

FUTURE OF NURSING™

Campaign for Action

AT THE CENTER TO CHAMPION NURSING IN AMERICA



Action Coalition Co-Leaders and Other Key Contacts

The Future of Nursing: *Campaign for Action* is a national initiative to implement the recommendations in the Institute of Medicine report *The Future of Nursing: Leading Change, Advancing Health*, and Action Coalitions are key to the effort. The report provides a blueprint for a healthier America, showing how nurses are essential partners in providing care and promoting health. Action Coalitions drive the progress at the local and state levels, forming strong, connected networks of diverse stakeholders working to transform health care through nursing.

Co-leads and key contacts for all 50 states and the District of Columbia are listed below.

Co-leads are contacts who represent an organization that is responsible for the Action Coalition's work. A key contact is not a Co-Lead, but someone who should be included on co-lead correspondence. This person may be an Action Coalition staff person, project director, coordinator, assistant, consultant, or other point of contact for connecting with the Action Coalition.

Alabama

- Lacy Gibson—*Director of Human Resources, Collaborating Partner: Alabama Hospital Association* (lgibson@alaha.org)
- Kathleen A. Ladner—*Past President, Alabama Organization of Nurse Executives, Alabama Nurse Leaders in Education and Practice* (kladner@uab.edu; 205-305-8778)
- Carol J. Ratcliffe—*President, Alabama Organization of Nurse Executives, Alabama Nurse Leaders in Education and Practice* (cjratcliff@aol.com; 337-540-6901)
- Jane Yarbrough—*Health Management Department Manager, Blue Cross and Blue Shield of Alabama* (jyarbrough@bcbsal.org; 205-220-3622)
- ❖ Shaina Berry—*Program Manager, Alabama Health Action Coalition* (www.alabamaactioncoalition@gmail.com; shaina.berry@alabamahealthactioncoalition.org; 205-224-3299)

Alaska

- Ken Helander—*Associate State Director, Advocacy, AARP Alaska* (khelander@aarp.org; 907-762-3314)
- Leann Horn - *Regional Director of Senior Services, Providence Kodiak Island Medical Center* (Leeann.Horn@providence.org; 907-486-9567)

Arizona

- Marie Fredette–*Executive Director*, Arizona Association for Home Care (info@azhomecare.org; 480-491-0540)
- Pamela Randolph–*Associate Director Education and Evidence Based Regulation*, Arizona State Board of Nursing (prandolph@azbn.gov; 602-771-7803)
- Robin Schaeffer–*Executive Director*, Arizona Nurses Association (robin@aznurse.org; 480-831-0404)
- Greg Vigdor–*Executive Director*, Arizona Hospital and Healthcare Association (gvigdor@azhha.org; 602-445-4301)

Arkansas

- Tony Brainerd–*Financial Analyst*, Business Community (tonybrainerd@sbcglobal.net; 501-258-4313)
- Erin Fifer–*Registered Nurse*, Arkansas Children's Hospital (shearonek@archildrens.org; 501-908-2157)
- Valerie Hart–*Assistant Professor*, University of Central Arkansas (vhart@uca.edu; 501-450-5533)
- Missy Penor–*Publisher*- AY Magazine (mpenor@aymag.com; 501-244-9700)
- ❖ Debra Jeffs–*Director of Nursing Education* - AR Children's Hospital (jeffsda@archildrens.org; 5013643239)
- ❖ Sandie Lubin–*Project Coordinator*, Arkansas Action Coalition (lubinsandraa@uams.edu; 501-686-7984)

California

- Mary E. Foley–*Director*, Center for Nursing Research and Innovation, UC San Francisco School of Nursing (mary.foley@nursing.ucsf.edu, 415-514-3638)
- Linda Zorn–*Statewide Director*, Health Workforce Initiative, California Community Colleges Chancellor's Office (formerly RHORC) (zornli@butte.edu)
- ❖ Mary Dickow–*Statewide Director*, California Action Coalition (marydickow@me.com, 415-307-9476)

Colorado

- Gail Finley–*Vice President*, Colorado Hospital Association (CHA), [leading on behalf of Steven Summer] (gail.finley@cha.com; 720-330-6011)
- Karren Kowalski–*President and CEO*, Colorado Center for Nursing Excellence (karren.kowalski@att.net; 303-715-0343)
- ❖ Susan Moyer–*Project Director*, Colorado Center for Nursing Excellence (Susan@coloradonursingcenter.org, 303-715-0343)

Connecticut

- Kim Sandor–*Executive Director*, Connecticut Nurses' Association (executivedirector@ctnurses.org; 203-238-1207)
- Jill Watson–*Manger of Special Grants and Projects*, Workforce Alliance (jwatson@workforcealliance.biz; 203-867-4030)
- ❖ Lisa Sundean–*Statewide Director*, Connecticut Action Coalition (lisa.sundean.cncac@gmail.com; 860-508-2032)

❖ Indicates a key contact of the Action Coalition.

- ❖ Carole Bergeron—*Academic Program Manager*, Malcolm Baldrige School of Business (cbergeron04@gmail.com; cbergeron@post.edu; 203-596-8563)
- ❖ Marcia Proto—*Executive Director*, CT League for Nursing; Executive Director, CT Center for Nursing Workforce (marcia@ctleaguefornursing.org; 203-494-1121)

Delaware

- Emily Hauenstein – *Professor and Unidel Katherine L. Esterly Chair of Health Sciences Senior Associate Dean for Nursing and Healthcare Innovation*, University of Delaware College of Health Sciences School of Nursing (ehauenst@udel.edu; 302-831-7578)
- Patricia Guilday – *School Nurse*, Brandywine School District (Pqpat52@gmail.com; 302-437-6857)

District of Columbia

- Pier A. Broadnax—*Director of Nursing*, University of the District of Columbia (pbroadnax@udc.edu; 202-274-5616)
- The Reverend Roy D. Thomas—*Nazareth Baptist Church* (roydthomas@verizon.net; 202-829-0405)

Florida

- Mary Lou Brunell—*Executive Director*, Florida Center for Nursing (marylou.brunell@ucf.edu; 407-823-0980)
- Velma Monteiro-Tribble—*Director Foundation Grants/Programs*, Florida Blue Foundation (velma.monteiro-tribble@bcbsfl.com; 904-905-0970)
- Susan Towler—*Vice President*, Florida Blue Foundation (susan.towler@bcbsfl.com; 904-905-0683)
- ❖ Andrea Russell—*SIP Project Director*, FL Action Coalition Coordinator (andrea.russell@ucf.edu)

Georgia

- Linda McCauley—*Dean and Professor*, Nell Hodgson Woodruff School of Nursing at Emory University (linda.mccauley@emory.edu; 404-727-7976)
- Lisa Wright Eichelberger—*Dean and Professor*, Clayton State University (lisa.eichelberger@clayton.edu; 770-309-6371)
- Pat Horton –*Workforce Initiatives Coordinator*, Georgia Hospital Association (Phorton@gha.org; 770-249-4538)
- ❖ Karen Waters—*Senior Vice President, Professional Services and Strategic Planning*, Georgia Hospital Association (kwaters@gha.org; 770-249-4540)
- ❖ Rebecca Wheeler—*Coordinator*, Georgia Action Coalition (404-445-2803 ganursingcoalition@gmail.com)

Hawaii

- Mary Boland—*Dean and Professor*, School of Nursing and Dental Hygiene at the University of Hawai'i at Manoa (mgboland@hawaii.edu; 808-956-8522)
- Beth Hoban—*President and CEO*, Prime Care Services Hawaii (bhobanhi@msn.com; 808-531-0050)
- Sandra LeVasseur—*Associate Director and Nurse Researcher*, Hawaii State Center for Nursing (sandraal@hawaii.edu; 808-956-0894)
- Laura Reichhardt—*Interim Director*, Hawaii State Center for Nursing (LRNR@hawaii.edu; 808-956-0524)

❖ Indicates a key contact of the Action Coalition.

Idaho

- Margaret Henbest–*Executive Director*, ID Alliance of Leaders in Nursing (mhenbest@nurseleaders.org; 208-367-1171)
- Lisa Hrobsky–*President*, Idaho Hospital Association (lhrobsky@teamiha.org; 208-489-1400)

Illinois

- Sharon Rangel–*Executive Director*, Illinois Organization of Nurse Leaders (execdir@ionl.org; 312-265-3927)
- Linda Roberts–*Manager*, Illinois Center for Nursing (Linda.B.Roberts@illinois.gov; 312-814-1395)
- Julio Rodriguez–*Program Manager*, Illinois Department of Commerce and Economic Opportunity (Julio.Rodriguez@illinois.gov; 312 -814 -8421)
- Susan Y. Swart–*Executive Director*, ANA Illinois (syswart@ana-illinois.org; 815-468-8804)

Indiana

- Kimberly J. Harper–*Executive Director*, Indiana Center for Nursing (kharper@IC4N.org; 317-574-1325)
- Ann Zerr–*OMPP Medicaid Director*, Indiana Family and Social Services Administration (ann.zerr@fssa.in.gov; 317-234-7268)

Iowa

- Mary Mascher–*Representative*, Iowa House of Representatives (marymascher1@mchsi.com)

Kansas

- Christine Hober–*Chair, Department of Nursing*, Fort Hays State University (chober@fhsu.edu; 785-628-4511)
- Victoria Mosack–*Associate Professor, College of Health Professions*, Wichita State University (victoria.mosack@wichita.edu; 316-978-3610)
- Tammy Peterman–*Executive Vice President, Chief Operating Officer & Chief Nursing Officer*, The University of Kansas Hospital (tpeterma@kumc.edu; 913-588-7823)
- Mary Carol Pomatto–*Chair, School of Nursing*, Pittsburg State University (mpomatto@pittstate.edu; 620-235-4432)
- Chris Ruder–*Vice President, Patient Care Services*, The University of Kansas Hospital (cruder@kumc.edu; 913-588-5153)
- Cynthia Teel–*Professor and Associate Dean of Graduate Programs*, University of Kansas School of Nursing (cteel@kumc.edu; 913-588-1697)
- ❖ Janet Unrein–*Program Manager*, Kansas Action Coalition (junrein@kumc.edu; (913-588-1641

Kentucky

- Kim Dees–*Vice President, Health Professions*, Kentucky Hospital Association (kdees@kyha.com; 502-426-6220)
- Nora Warshawsky–*Assistant Professor, Population and Organizational Systems Leadership*, University of Kentucky (nora.warshawsky@uky.edu; 859-323-5818)
- ❖ Patricia Spurr–*Associate Dean*, Spalding University (pspurr@spalding.edu; 502-873-4304)

❖ Indicates a key contact of the Action Coalition.

Louisiana

- Cynthia Bienemy–*Director*, Louisiana Center for Nursing (bienemyc@lsbn.state.la.us; 225-755-7577)
- Denise Bottcher–*Associate State Director*, AARP Louisiana State Office (dbottcher@aarp.org; 225-376-1145)
- ❖ Ann Jenkins–*Coordinator*, Louisiana Action Coalition (lacnursing@gmail.com; 318-787-3439)

Maine

- Donna DeBlois – *President*, Maine Health Care at Home (ddeblois@mhcah.org, 207-284-4566)
- Lisa Harvey-McPherson – *Vice President; Government Relations*, EMHS (lmcperson@emhs.org)
- Lynn Turnbull–*Vice President of Nursing Services*, The Aroostook Medical Center (lturnbull@tamc.org, 207-768-4800)
- ❖ Andrea Quaid–*Project Coordinator*, Maine Action Coalition (aquaid35@gmail.com; 207-240-3342)

Maryland

- Jane Kirschling–*Dean*, University of Maryland School of Nursing (kirschling@son.umaryland.edu; 410-706-6740)
- Patricia Travis–*Immediate Past President, ANA Board Director at Large*, Maryland Nurses Association (ptravis2@jhmi.edu; 410-502-0233)
- ❖ Stephanie White–*Office Manager*, Maryland Action Coalition, (swhite@son.umaryland.edu; 410-706-6741)

Massachusetts

- David Cedrone–*Associate Commissioner, Economic and Workforce Development and STEM*, Massachusetts Department of Higher Education (dcedrone@bhe.mass.edu; 617-994-6904)
- Amanda Stefancyk Oberlies- *Chief Executive Officer*, Organization of Nurse Leaders (astefancyk@oonl.org; 781-272-3500)
- ❖ Patricia Crombie–*Project Director*, Massachusetts Action Coalition & APIN Grant (pmcrombie@gmail.com)

Michigan

- Melanie Brim–*President and CEO*, Michigan Health Council (melanie.brim@mhc.org; 517-347-8091)
- Cynthia Cameron–*Chief Program Officer*, Michigan Public Health Institute (ccameron@mphi.org; 517-347-3332)
- Susan Moran–*Deputy Director*, Population Health and Community Services Administration (MoranS@michigan.gov; 517-284-4730)
- ❖ Stacie Longwell Sadowski – *Stakeholder Engagement and Development Specialist*, Michigan Health Council (stacie.sadowski@mhc.org; 517-908-8236)

Minnesota

- Elizabeth Sether–*President*, Minnesota Center for Nursing (lsether@agingservicesmn.org; 651-208-0388)

❖ Indicates a key contact of the Action Coalition.

Mississippi

- Wanda Jones—*Assistant Professor and Director of Continuing Education, Research and Funding*, William Carey University (wjones@wmcarey.edu; 601-318-6696)
- Rita Wray—*Consultant* (rwrap1035@aol.com; 601-992-3054)

Missouri

- Nina Bakke—*Executive Director*, Missouri League for Nurses (nina@mlnmonursing.org; 573-635-5355)
- Nelda Godfrey—*Secretary*, Missouri Nurses Association (ngodfrey@kumc.edu; 913-588-1654)
- Jill Kliethermes—*Chief Executive Officer*, Missouri Nurses Association (jill@missourinurses.org; 573-636-4623)
- ❖ Tina Lear—*Executive Director*, Missouri Center for Nursing and Missouri Action Coalition (tina@mocenterfornursing.org; 573-694-0180)
- ❖ Gloria Solis—*President*, Board of Directors (gsolis@saint-lukes.org; 816-347-4881)

Montana

- Casey Blumenthal—*Vice President*, Montana Hospital Association (casey@mtha.org; 406-442-1911)

Nebraska

- Cyndi McCullough—*Director of Clinical Services*, HDR Architecture, Inc. (Cyndi.mccullough@hdrinc.com; 402-415-5873)
- James Summerfelt—*President and CEO*, Visiting Nurse Association (jsummerfelt@thevnacares.org; 402-930-4016)
- Victoria Vinton—*Director*, Nebraska Action Coalition (vvinton@neactioncoalition.org; 402-830-7769)

Nevada

- Debra Collins—*Chair*, Nevada Alliance for Nursing Excellence (dcollins@nvworkforceconnections.org; 702-638-8750)
- Debra Toney—*Member*, Nevada Governor's Workforce Investment Board Health Care and Medical Services Sector Council (dtoney883@aol.com; 702-382-8335)

New Hampshire

- Shawn LaFrance—*Executive Director*, New Hampshire Foundation for Healthy Communities (slafrance@healthynh.com; 603-415-4270)
- Sherrie Palmieri—*Chief Nurse Administrator and Associate Dean of Program Development*, Southern New Hampshire University (s.palmieri@snhu.edu; 603-314-7870)
- Joni Spring - *Director, Nursing Operations*, Norris Cotton Cancer Center, Dartmouth Hitchcock Medical Center (Joni.B.Spring@hitchcock.org ; 603-650-6423)
- ❖ Emily R. Dirkse – *Administrative Assistant*, Norris Cotton Cancer Center, (Emily.r.dirkse@hitchcock.org; 603-650-2993)

New Jersey

- Edna Cadmus–*Specialty Director*, Leadership Tracks, Rutgers University, College of Nursing (ednacadm@rutgers.edu; 973- 353-1428)
- David Knowlton–*President*, New Jersey Health Care Quality Institute (dknowlton@njhcqi.org; 609-434-1110)
- Mary Wachter–*Director*, East Region State Government Affairs, Genetech (mary.wachter@yahoo.com; 732-533-4398)

New Mexico

- Kim McKinley–*Board President*, New Mexico Center for Nursing Excellence (kimckinley@salud.unm.edu ; 505-889-4556)
- ❖ Sandy Steward–*Assistant Director*, New Mexico Center for Nursing Excellence (sstewart@nmnursingexcellence.org; 505-889-4518)
- Francie Monteith–*SVO, Senior Regional Community Relations Manager*, Bank of Albuquerque (fmonteith@bankofalbuquerque.com; 505-222-8488)
- Joseph Sanchez–*Executive Director*, New Mexico Center for Nursing Excellence (jpsanchez@nmnursingexcellence.org)

New York

- Susan Apold–*Professor*, New York University College of Nursing (sapold@aol.com; 914-806-2136)
- Debbie Stamps–*Chief Nursing Officer*, Newark-Wayne Community Hospital (debbie.stamps@rochestergeneral.org; 315-332-2282)

North Carolina

- Nettie Evans- *Program Director*, Foundation for Nursing Excellence (nettie.evans@ffne.org; 252-756-0993)
- ❖ Donna Lake – *President*, North Carolina Organization of Nurse Leaders (laked@ecu.edu)
- ❖ Dorris Esslinger – (nconlexecutive@gmail.com)

North Dakota

- Cheryl Kalberer–*Director*, Harold Schafer Emerging Leaders Academy, University of Mary (cherkalb@umary.edu; 701-355-8099)
- Patricia Moulton–*Executive Director*, North Dakota Center for Nursing (patricia.moulton@ndcenterfornursing.org; 701-852-1810)

Ohio

- Jonathan Archey–*Director*, Government Affairs, Ohio Hospital Association (jonathan.archey@ohiohospitals.org; 614-221-7614)
- Jane Mahowald–*Executive Director*, Ohio League for Nursing (jfmahowald@aol.com; 440-331-2721)

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Oklahoma

- Jane Nelson—*Executive Director*, Oklahoma Nurses Association/Oklahoma Nurses Foundation (ona.ed@oklahomanurses.org; 405-840-3476)

Oregon

- Jana Bitton—*Interim Executive Director*, Oregon Center for Nursing (bitton@up.edu; 503-943-8772)
- Tom Engle—Oregon Public Health Association (tsengle@frontier.com)

Pennsylvania

- Michael Becker—*Chief Nursing Officer*, Masimo Corporation (mbecker@masimo.com; 267-908-0897)
- Tine Hansen-Turton— *President*, Woods Resources and lead of *Convenient Care Association* (thansen-turton@woods.org; 215-731-7140)
- ❖ Sarah Hexem—*Action Coalition Director*, Pennsylvania Action Coalition & *Policy Manager*, National Nurse-Led Care Consortium (shexem@nncc.us; 215.731.7148)
- ❖ Jennifer Horn – *Coordinator*, Pennsylvania Action Coalition, (jhorn@nncc.us; 267-773-4364)

Rhode Island

- Betty Rambur- *Dean*, The University of Rhode Island, (bramburi@uri.edu ; 410-435-7900)
- Angelleen Peters-Lewis, *Senior Vice President and CNO*, Care New England Health System (apeterslewis@wihri.org ; 401-430-8755)
- ❖ Michael Beauregard—*Consultant*, Rhode Island Action Coalition (Michael@p-aadvisors.com; 401-486-4491)

South Carolina

- Ronda Hughes- *Director for the Center for Nursing Leadership*, Associate Professor, University of South Carolina, (HughesRG@mailbox.sc.edu; (803-777-0119)
- Jimmy Walker—*Senior Vice President, Regulatory and Workforce*, South Carolina Hospital Association (jwalker@scha.org; 803-796-3080)
- ❖ Susan Outen—*Coordinator*, South Carolina Action Coalition (outen@mailbox.sc.edu; (803-777-6097)

South Dakota

- Jessica Cherenegar- *Director of School of Nursing*, University of Sioux Falls (Jessica.Cherenegar@USiouxFalls.edu; 605-331-6671)
- Linda Young—*Program Director*, South Dakota Center for Nursing Workforce, *Nursing Program Specialist*, South Dakota Board of Nursing (Linda.Young@state.sd.us; 605-362-2772)

❖ Indicates a key contact of the Action Coalition.

Tennessee

- Rebecca B. Kelly—*Executive Director*, AARP Tennessee, (rbkelly@aarp.org; 615-726-5101)
- Carole R. Myers—*Associate Professor*, University of Tennessee-Knoxville College of Nursing (cmyers9@utk.edu; 865-974-7626)
- ❖ Amanda Luallen—*Coordinator*, Tennessee Action Coalition (tac.tennessee@gmail.com; 865-974-2750)

Texas

- Cole Edmonson—*VP of Patient Care Services and CNO*, Texas Health Presbyterian Hospital (coledmonson@texashealth.org; 214-345-7163)
- Cindy Johnson—*Vice President Clinical Services*, BlueCross BlueShield of Texas (cindy_johnson@bcbstx.com; 972-766-6900)
- Bert Marshall—*President*, BlueCross BlueShield of Texas (Bert_Marshall@bcbstx.com; 972-766-6900)
- Cindy Zolnierrek—*Executive Director*, Texas Nurses Association (CDZolnierrek@texasnurses.org; 512-452-0645)

Utah

- Juliana Preston—*Executive Director*, HealthInsight Utah (jpreston@healthinsight.org; 801-892-6625)
- ❖ Joan Gallegos—*Project Coordinator*, HealthInsight Utah (jgallegos@healthinsight.org; 801-892-6672)

Vermont

- Jan K. Carney—*Associate Dean for Public Health Research and Clinical Professor of Medicine*, University of Vermont College of Medicine (jan.carney@uvm.edu; 802-676-8275)
- Mary Val Palumbo—*Associate Professor*, University of Vermont; *Director*, AHEC Office of Nursing Workforce (mpalumbo@uvm.edu; 802-656-0023)

Virginia

- David DeBiasi—*Associate State Director*, AARP Virginia (ddebiasi@aarp.org; 804-323-3012)
- Shirley Gibson—*President*, Virginia Nurses Association (sgibson@mcvh-vcu.edu; 804-828-8650)
- Janet Wall—*Chief Executive Officer*, Virginia Nurses Association (jwall@virginianurses.com; 804-212-0690)
- ❖ Kristin Jimison—*Project Manager*, Virginia Action Coalition (kjimison@virginianurses.com; 804-212-0691)

Washington

- Sofia Aragon—*Executive Director*, Washington Center for Nursing (SofiaA@wcnursing.org; 206-787-1200)
- Dorene Hersh—*Chief of Nursing*, Public Health Seattle (Dorene.hersh@kingcounty.gov; 206-263-8346)
- Amy Johnson—*Strategic Consultant*, Association of Washington Businesses (amyj925@gmail.com; 509-599-0404)

❖ Indicates a key contact of the Action Coalition.

West Virginia

- Lou Ann Hartley—*President*, West Virginia Organization of Nurse Executives (hartleyla@suddenlink.net; 816-885-5131)
- Jim Kranz—*Vice President of Professional Services*, West Virginia Hospital Association (jim.kranz@wvha.org; 304-344-9744)
- Cassy Taylor—*Instructor and Associate Faculty*, Marshall University (cassycrna@yahoo.com; 304-388-9952)
- ❖ Ailia Accad—*Executive Director*, West Virginia Nurses Association (ailaspeaks@gmail.com; 304-344-9131)

Wisconsin

- Barbara Nichols—*Executive Director*, Wisconsin Center for Nursing (nichols@wicenterfornursing.org; 414-229-6014)
- Tim Size—*Executive Director*, Rural Wisconsin Health Cooperative (timsizes@rwhc.com; 608-643-2343)

Wyoming

- Mary Burman—*Co-Chair, Advisory Board*, Wyoming Center for Nursing and Health Care Partnerships (mburman@uwyo.edu; 307-766-6569)

Role of the Co-Leading Organizations

Co-lead organizations assume overall responsibility for coordination of the Action Coalition's activities. These organizations assemble and oversee the activities of nursing and non-nursing leaders at the local, state, and regional levels to implement the recommendations of the IOM report *The Future of Nursing: Leading Change, Advancing Health*. This includes engaging a broad range of stakeholders and leading them toward common goals, building an effective infrastructure, securing resources, serving as a communications contact, guaranteeing proper compliance with lobbying intervention, and providing report requirements.

The *Campaign's* focus is on the consumer, not simply on nursing, and so Action Coalitions must have at least two co-leading organizations. One must have as its core business the promotion of nurses or nursing. This co-lead contributes a deep knowledge of state nursing issues and nursing groups in an effort to organize existing or new collaborative efforts.

The other co-leading organization must be involved in a field outside of nursing. The role of the non-nurse co-lead is to be a strong partner, linking nursing organizations to leaders and stakeholders in other fields while also demonstrating how partnering with nurses can improve health and transform health care.

The success of *Campaign for Action* and Action Coalition efforts will depend on the willingness of diverse stakeholders to partner with each other and nursing organizations to focus on health, expand access, improve quality, and contain costs. The non-nurse organization that co-leads the Action Coalition must carry this message and help other non-nursing organizations understand where they fit into the Coalition's efforts. We encourage the nursing co-lead to work with insurers, retail clinics, large employers, consumers, and health provider organizations or associations. These sectors understand that nurses deliver the best possible care to improve the health of their employees, members, and families, and are committed to creating lasting change.

About the Campaign for Action

The Future of Nursing: *Campaign for Action* seeks to improve health and health care through nursing. The *Campaign* works with Action Coalitions in 50 states and the District of Columbia to implement the Institute of Medicine's *Future of Nursing* recommendations. Our vision is to ensure that everyone in America can live a healthier life, supported by a system in which nurses are essential partners in providing care and promoting health. The *Campaign* is coordinated by the Center to Champion Nursing in America, an initiative of AARP, the AARP Foundation and the Robert Wood Johnson Foundation. Get connected:

www.CampaignforAction.org, www.twitter.com/Campaign4Action,
www.facebook.com/CampaignForAction.