



**FLORIDA ACTION COALITION**

**COMMUNICATIONS PLAN**

**JANUARY 2014 – DECEMBER 2014**

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## Background

In October 2010 the Institute of Medicine (IOM) released a landmark report that today serves as a blueprint for creating 21<sup>st</sup> 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 21<sup>st</sup> 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 21<sup>st</sup> 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 21<sup>st</sup> 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 21<sup>st</sup> 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**  
**Jan. 2014 – Dec. 2014**

**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.

<b>Date</b>	<b>Event</b>	<b>Description</b>
<b>2014</b>		
2/19-23/2014	Florida Association of Nurse Anesthetists Winter Meeting Marriott Marco Island Resort	
3/12-15/2014	American Organization of Nurse Executives Annual Conference	



Date	Event	Description
	Orange County Convention Center, Orlando	
3/25-26/2014	Florida Nurses Association 2014 Lobby Days Residence Inn at the Capitol Tallahassee	
April (TBD)	Florida Association Directors of Nursing Administration (FADONA) Annual Convention	
April (TBD)	North Central Region Conference	
April (TBD)	IPN Conference	
April (TBD)	NSNA Convention	
5/6-12/2014	National Nurses Week	
May (TBD)	South East Region Cruise	
June (TBD)	FONE Conference	
June (TBD)	ANA Membership Assembly	
7/25-27/2014	Florida Medical Association Annual Meeting Hilton Orlando Bonnet Creek	
7/28-31/2014	LeadingAge Florida State Conference Hyatt Orlando	Contact: Janegale Boyd (850) 671-3700
July (TBD)	Florida Association of Community Health Centers Annual Meeting	
August (TBD)	Florida Public Health Association Annual Meeting	
September (TBD)	Sayfie Review Florida Leaders Summit	
September (TBD)	Southern Gulf Coast Nurse Practitioner Council 7 <sup>th</sup> Annual Educational Conference	

Date	Event	Description
September (TBD)	Florida Nurses Association Membership Assembly	
September (TBD)	UF Nursing Reunion Weekend	
September (TBD)	Tampa Bay Advanced Practice Nurses Council	
October (TBD)	Florida Emergency Nurses Association State Meeting	
October (TBD)	Florida Association of Nurse Anesthetists Fall Annual Meeting	
October (TBD)	Florida Chamber of Commerce Future of Florida Forum	
October (TBD)	Florida Hospital Association Annual Meeting	
October (TBD)	Florida Student Nurses Association Convention	
November (TBD)	Florida Organization of Nurse Executives Fall FONE Conference	
November (TBD)	Florida Nursing Summit	
<b>2015</b>		
7/31-8/2/2015	Florida Medical Association Annual Meeting Disney's Yacht & Beach Club	

## Social Media

### Action Items

- Establish social media accounts/admins \_\_\_\_\_ FL-AC – 40 hr (1x)
- Generate or curate content on a daily basis \_\_\_\_\_ FL-AC – 40 hr/mo

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 – 1hr/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.

<http://www.catecomm.com/2013/06/28/communicating-with-the-florida-legislature/>

## 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](http://www.fuba.org)

Florida Insurance Council [www.flains.org](http://www.flains.org)

Florida Council of 100 [www.fc100.org](http://www.fc100.org)

Florida Tax Watch: [www.floridatxwatch.org](http://www.floridatxwatch.org)

Florida Chamber of Commerce: [www.flchamber.com](http://www.flchamber.com)

Associated Industries of Florida: [www.aif.com](http://www.aif.com)

Enterprise Florida: [www.eflorida.com](http://www.eflorida.com)

Council for Educational Change: [www.changeeducation.org](http://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:

**ENP Network** – The professional network that connects nurse practitioners with the groups they belong to, colleagues they support and resources they need.

<https://www.enpnetwork.com/>

Used by :

- Tampa Bay Advanced Practice Nurses Council
- Southern Gulf Coast Nurse Practitioner Council

**Nursing Network** – Home to national, state and local groups. “We’re the largest community of nurses on the web.” <http://www.nursingnetwork.com/signup>

Used by:

- Academy of Medical-Surgical Nurses Central Florida Chapter

**Nurses Lounge** – “A professional network for nurses. Stay connected to your local nursing community. Receive updates from people and organizations important to you.

<http://www.nurseslounge.com/lounge/frontpage/index4.html>

**Estimated Time and Costs  
Florida Action Coalition  
Jan. 2014 – Dec. 2014**

**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**

**\*Collateral & Marketing Materials – Design and Out-of-pocket**

Custom Information Card	1,000.00
Booth/display backdrop	5,000.00
Premium Item – (Based on 5,000 @ \$2.50)	12,500.00
Video content	20,000.00**
Gif, Memes	10,000.00**
Photography	15,000.00**
Infographics	6,500.00
Business cards	2,000.00
Printing	TBD

\*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.