focused, online networks to reach the primary target of Florida nurses uncovered the following resources:

<table>
<thead>
<tr>
<th>Resource</th>
<th>Description</th>
<th>Used by</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENP Network</td>
<td>The professional network that connects nurse practitioners with the groups they belong to, colleagues they support and resources they need.</td>
<td>Tampa Bay Advanced Practice Nurses Council</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Southern Gulf Coast Nurse Practitioner Council</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nursing Network</td>
<td>Home to national, state and local groups. “We’re the largest community of nurses on the web.”</td>
<td>Academy of Medical-Surgical Nurses Central Florida Chapter</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nurses Lounge</td>
<td>“A professional network for nurses. Stay connected to your local nursing community. Receive updates from people and organizations important to you.</td>
<td></td>
</tr>
</tbody>
</table>
Estimated Time and Costs
Florida Action Coalition

Speaker Bureau Development

Shepherd will develop a statewide civic club and organization master list for speaking engagements and a letter to offer a speaker. NC/Shepherd

FL-AC should designate a committee member to manage the fulfillment of the speaker and should allocate at least 10 hours a month. FL-AC/10 hours Monthly

Exhibitor/Sponsorships

A sub-committee should be formed to develop a comprehensive list to target these specific meetings and secure – recommended 1 per month. A budget should be allocated to secure the sponsorship. Shepherd has provided a list of these opportunities. This committee will need to secure a volunteer or volunteers to man the exhibit/set-up exhibit/ship and secure handout materials. FL-AC/4 hours Monthly

Social Media

Content generation and coordination will be critical to the success in social media. It is recommended that a lead content coordinator be appointed to oversee this task. FL-AC/10 hours Weekly (40 hours Monthly)

Blog

FL-AC should identify members of the organization to write a blog with the various identified audiences. FL-AC/2 hours Monthly

Fact sheets

Shepherd will develop fact sheets based on evidence supporting changes in nursing to assist in message delivery and media relations. Shepherd/10 hours Monthly FL-AC/4 hours Monthly

Media Relations

Shepherd will assist with the development of news releases and content to garner media attention statewide. Shepherd/10 hours Monthly FL-AC/2 hours Monthly

Business Leader Meetings

FL-AC should conduct outreach to engage influential business organizations FL-AC/13 hours Monthly Shepherd/2 hours Mthly

Total 0.43 FTE – FL-AC and 0.13 FTE – Shepherd
<table>
<thead>
<tr>
<th>Collateral &amp; Marketing Materials – Design and Out-of-pocket</th>
</tr>
</thead>
<tbody>
<tr>
<td>Custom Information Card</td>
</tr>
<tr>
<td>Booth/display backdrop</td>
</tr>
<tr>
<td>Premium Item – (Based on 5,000 @ $2.50)</td>
</tr>
<tr>
<td>Video content</td>
</tr>
<tr>
<td>Gif, Memes</td>
</tr>
<tr>
<td>Photography</td>
</tr>
<tr>
<td>Infographics</td>
</tr>
<tr>
<td>Business cards</td>
</tr>
<tr>
<td>Printing</td>
</tr>
</tbody>
</table>

*These costs are ballpark estimates that will be estimated separately as they are phased into the overall communications program.

**The costs are estimated based on obtaining the services from a professional vendor.