

FUTURE OF NURSING™

Campaign for Action



Findings from the Future of Nursing:

Campaign for Action

Action Coalition Survey

Webinar Summary

January 29, 2016

Presenters:

Susan Hassmiller, PhD, RN, FAAN Senior Adviser for Nursing, Robert Wood Johnson Foundation and Director, Future of Nursing: Campaign for Action

Kate Locke, Associate Director of Evaluation, TCC Group

Jares Raynor, Director of Evaluation, TCC Group

Across the country, there is a movement to advance the field of nursing so that all Americans have access to high quality, patient-centered care in a health care system where nurses contribute as essential partners in achieving success. This national level [Future of Nursing: Campaign for Action](#) is a result of the Institute of Medicine's landmark 2010 report on the [Future of Nursing: Leading Change, Advancing Health](#).

The *Campaign for Action's* field-based teams, the [Action Coalitions](#) (ACs), are leading this movement and are equipping themselves with knowledge gained from technical assistance provided by the Center to Champion Nursing in America (CCNA), a joint initiative of AARP, the AARP Foundation, and the Robert Wood Johnson Foundation. Such technical assistance comes in the form of webinars, face to face interactions, and other facilitated engagements with public policy leaders, content experts, consultants, and Action Coalition peers across the country.

FUTURE OF NURSING™

Campaign for Action



Sue Hassmiller

Goals:

- Review findings of Action Coalition's Survey conducted by TCC Group in 2013 and 2015
- Refine your understanding of coalition effectiveness by reviewing survey results.
- Dialogue with Evaluation Team members to explore tactics to improve coalition effectiveness.

Today we will be reviewing the survey results from the state by state evaluations of coalition effectiveness conducted by TCC Group. As you will recall TCC is the leadership team which prepared the document: "What makes an Effective Coalition: Evidence based Indicators for Success" – which

FUTURE OF NURSING™

Campaign for Action



was published in 2010. TCC is a national leader in studying and understanding what makes coalitions successful – and they have studied many types of coalitions – not just our Action Coalitions.

- *To help CCNA and Action Coalitions better understand how we can improve our state’s ACs – they surveyed all Action Coalitions in 2013 and 2015. Each of your ACs was asked to participate in both surveys and have been sent an “individualized” report of their findings to assist you in improving your Action Coalition’s effectiveness. They also presented their findings at our National Campaign summit that was held in December*

Please remember that this webinar is being recorded and it as well as this summary will be posted on the website www.campaignforaction.org/webinars

FUTURE OF NURSING™

Campaign for Action



Jared Raynor of TCC



FUTURE OF NURSING™

Campaign for Action



About the Survey

- TCC administered an online survey to all Action Coalitions (ACs) as a follow up to the 2013 survey.
- 1,036 Action Coalition participants from all 50 states and Washington, D.C. completed the survey.
- Action Coalitions distributed the survey themselves, so an exact response rate is not known.
- Virginia had the most respondents with 53. Some 42 states had individual respondents



Kate Locke

FUTURE OF NURSING™

Campaign for Action



Overall Campaign Opinion

The big takeaway from the survey data is as follows:

- ✓ Nursing organizations have come together with a reinforced commitment to become broader than a nursing coalition
- ✓ Action Coalitions are doing excellent, positive work
- ✓ The IOM and the four Pillars of the campaign serve as core goals.

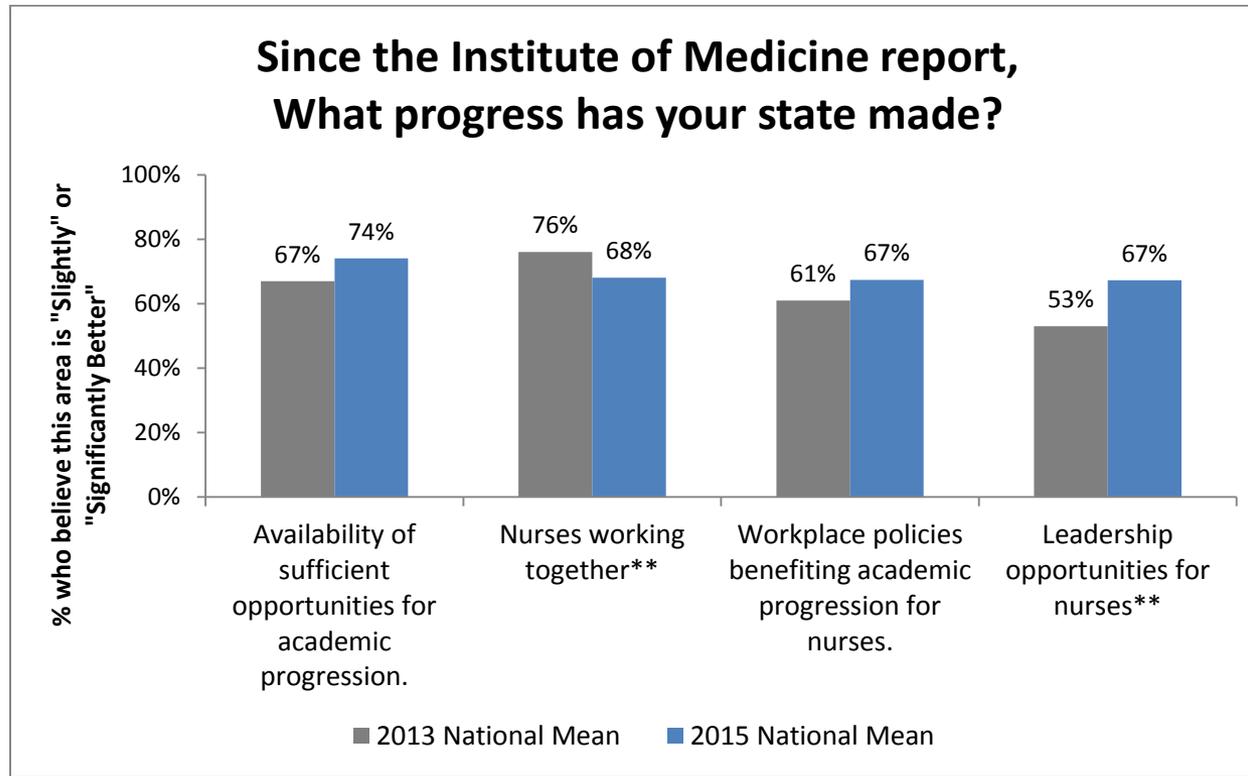
Respondents Perception on the Overall Campaign

- Many respondents are clear on the goals of the campaign, though fewer are clear on the strategy.
- States perceive a strong value of the national Campaign overall, with room for improvement on specific activities.
- States continue to perceive lack of opportunities for engagement with other Action Coalitions.
- State perception of fairness in grant support distribution has increased

FUTURE OF NURSING™

Campaign for Action

Outcomes



FUTURE OF NURSING™

Campaign for Action



Responses to, “What has had the biggest impact in your state regarding nursing in the last 5 years?”

Response	% with Response
Education/academics	35%
Barriers to practice/scope of practice	18%
Legislation and politics	13%
Partnerships, relationships, & collaboration	12%
Jobs or workforce issues	10%
Strong state or national initiative/s	7%
Major challenges still exist	7%
Another issue was mentioned	8%

FUTURE OF NURSING™

Campaign for Action



A large percentage of respondents considered changes in the area of education to be some of the biggest impacts.

Degree to which Respondents Contribute Change to Action Coalitions

	Less Contribution from ACs
Nursing education stakeholders working together (59%)	Relationships between physicians and nurses (25%)
Nursing leadership organizations working together (59%)	Media coverage of nursing workforce issues (34%)
Leadership opportunities for nurses (53%)	Interprofessional Collaboration (36%)

Programs were speaking to each other. "It's a big deal."

FUTURE OF NURSING™

Campaign for Action



Overall Demographics

The age breakdown reflects the greater challenges in the aging of the nursing workforce.

- ✓ Most respondents are in their 50s or older
- ✓ The 2013 NCSBN survey found 53 percent of working nurses are 50 years old or older and the average age is 50
- ✓ About 10 percent of respondents who answered the question about areas implacting nursing in their state cited the “aging workforce and population.”

State Priorities

Priority levels of six IOM recommendations on a scale of one (highest) to six (lowest)

- Education (26 states) and leadership (17 states) are top priorities for most (43) states
- Most states did not list interprofessional collaboration and data were as high priority.
- Diversity was not highly-prioritized by any state

FUTURE OF NURSING™

Campaign for Action



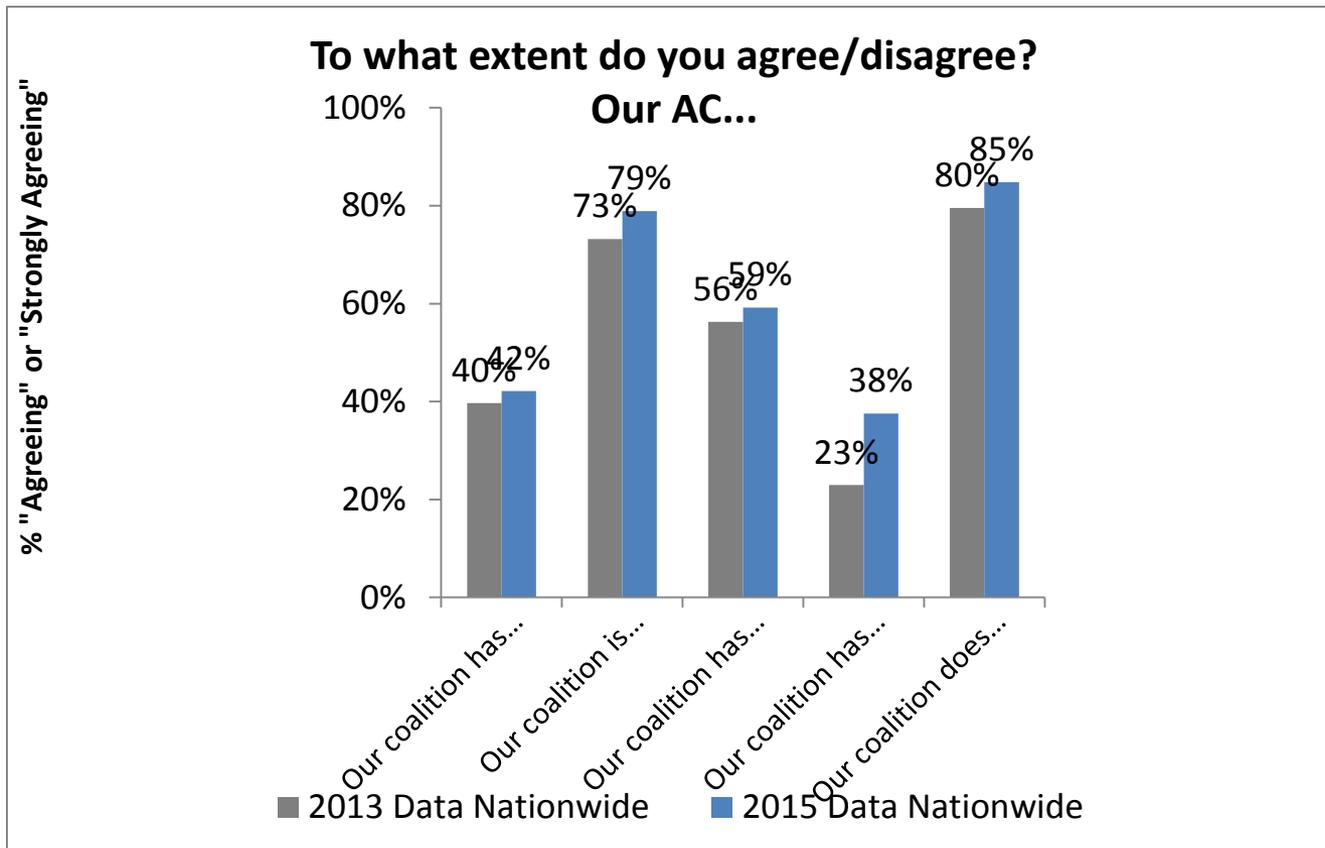
Support Services

The effectiveness of each type of support service from the national campaign:

<u>Most Useful</u>	<u>Least Useful</u>
<u>In-person meetings (88%)</u>	<u>Support in Fund Development (70%)</u>
<u>Learning Collaborative Conference Calls (85%)</u>	<u>CFA Newsletter (71%)</u>
<u>Strategic Planning Help (83%)</u>	<u>CFA Email Updates (73%)</u>

FUTURE OF NURSING™

Campaign for Action



FUTURE OF NURSING™

Campaign for Action



Adaptive Capacity Findings

- There was a decline in states reporting they have a relevant strategic plan.
- ACs are doing a good job of monitoring the external environment and tracking their progress against stated targets.
- Only 52% reported having a sustainability plan and only 31% have a succession plan.

Leadership Capacity Findings

- ACs exhibit strong leadership capacity, though there has been a decline since 2013.
 - There remains a high level of trust within ACs.
 - There is increased perception of “leaders in name only.”

There may be a focus on planning over action in some ACs, but may reflect cyclical nature of Campaigns

FUTURE OF NURSING™

Campaign for Action



Management Capacity Findings

- Many ACs are doing a satisfactory job of translating value to their members, but the value proposition is not clear to all.

FUTURE OF NURSING™

Campaign for Action



- Respondents increasingly believe their ACs efficiently manage financial resources.

ACs are doing moderately well at managing their membership

Technical Capacity Findings

- Respondents continue to report financial resource constraints.
- Most Action Coalitions have adequate organizational support. 71 percent of Action Coalitions have adequate organizational support

FUTURE OF NURSING™

Campaign for Action



Recommendations

- Find ways to meaningfully engage non-nurses in the work and align AC work with the health needs of consumers.
- Recruit and retain nurses under 50 in ACs.
- Promote goal setting and monitoring.

FUTURE OF NURSING™

Campaign for Action



- Update strategic plans.
- Develop succession and sustainability plans.

The IOM's recommendations include: the need for more advanced education of registered nurses; nurses leading innovations in health care and being appointed to decision making bodies; all nurses practicing to the full extent of their education and training; a more diverse nursing workforce and faculty; and more interprofessional collaboration among nurses, physicians, and other members of the health care team in the educational and clinical environments.

For more information from the Center to Champion Nursing in America about this webinar, technical assistance or other questions related to the Future of Nursing, Campaign for Action contact Natalie Moulding at nmoulding@aarp.org or Madeline O'Brien at mobrien@aarp.org

FUTURE OF NURSING™

Campaign for Action



Visit us on our website

- www.campaignforaction.org

Follow us on twitter:

- <http://twitter.com/championnursing>
- @Campaign4Action
- @FutureofNursing
- #futureofnursing
- Join us on Facebook
- <http://www.facebook.com/championnursing>
- www.facebook.com/campaignforaction

FUTURE OF NURSING™

Campaign for Action

