Promoting a Culture of Health: Examples From the National Association of Hispanic Nurses

January 11, 2016

Winifred Quinn, PhD
Adriana Perez, PhD, ANP-BC, FAAN
Susana González, MHA, MSN, RN, CNML
Nohemi Alvarez, MSN, RN, FNP-C
Today’s Webinar

• Hear how two chapters of the National Association of Hispanic Nurses have led efforts in their communities to expand the public’s access to health care services, including insurance that makes the services affordable.

Winifred V. Quinn, PhD
Director, Advocacy & Consumer Affairs
Center to Champion Nursing in America at AARP

www.campaignforaction.org/webinars
Today’s Facilitator

Adriana Perez, PhD, ANP-BC, FAAN
Assistant Professor, University of Pennsylvania
Diversity Consultant, Center to Champion Nursing in America
The National Association of Hispanic Nurses: Partnerships to Increase Coverage in Communities (PICC) Initiative

Grant #5 CPIMP141072-02-00

Adriana Perez, PhD, ANP-BC, FAAN
Grant Principal Investigator

Assistant Professor of Nursing, University of Pennsylvania

adrianag@nursing.upenn.edu
“Nurses should have a voice in health policy decision making, as well as being engaged in implementation efforts related to health care reform.” (p. 32-33)

Overarching Goal

To promote health and wellness using the ACA as a platform to teach multicultural communities about the protections, benefits, health insurance options, and health insurance literacy.
Historical Opportunity for NAHN

1. Teaching patients, families, peers and community – cited as #1 motivator for nurses participating in this program.

2. Need to clarify myths, learn about local and national resources to refer families.
   - Learn about federal subsidies and application process
   - Become more knowledgeable of “how insurance works” (health insurance literacy)
   - Connect with bilingual health care providers/resources

3. Opportunity to gain leadership skills in educating bilingual, multicultural communities on health care reform.
   - Better understanding of healthcare reform
   - Build confidence (Readiness to teach)
   - Practicing communication skills (public speaking)
   - Mentorship platform
States -- NAHN ACA Grant Implemented
Evaluation

• Nurse Outcomes
  – >100 NAHN Nurses/Students Since Year 1
  – “Readiness” Survey
  – Presentations & Publications

• Individual & Family Outcomes
  – >7,068 attended group education sessions
  – >2,112 community health screenings

• Community Outcomes
  – 125 partnerships nationwide
  – >2,400 via social media, messaging, traditional print/news
  – Robert Wood Johnson Foundation Charting Nursing’s Future
  – Latino ACA Coalition

• Recipient of iCohere’s “Serving Those Who Serve Others” 2015 Grant
  – >320 completed training
Today’s Presenters

**Susana González**
MHA, MSN, RN, CNML
Board Member
Co-Chair of Policy and Advocacy
National Association of Hispanic Nurses
President, NAHN Illinois

**Nohemi Alvarez**
MSN, RN, FNP-C
ACA Lead Educator
National Association of Hispanic Nurses, Kansas City Chapter
NAHN-Illinois

Susana González, MHA, MSN, RN, CNML
President NAHN-Illinois

NAHN Illinois is committed to the personal and professional development of Hispanic nurses in Illinois and actively seeks opportunities to create impact in healthcare in the communities they serve with an emphasis of mentoring the next generation of nurses.

NAHN National Association of Hispanic Nurses® is a non-profit professional association committed to the promotion of the professionalism and dedication of Hispanic nurses by providing equal access to educational, professional, and economic opportunities for Hispanic nurses.
NAHN-Illinois

ACA Exemplar- Chapter Leaders: Anabel Guzman & Susana Gonzalez

- Met the goal of reaching individuals through innovative partnerships with great organizations:
  - AARP of Illinois
  - American Heart Association
  - Catholic Charities
  - Chicago Hispanic Health Coalition, Alivio Medical Center
  - FQHC
  - ASPIRA Inc., LULAC,
  - MacNeal Free Pregnancy Centers
  - March of Dimes
  - City Colleges of Chicago
Strategies & Key Successes

- Set an outreach goal for every event and know your targeted audience!
- Find different events that targeted different ages (colleges, hospitals, schools, community based organizations, etc.)
- Know your community and your resources specific for that community

Key Successes

- Creating relationships with partners that we collaborate and strongly network and support now and for the future
- Learning innovative ways and experience from skilled individuals
Strategies & Key Successes


Or go to NAHN: http://www.nahnnet.org/
Challenges

- Clarifying that the Hispanic Nurses are not selling insurance but working to educate on benefits of health insurance
- Speaking to undocumented families and not being able to provide additional assistance
- Sharing FQHC resources within community sites where we were conducting health screenings
- Not having all the answers needed at presentation
- Difficulty being able to collect demographic information required by the grant
Lessons Learned

- Bi-lingual, bi-cultural nurses are trusted by diverse communities
  - Still, important to get to know individual & background information to facilitate aid
- Need to inform the public we are health educators who are genuinely interested in their health and well being.
- Bi-lingual handouts and education materials were important visual aids that helped facilitate understanding and connection with NAHN.
Thank You
Hispanic Nurses Educating Multicultural Communities on the Affordable Care Act

Nohemi Alvarez-Landa, MSN, FNP-C
Lead ACA Educators - Kansas City

- Maria Martinez
- John Marrin
- Virginia Bravo
- Maithe Enriquez
- Brenda Aguirre
- Cinthya Hernandez
- Nohemi Alvarez-Landa
Health Screenings

- Glucose/blood pressure readings
- Body mass Index/ideal weight
- Age appropriate preventative screening recommendations

- Listing of local:
  - ACA enrolers
  - Safety net clinics
Partnerships

• Jessica Piedra Immigration Attorney Seminar
• Catholic Charities, VITA, and El Centro
• Asian Cultural Festival, Mid-American Asian Culture Association
• Citizenship Clinic
Partnerships

- KU School of Nursing senior class 2016
- Prime Health Foundation
- Guatemalan Consulate
Results

- Knowledge
- Collaboration
- Networking
- Leadership
- Increased access to care to over 500 participants
1. Be inclusive, so that no one is left behind
Consider those already with health insurance coverage, those who feel do not qualify for tax credits, etc. – they may be your best marketing strategy

2. Latinos are intergenerational (*la familia primero*)
Include grandparents for education and outreach

3. Strategic Partnerships
Nurses can offer health screenings as an entry to discuss health insurance coverage/literacy

4. Annual and ongoing cultural events

5. Test culturally responsive messaging
Promote the value of health insurance coverage consistent with the values and priorities of consumers
Questions or Comments?

Press *1 on your telephone key pad to ask a question (Please be sure to record your name after the prompt)
OR
Use the “chat” feature to send “everyone” a question.

If you are having trouble asking a question, please click the “Raise Hand” button on the bottom right of your screen.

You can find the recording, webinar summary, and additional resources by going to: www.campaignforaction.org/webinars.
Upcoming Webinars

Diversity Dashboard Indicator
February 15, 2016
3-4 PM ET
Campaign Resources

Visit us on the web at www.campaignforaction.org
For webinar resources:
http://campaignforaction.org/resources

Resources
A LIBRARY AT YOUR FINGERTIPS
Help promote better health through nursing by tapping into hundreds of resources, including studies, toolkits, webinars, and other materials organized in the categories in which the Campaign pushes for action.

ISSUES
- Improving Access to Care
- Transforming Nursing Education
- Promoting Nursing Leadership
- Increasing Diversity
- Collecting Workforce Data
- Fostering Interprofessional Collaboration
- Building Healthier Communities

TOOLS & TIPS
- Academic Progression in Nursing (APIN)
- Advocacy
- Communications and marketing
- Funding opportunities
- Meetings
- Milestones (Dashboard indicators)
- News releases

- Organizational excellence
- Fundraising
- Internal operations
- Stakeholder engagement
- Research
- State Implementation Program (SIP)
- Grants projects
- Grantee resources
- Webinars

http://facebook.com/campaignforaction  www.twitter.com/campaignforaction