

FUTURE OF NURSING™

Campaign for Action



Campaign Successes

Since the Institute of Medicine (IOM) released its recommendations in 2010 to advance nursing, the Future of Nursing: *Campaign for Action* has been working to build a healthier America and transform health and health care through nursing. Some of our accomplishments are below.

Improving Access to Care

States

Since the start of the *Campaign*, nine states—South Dakota, Connecticut, Maryland, Minnesota, Nebraska, Nevada, North Dakota, Rhode Island, and Vermont—removed statutory barriers that prevented nurse practitioners from providing care to the full extent of their education and training. These victories expanded access to high-quality health care and increased choice for consumers in those states. AARP participated in each of these wins.

Federal

Substantial progress has been made in removing barriers to advanced practice registered nurse (APRN)-care and advancing nurse-led practice models in federal laws and regulations. In December 2016, the U.S. Department of Veterans Affairs announced that three of the four types of APRNs can practice to the full extent of their education and training at all VA facilities.

Promoting Nursing Leadership

- In an effort to improve the health of communities and the nation, national organizations collaborated to form the Nurses on Boards Coalition (NOBC) with a goal of ensuring placement of 10,000 nurses on boards and other influential bodies by 2020. The NOBC, which includes conveners AARP, the Robert Wood Johnson Foundation, and 19 nursing organizations, is a direct response to the IOM's recommendation that nurses play a more pivotal role as decision-makers on boards and commissions. (The IOM has since been renamed the Health and Medicine Division of the National Academies of Science, Engineering, and Medicine).
- Members of the Champion Nursing Coalition, a diverse coalition of nearly 60 groups representing consumers, purchasers, and providers of health care across the nation, have answered the call to place nurses in leadership positions. Fifty-six nurses serve on the board of directors of Coalition member organizations.

Transforming Nursing Education

- The number of employed nurses with doctoral degrees has more than doubled from 2010 to 2015¹, meeting the IOM's recommendation that our nation double the number of nurses with a doctorate by 2020.
- Beginning in 2012, for the first time ever, the number of nurses graduating with a bachelor of science in nursing (BSN), including RN-to-BSN, has surpassed the number of those earning an associate degree.²
- The number of students graduating from RN-to-BSN programs has increased 149 percent from 22,531 in 2010 to 56,059 in 2015, according to the American Association of Colleges of Nursing (AACN).

¹ American Community Survey.

² Buerhaus, P. I., Auerbach, D. I., & Staiger, D. O. (2014). The rapid growth of graduates from associate, baccalaureate, and graduate programs in nursing. *Nursing Economics*, 32(6), 290–295,311.

- The *Campaign* is promoting five promising education models to help nurses face fewer hurdles in obtaining advanced academic degrees.

Increasing Diversity in Nursing

The number of minority students enrolled in advanced nursing education is increasing. Nearly 30 percent of students at the baccalaureate, master's, and doctoral program levels represent minority populations, according to AACN. Male students represented approximately 12 percent of baccalaureate and graduate nursing students in 2015, up from 9.5 percent in 2005, according to AACN.³

Creating an Infrastructure to Improve Health Through Nursing

The *Campaign* has established a thriving network of diverse leaders throughout the country who work together to improve health and health care through nursing. There are now 51 Action Coalitions (in every state and Washington, D.C.) engaged with more than 2,200 nursing, consumer, and business organizations. These coalitions have raised more than \$20.4 million in outside funds, beyond the many millions that RWJF has awarded in grants through its *State Implementation Program* and *Academic Progression in Nursing* program.

Highlighting the Economic Benefits of Nursing

Through forums with businesses, insurers, policymakers, and others, the *Campaign for Action* continued to build a national conversation about the value of nurses in healthier workplaces and beyond. These leaders are increasingly aware that nurse-provided clinical care keeps employees healthy, and more: healthy communities are crucial to the nation's economy and growth. Partnering with nurses to focus on healthy communities, leaders know, is ultimately good for the bottom line.

Record-Setting Outreach and Reaching New Audiences

In 2016, *Campaign for Action* national leaders spoke to approximately 10,000 people at 80 events about our efforts to transform health and health care through nursing. The *Campaign* continues to reach new audiences and build a strong network of online supporters, growing to more than 110,000 fans and followers on multiple platforms. And the report on which the *Campaign* is based—the Institute of Medicine's *The Future of Nursing: Leading Change, Advancing Health*—remains the IOM's most downloaded report since its release in October 2010.

Following the IOM to Build a Culture of Health

A Culture of Health is based on the belief that everyone deserves to live the healthiest life possible. By striving toward the goals set forth by the IOM, nurses are key players in driving this movement to place well-being at the center of all aspects of life. Action Coalitions are partnering with others in many ways, including supporting urban gardens that provide fresh vegetables to underserved neighborhoods, creating programs to deliver surplus hospital food to the hungry, and educating neighbors on healthy eating, as nurses focus on wellness for all.

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³ American Association of Colleges of Nursing. *The Changing Landscape: Nursing Student Diversity on the Rise*. <http://www.aacn.nche.edu/government-affairs/Student-Diversity-FS.pdf>