

FUTURE OF NURSING™

Campaign for Action



Campaign Successes

The Institute of Medicine and the *Campaign for Action*

The Future of Nursing: *Campaign for Action*, an initiative of AARP Foundation, AARP and the Robert Wood Johnson Foundation, has been building a healthier America through nursing since 2010. That's when the Institute of Medicine published *The Future of Nursing: Leading Change, Advancing Health*, a report funded by RWJF and designed to strengthen America's most-trusted profession. The *Campaign* has succeeded in partnering with leaders in government, education, other health professions, consumer organizations, and communities to implement the report's recommendations.

Among the successes is the report itself. *The Future of Nursing* report has catalyzed the transformation of the profession, become a mainstay in nursing education curriculum nationally, and has been downloaded more than any other IOM report since its release. (The IOM is now the Health and Medicine Division of the National Academies.)

In addition, the *Campaign* has made the following progress on the report's recommendations:

Improving America's Access to High-Quality Care

Since 2010, nine states have lifted barriers that prevented nurse practitioners from providing care to the full extent of their education and training. At the federal level, the U.S. Department of Veterans Affairs in 2016 improved veterans' access to care by allowing most APRNs to practice without restrictions at VA facilities.

Transforming Nursing Education for a Better-Prepared Profession

Lack of agreement among schools and businesses on what nursing education should be has long added cost and complications for those seeking higher degrees. But the last decade has seen a revolution as the *Campaign* has brought together hundreds of experts in education, business, and government to address the problem head-on. The results are five education models that provide flexible, streamlined options for nursing students—which in turn means more nurses than ever graduating with bachelor's and doctoral degrees.

Promoting Nursing Leadership

To see that nurses' vast experience in care is positioned to improve public health, the *Campaign* helped found the Nurses on Boards Coalition. NOBC, comprising 19 nursing organizations as well as AARP and RWJF, works to place 10,000 nurses on boards and other influential bodies by 2020 to improve the health of communities and the nation. The *Campaign's* Champion Nursing Coalition leads by example: Of the nearly 60 businesses that are members of this advisory group, 45 have nurses on their boards.

Collecting Data About the Profession to Strengthen Its Impact

The *Campaign* brought together key parties to begin the process of creating a credible, comprehensive system by which to consistently measure every aspect of nursing. Three workgroups now carry out plans set at a May 2016 meeting of representatives from nursing, government, and universities.

Increasing the Diversity of Nursing's Ranks

The number of minority students enrolled in advanced nursing education is increasing, and so is the number of racial and ethnic minority groups graduating from RN programs, as the *Campaign* promotes ways to broaden the composition of the profession so that it matches the country's diverse population. The proportion of men in nursing is rising too.

How the *Campaign* Works: Creating Change Nationwide

To make progress on the recommendations at the state and national level, the *Campaign* has built an organization tailored to improving health through nursing on multiple fronts.

Action Coalitions

The *Campaign's* nationwide network of Action Coalitions are the heart of the *Campaign*. These state-level organizations tailor their work on *The Future of Nursing* recommendations to their local needs. As of 2017, Action Coalitions have:

- Engaged with more than 2,200 nursing, consumer, and business organizations
- Raised more than \$36 million outside of RWJF funds

Sparking the Conversation Nationally

Through workshops, panels and meetings with businesses, insurers, policymakers, and others, and in online efforts, the *Campaign* continues a national conversation it created about the value of nurses in healthier workplaces and beyond. In 2017:

- National leaders spoke to over 8,000 people at 55 events
- Online education efforts led to an increase in website visitors and newsletter subscribers, as well as those who follow *Campaign* news on Twitter and Facebook

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