

FUTURE OF NURSING™

Campaign for Action



RWJF State Implementation Program

Grantee Orientation

February 2, 2015

Susan B. Hassmiller, PhD, RN, FAAN

RWJF Senior Adviser for Nursing

Director, Future of Nursing: Campaign for Action



Congratulations

- 21 Action Coalitions are awarded grants:
 - **Arizona**
 - **Colorado**
 - **Connecticut**
 - **Florida**
 - **Georgia**
 - **Idaho**
 - **Kansas**
 - **Louisiana**
 - **Maine**
 - **Michigan**
 - **Missouri**
 - **Mississippi**
 - **Nebraska**
 - **New Jersey**
 - **Pennsylvania**
 - **Rhode Island**
 - **Tennessee**
 - **Utah**
 - **West Virginia**
 - **Wisconsin**
 - **Wyoming**

NEW

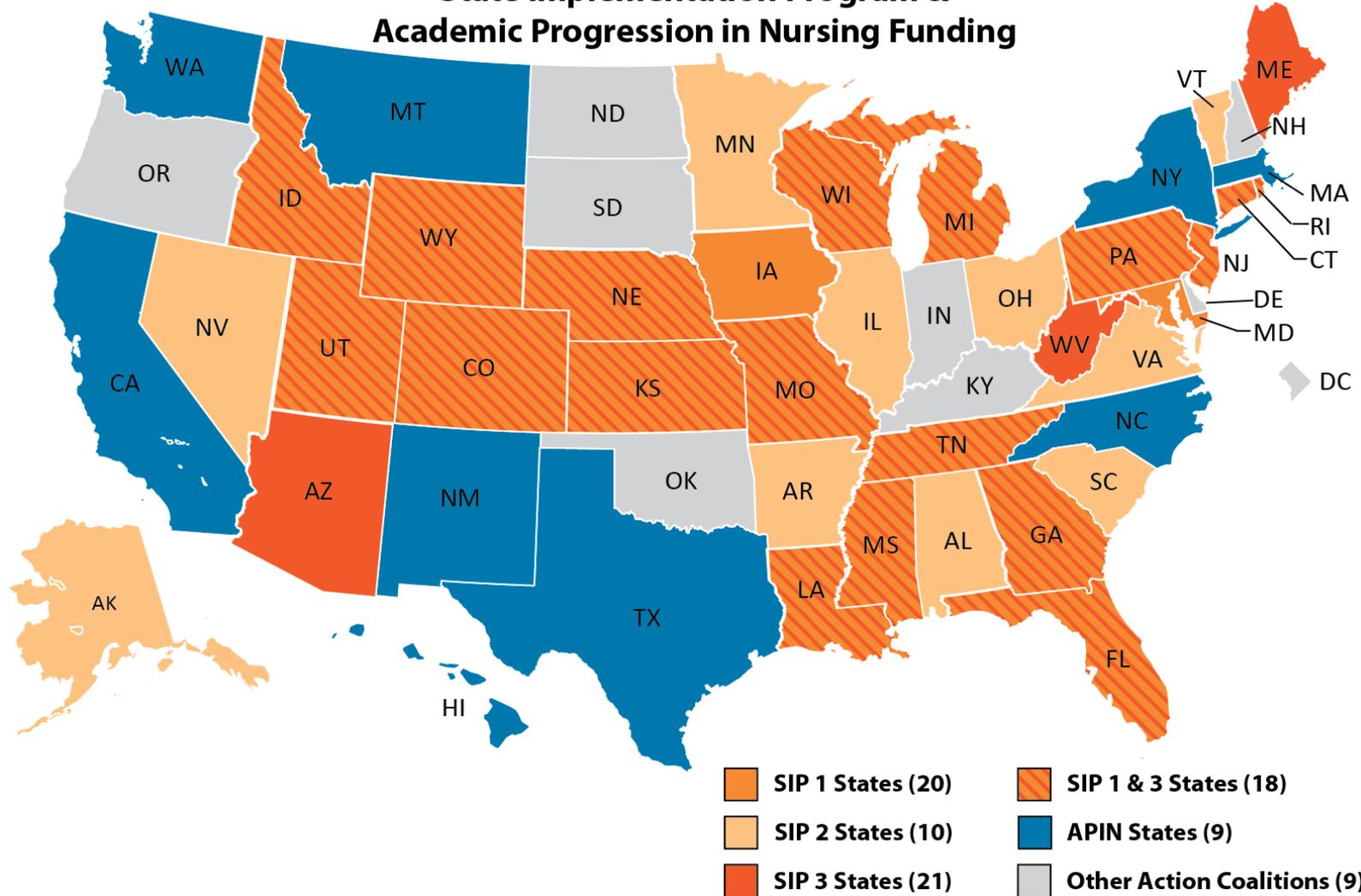
We, as a nation, will strive to create a culture of health enabling all in our society to lead healthy lives, now and for generations to come.



Robert Wood Johnson Foundation

SIP and APIN States

State Implementation Program & Academic Progression in Nursing Funding



Susan Reinhard, PhD, RN, FAAN
Senior Vice President and Director
AARP Public Policy Institute

Chief Strategist, Center to Champion
Nursing in America



- Resource Sharing
 - Pillar Based Learning Collaboratives
 - Website
 - Peer-to-Peer Connections
 - Regional Meetings

- Content Resources
 - Content Experts
 - SIP Work plan Assistance
 - Topical Webinars
 - Messaging and Issue Briefs
 - Legal Counsel
 - Jonas Scholars

For SIP Related Questions

Your SIP Contact:



Jennifer Peed, MSW

Deputy Director, State Implementation Program
Center to Champion Nursing in America
(202) 434-3848
jpeed@aarp.org

The SIP Team:



Jean-Luc Tilly,
Project
Specialist
(202) 434-3871



Pat Farmer, RN, DNP, FNP
CCNA Consultant

- Legal assistance
- Diversity
- National Program Office reporting requirements
- RWJF Reporting Requirements
- Survey guidelines
- Communications resources
- Grant announcement

Allen Mattison, Partner
Trister, Ross, Schadler & Gold, PLLC



Help ACs:

- maximize their advocacy without violating the restrictions imposed on their funding

Diversity and inclusion are core values of the Robert Wood Johnson Foundation, reflected in our Guiding Principles. We value differences among individuals across multiple dimensions including, but not limited to, race, ethnicity, age, gender, sexual orientation, physical ability, religion and socioeconomic status. We believe that the more we include diverse perspectives and experiences in our work, the better able we are to help all Americans live healthier lives and get the care they need. In service to our mission, we pledge to promote these values in the work we do and to reflect on our progress regularly.



Catherine J. Malone, DBA, MBA
Program Officer

Consistent with RWJF values, this program embraces diversity and inclusion across multiple dimensions, such as race, ethnicity, gender, physical ability, age, sexual orientation, religion and socioeconomic status. We strongly encourage applications in support of individual candidates who will help us expand the perspectives and experiences we bring to our work. We believe that the more we include diverse perspectives and experiences in our work, the more successful we will be as we strive together to build a Culture of Health, enabling all in our diverse society to lead healthier lives, now, and for generations to come.

- Ongoing formative evaluation of the *Campaign* which includes the State Implementation Program



- Quarterly workplan reports, first report due on August 1, 2015, and every quarter thereafter
- 18 Month deliverables due August 1, 2016
- 24 Month deliverables due February 28, 2017
- Submit to sip@aarpp.org

Quarterly Workplan Reports

[State] SIP WorkPlan:

Principal: [Name]

Area of Focus (maximum of 2):

Project Goal #1: Learn about the State Implementation Program

Objectives	Action Steps	Target Date & Responsible Person	Deliverables	
			18-Month	24-Month
View the SIP Grantee Orientation Webinar	Turn on computer <input type="checkbox"/> Have not started <input type="checkbox"/> In progress <input checked="" type="checkbox"/> Complete		Viewed Webinar <input type="checkbox"/> May not meet <input checked="" type="checkbox"/> On target to meet <input type="checkbox"/> Complete	
	Log into WebEx <input type="checkbox"/> Have not started <input type="checkbox"/> In progress <input checked="" type="checkbox"/> Complete			
	Turn up speakers <input type="checkbox"/> Have not started <input checked="" type="checkbox"/> In progress <input type="checkbox"/> Complete			



Payment Schedule

- The initial payment is 50% percent of the total award. (released upon receipt of the Letter of Agreement)
- Second payment is 45% of total award. Released upon approval of the annual reports (financial, narrative and bibliography)
- After submission and approval of the final reports (final financial, narrative and bibliography) the balance 5% will be released and your award will be closed.

RWJF Reporting Requirements



Robert Wood Johnson Foundation

Annual Financial Report

- Account of expenses during the first 12-months
- Due to the NPO and grantreports@rwjf.org 30-days after the first budget period.

Final Financial Report

- Account of expenses for the final 12-months of the project
- Due to the NPO and grantreports@rwjf.org 30-days after the end of the budget period.



Reporting Requirements

- **Annual Narrative Report**
 - Summary of annual program accomplishments
 - <http://www.rwjf.org/en/grants/grantee-resources.htm>
- **Final Narrative Report**
 - Summary of programmatic activities for entire project period



Bibliography Requirements

Annual Bibliography (Question Seven)

- http://www.rwjf.org/content/dam/files/rwjf-web-files/GranteeResources/RWJF_ElectronicSubmissions.pdf

Final Bibliography

- Is a complete record of all products produced over the life of the project
- Two copies of all products should be sent to the NPO and RWJF with your annual and final bibliography



Information Resources

National Program Office

Jennifer Peed, Deputy Director

Phone (202) 434-3848

jpeed@aarp.org

Robert Wood Johnson Foundation

James L. Mendez, Program Financial Analyst

Phone (609) 627-6316

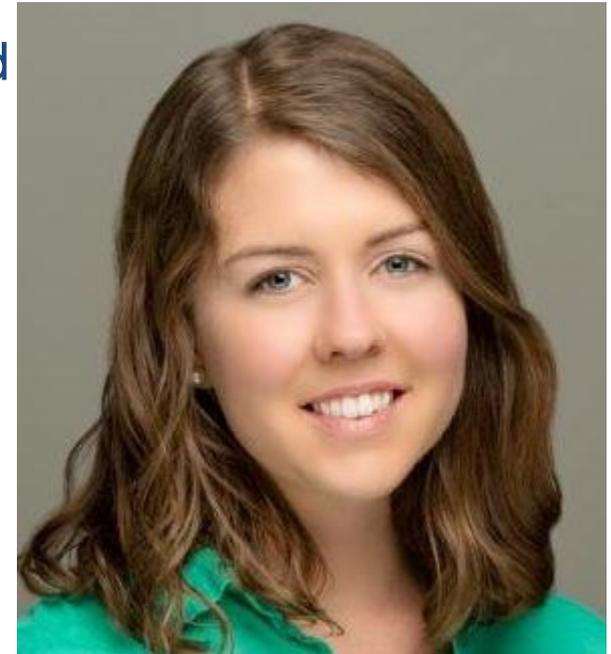
jmendez@rwjf.org



Thank you

RWJF Survey Guidelines

- Plan and develop your survey instrument and methodology
- ***Submit survey instrument, methodology, and survey design form to grantreports@rwjf.org and sip@aarp.org***
- Conduct survey
- ***Submit survey results, and/or survey deliverables, and survey results form to grantreports@rwjf.org and sip@aarp.org***
- Share results
 - **Direct survey-related questions to surveystandards@rwjf.org, and CC sip@aarp.org**



SIP Grantee Resources

search 

- about us
- who's involved
- campaign progress**
- state action coalitions
- evidence
- community**

- Advancing Education Transformation
- Promoting Diversity
- Dashboard Indicators
- Leveraging Nursing Leadership
- Fostering Interprofessional Collaboration
- Directory of Resources**
- Removing Barriers to Practice and Care
- Bolstering Workforce Data
- State Implementation Program (SIP) Grantee Resources**



Communications Planning

- Strategic Planning and Communications
- Using the *Campaign for Action* Promotional Video
- Getting Started with Social Media

Media Outreach

- Introduction to Traditional Media Outreach
- Creating Effective Media Materials
- How to Write a Letter to the Editor & How to Write and Place an Op-Ed

Presentations and Messaging

- *Campaign for Action* Key Messages: What they are and how to use them!
- How to Make Messaging Work for You (WEBINAR)
- *Campaign for Action* Standard PowerPoint Presentation and Template
- Hosting an Action Coalition Event
- *Campaign for Action* photo release signage for Action Coalitions



You Will Receive:

- News Release
- Media List

Distribute Your News Release To:

- Journalists at Newspapers, Radio and TV Talk Shows, Blogs, Newsletters, etc.
- Allies in the Nursing, Health, Academic, Consumer, Business, and Other Communities
- Local, State and Federal Lawmakers Interested in Nursing/Health Issues



Press *1 on your telephone key pad to ask a question

OR

Use the chat feature being sure to send your question to “Everyone”

For SIP Related Questions

Your SIP Contact:



Jennifer Peed, MSW

Deputy Director, State Implementation Program
Center to Champion Nursing in America

(202) 434-3848

jpeed@aarp.org

- CCNA to schedule one-on-one conference calls
 - To discuss workplan
 - Technical assistance needs
 - Questions or concerns

Campaign Resources

FUTURE OF NURSING™
Campaign for Action

Visit us on the web at
www.campaignforaction.org



about us

who's
involved

campaign
progress

state action
coalitions

evidence

community

the
challenge

Transforming
Health Care for
the 21st Century

our
progress



<http://facebook.com/campaignforaction>



www.twitter.com/campaign4action