

### Using the *Campaign for Action* Promotional Video

Whether you are raising awareness about nursing issues, building partnerships, or encouraging your state representatives to support the nursing profession, the *Campaign for Action* promotional video offers a motivating and educational overview of the *Campaign*'s mission, goals, and objectives. The video helps bring to life the work of your Action Coalition and the Future of Nursing report. Here are some talking points and tips for using the video with different audiences.

#### **General Talking Points on the *Campaign for Action* Video**

- Nurses are a vastly underutilized resource in our health care system today.
- Nurses must play a central role in providing quality care to newly insured patients, making care more patient-centered, reshaping health policy, and improving the nation's health. Nurses are vital to successfully transforming our country's health care system.
- The Robert Wood Johnson Foundation and AARP lead the Future of Nursing: *Campaign for Action*, which is working in all 50 states and the District of Columbia to implement recommendations from the Institute of Medicine's 2010 report, *The Future of Nursing: Leading Change, Advancing Health*. This video tells you more about the *Campaign* and the people who lead it.

#### **Additional Points for Business Leaders**

- There is growing evidence that highly educated nurses can provide high-quality wellness and preventive care, improve care coordination for patients with chronic conditions, help solve the shortage of providers, and, in those and other ways, help reduce health care costs.
- If we are to make our health care system more efficient and effective, we simply must allow nurses to practice to the full extent of their education and training—and do all they can for patients.

#### **Additional Points for Health Care System Leaders**

- Nurses are essential partners as we try to meet the needs of the huge number of newly insured patients and patients living with chronic, complex health problems. Nurses are key to improving quality and safety, making care more patient-centered, and promoting preventive care.
- Nurses are poised and ready to provide leadership as we transform our health care system, so we should be sure to create opportunities to hear and really consider nurses' voices and views.
- Nurses are valuable additions to hospital boards of directors, bringing vast experience and unique perspectives on patient and family needs, and delivery system reform.

#### **Additional Points for Educators**

- The country urgently needs a well-educated, well-prepared, diverse nursing workforce that reflects the patient population it serves.
- We must help more nurses advance their education. We need more pathways for ADN-prepared nurses to continue their education, encourage more BSN-prepared nurses to get master's degrees and terminal degrees, and help more nurses to get PhDs so they can solve the nurse faculty shortage and advance nurse-led science and discovery.

### **Additional Points for Staff or Student Nurses**

- This is a tremendously exciting time to be a nurse. As our country rethinks its health care system, there are more ways than ever for nurses to contribute. Whether you want to provide bedside care, improve community health, reduce disparities, teach, conduct research, shape new models of care, inform policy, or take on other roles, you can and will make a difference.
- If we are to do all we can to improve patient and population health, in some way every nurse must take responsibility for helping implement the Institute of Medicine's nursing recommendations.

### **Additional Points for Policy-Makers**

- As the health care providers who spend the most time with patients and their families, nurses are uniquely positioned to inform the work of reshaping our country's health care system.
- We cannot effectively transform health care in this country unless a strong, well-educated, diverse nursing workforce leads change and uses all its skills to improve patient and population health.

### **Tips for Using the Video**

- **Post to your website.** Videos provide your website visitors with a dynamic and interactive experience that shares the message without their having to read long text. With embedded video on your site, visitors can simply click "play" and seamlessly watch. Embedding a YouTube video has never been easier, thanks to new user-friendly tools. Visit <http://bit.ly/17ZJQsM> to learn how to embed a video on your website.
- **Share the video through social media channels.** Individuals and organizations that currently follow your organization via social media can view the video and share it with their followers through their own social media accounts, allowing the video to reach a broad network of people in a short amount of time and with little effort. You can share the video by simply posting the link on your YouTube page, Facebook, Twitter, LinkedIn, and Google+. Watch this YouTube video to learn how: <http://bit.ly/14JWvDs>. For additional tips about using the video in social media, check out the Social Media Toolkit (<http://bit.ly/16o1iIO>) and webinar (<http://bit.ly/1auzkvZ>).
- **Share via email to your contacts.** A quick and easy way to share the video is to simply send the video in an email—or include a link to it at the bottom of your email with your signature. You can either copy or paste a direct link to the video in the email body, or you can embed an image of the video into your email that links directly to a video player. Here's how to link to video from your email: <http://bit.ly/14Pu8yn>.
- **Incorporate in meetings, presentations and events.** Conferences and events are a great opportunity to show your colleagues, partners, and constituents what the *Campaign* is all about and to encourage them to engage others. You can embed the video right into your presentation, use it as supplemental material at your conference booth or poster session, or share it through cell phones and mobile apps at receptions. If you have are setting up a meeting with a policy-maker, send him or her the video to provide a primer on what the *Campaign* is all about. Here's how you can embed a video into a PowerPoint presentation: <http://bit.ly/1871sko>.
- **Link to or embed in blog posts and other online publications.** Blogs and opinion articles in journals or in popular media are great vehicles for sharing information, soliciting the opinions and input of others, and generating dialogue about health care and nursing. No matter whether you post regularly or just contribute once, you can link right to the *Campaign for Action* video or embed it in your post so readers can easily view it. Here's how to embed the video: <http://bit.ly/18U7J5b>.

*Learn more at [www.CampaignforAction.org](http://www.CampaignforAction.org)*