

# Alaska Nursing Action Coalition

## Diversity Action Team Update

### 2015-2016 Diversity Action Plan

Narrative: The Diversity Action Team plans to focus their efforts on High School students thinking about potential career opportunities – the specific group would be juniors and seniors in Alaskan High Schools. As a very diverse group of young nurses – from a wide variety of geographic areas and ethnicities- they felt that their exposure to the idea of a career in nursing in their high school years played a key part in their journey toward becoming RNs. This appeals to them personally, and they bring a wealth of technological and youth-focused expertise to this project.

#### Overall Plan of Action:

- I. Look for venues to provide information about nursing as a career**
  - a. Health fairs – occur all over Alaska, free to participate, community focused, attract families and high school students, especially in smaller communities
  - b. Career Days at local schools or hosted by other organizations.
  - c. AFN (Alaska Federation of Nurses) events and gatherings
  - d. Health Care Organizations, especially local hospitals – arrange to have a table in the lobby, provide a community presentation.
    - i. Organize in partnership with RRANN, ASHNHA (Alaska State Hospital and Nursing Home Association).
- II. Create schedule of events for spring and fall of 2015 and ongoing into 2016**
  - a. CTSO in March 2015
  - b. Apply for 2015 Fall Health Fairs – determine which ones Action Team can reasonably cover – can representative fly in, be at health fair at information table, possibly offer to have a table at local high school or hospital the next day?
  - c. Work with RRANN to cover information table at fall AFN events
- III. Create presentations, web-based information, banners, and printed materials to hand out at health fairs, conferences, high schools, career nights and events.**
- IV. Create plan to reach out to Anchorage and Mat-Su Borough High Schools**
  - a. Fall 2015 for launch in late fall 2015 and/or through spring 2016
- V. Create plan to reach out to other Alaska nursing organizations**
  - a. Focus on other groups to explore feasibility of co-hosting future community events about nursing as a career.
    - i. African American Nurses
    - ii. Filipino American Nurses
    - iii. Others?

### **Specific Plans:**

1. March 2015: Partner with RRANN (Recruitment and Retention of Alaska Natives into Nursing) to host and information table and do a presentation at the annual CTSO (Career and Technical Student Organizations) conference in Anchorage 3/18-3/20. This is a well-attended conference with students from all over the state. The presentation would focus on paths to becoming an RN, career opportunities for RNs and the Prezi presentation that the group put together in December that currently resides on the Alaska Center of Nursing Excellence website.
2. March 2015: Purchase flower seed packets with Center of Nursing Excellence QR Code on front with theme: “Be the Seeds of Change” as a hand out for events.
3. June 2015: Work with Communications and Marketing Consulting firm (Agnew::Beck) on messaging, creating a banner specifically for diversity to take to events, create information sheets, brochures, branded marketing items that target high school students.
4. June 2015: Strengthen presence on Center’s website – work with Agnew::Beck on this.
5. June 2015: Create presence at Coalition June 10<sup>th</sup> State-wide Conference (Leadership in Action) with information table, and possibly showing Prezi presentation during lunch with a brief talk about their action plan.
6. Summer 2015: regroup, evaluate progress, adjust plans, and prepare for fall 2015 events.