

# FUTURE OF NURSING™

## Campaign for Action

### AT THE CENTER TO CHAMPION NURSING IN AMERICA

Robert Wood Johnson Foundation

**AARP** Foundation

Promoting a Culture of Health:

Examples from the National Association of Hispanic Nurses

Webinar Summary

January 11, 2017

Strengthening the Integration of Health Services and Systems is one of the four “action areas” in the Robert Wood Johnson Foundation’s Culture of Health Framework.

[And nurses can lead the way.](#)

Hear in this webinar 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.

#### Presenters:

**Winifred Quinn, PhD** Director, Advocacy and Consumer Affairs Center to Champion Nursing in America

**Adriana Perez, PhD, ANP-BC, FAAN** Assistant Professor, University of Pennsylvania Diversity Consultant, Center to Champion Nursing in America

**Nohemi Alvarez-Landa, MSN, RN, FNP-C** ACA Lead Educator, National Association of Hispanic Nurses, Kansas City Chapter. She will discuss the Kansas City chapter’s work on health insurance literacy, Affordable Care Act outreach, and health screenings.

**Susana González, MHA, MSN, RN, CNML** President, National Association of Hispanic Nurses, Illinois Chapter. She will review the Illinois chapter’s actions, including nursing leadership development through mentorship and the resulting community partnerships.

#### Webinar Goals:

Across the country, there is a movement to advance the field of nursing so that all Americans have access to high quality, patient-centered care in a health care system where nurses contribute as essential partners in achieving success. This national level [Future of Nursing: Campaign for Action](#) is a result of the Institute of Medicine’s landmark 2010 report on the [Future of Nursing: Leading Change, Advancing Health](#).

The *Campaign for Action’s* field-based teams, the [Action Coalitions](#) (ACs), are leading this movement and are equipping themselves with knowledge gained from technical assistance provided by the Center to Champion Nursing in America (CCNA), a joint initiative of AARP, the AARP Foundation, and the Robert Wood Johnson Foundation. Such technical assistance comes in the form of webinars, face to face interactions, and other facilitated engagements with public policy leaders, content experts, consultants, and Action Coalition peers across the country.

Both chapters' efforts in Kansas City and Illinois are funded by the U.S. Department Health & Human Services, Office of Minority Health.

- Participants will learn about the programs' successes and challenges, as well as opportunities to integrate Culture of Health work into their diversity plans.

Today's webinar is being recorded and is posted on [www.campaignforaction.org/webinars](http://www.campaignforaction.org/webinars)



Winifred Quinn, PhD Director, Advocacy & Consumer Affairs, Center to Champion Nursing in America (CCNA)



**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**

### **Nursing Leadership**

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)

Institute of Medicine. (2011). The Future of Nursing: Leading Change, Advancing Health. Washington, DC: The National Academies Pr

## **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 (National Association of Hispanic Nurses)**

1. Teaching patients, families, peers and community, cited as the number one 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)
2. 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

Their organization was competitively selected as a recipient of the iCoHERE's "Serving Those Who Serve Others" grants for 2015, a special program that awards high-tech resources, expertise, and platform for hosting a nationwide virtual conference on our PICCI grant.

They were selected due to the unique contribution of Hispanic Nurses (NAHN) on this topic, noting they were informed that they "clearly conveyed both the organization's high level of commitment to those whom they serve, as well as their eagerness to expand the effectiveness of our community outreach through the benefits of hosting a major online event.

### 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
  - 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

There are two Hispanic Nurses among many who have contributed to the program.

- ***On a personal note Susana Gonzalez lives by the philosophy that if there is something she can do for you now, then let it be so. For, we may not walk this path again***



**Susana González** is the Associate Dean of Academic Operations at Chamberlain College of Nursing, the Chicago Campus. In this role she is responsible for developing and leading with quality the central operations at the campus that support Academics, Simulation Learning, Center for Academic Success, Clinical Coordinators and E-learning. She leads and provides the pivotal leadership to ensure all campus areas work collaboratively and positive student outcomes are achieved.

Throughout her career Susana has role modeled true servant leadership and served on various committees and board of directors of great nonprofit organizations on a local and national level. She is loyal and active on issues that relate to women, youth, children, and the nursing profession.

She is active on several advisory committees for our Latino elected officials and addresses policy recommendations and issues of concern for their constituents.

Susana volunteers on several boards of directors; such as the March of dimes-Chicago Chapter, the Chicago Bilingual Nurse Consortium, Youth Service Project, and is an active member of the National Association of Hispanic Nurses-Illinois as President and Co-Chairs National Policy and Advocacy Committee.

She is an active member of Illinois Healthcare Action Coalition and the American Nurses Association-Illinois. In addition serves as a member of the Illinois Organization of Nurse leaders and Co-Chairs Policy & Advocacy committee.

Susana has received numerous nominations, recognitions, and awards for her compassion, kind, and volunteer work. To highlight a few: The regional Volunteerism and Service Award from Nursing Spectrum, Mujeres Latinas en Acción- Community Service Award, Illinois Maternal Child Health Coalition; Loretta Lacey Award, MacNeal Nursing Excellence Community Service Award, ASPIRA Excellence in Health Award, March of Dimes Outstanding Nurse of the year award, Windy City Woman of Color- Educator and Advocate Award, Chicago Latino in Philanthropy Award, and Infant Welfare Society Nursing Director of the year.

She has been profiled on WLS-TV Channel 7 during Hispanic Heritage Month. Most recently she received the annual National Association of Hispanic Nurses -Community Service Award and the March of Dimes-Jonas Salk, Nurse of the Year for her commitment to service.

Susana is well prepared educationally with dual Master degrees MSN and MHA. Susana has led a professional and personal commitment to serve and improve the quality of life for all she encounters.

She is a life role model for education and community servant leadership.



**Nohemi Alvarez-Landa** is a bilingual family nurse practitioner at a federally qualified health center in Kansas City, KS and at a community center, Mattie Rhodes, in Kansas City, MO. She was the NAHN ACA lead educator for the Kansas City Chapter.

She earned her BSN at Truman State University and her MSN at Graceland University. She worked in step down, ICU, pediatrics, and travel nursing for 5 years and has now worked as a nurse practitioner for close to 3 years. She is an active member of NAHN-KC chapter, Latina Giving Circle- KC, and Prime Health Foundation.

She is passionate about providing culturally and linguistically competent health education to Spanish speaking patients. When not repeating herself like a broken record at work, she is salsa dancing with her great partner or cooking a fun new vegan recipe.

For example Anabel Guzman student nurse and today RN at the University of Chicago was mentored by NAHN president to champion ACA purposefully. We did a lot of work with the membership for engagement and we are committed to leadership focus.

She has a strong history and linkage of great work with the local AARP, Carmenza Millan, who is now Advisor, Community & Field Support, Office of Community Engagement. An outcome of that was to develop community education outreach collaboration (MOU).

We also did a speaker podium presentation and poster presentation at NAHN. Piecing together the puzzle of the healthcare Law at NAHN Miami 2014, I leave you with this message: we need to identify and nurture membership. You need to embrace them and engage them to be your champions. Student nurses and nurses can work well together once you give them the TOOLS to do their jobs!

“We went to the training, then we role modeled together, then I supported them to go. “



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
- We did a lot of work with the membership for engagement and we are committed to leadership focus.
  - I have a strong history and linkage of great work with the local AARP, Carmenza Millan, who is now Advisor, Community & Field Support, Office of Community Engagement. An outcome of that was to develop community education outreach collaboration (MOU).
  - We also did a speaker podium presentation and poster presentation at NAHN! Piecing together the puzzle of the healthcare Law at NAHN Miami 2014.

### 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

One key moment of pride is the **Chicago Health guide**.



This phenomenal guide was a true collaboration with The United Way and Pfizer. We launched the new *Chicago Health Guide: Resources for the Uninsured and Underinsured* at a special briefing for community health and social service providers during the 41st Annual Conference of the National Association of Hispanic Nurses (NAHN) held at the Hyatt Regency Chicago.

The Guide is a resource for residents of Chicago who are uninsured or underinsured that helps to connect them to affordable health care resources throughout the area.

The publication was made possible through a collaboration among NAHN, United Way of Metropolitan Chicago, the National Black Nurses Association (NBNA), and Pfizer RxPathways – Pfizer’s patient assistance program that helps eligible patients get access to their Pfizer medicines.



Chicago Health Guide Click:

[http://www.nahnet.org/docs/CHICAGO\\_HEALTH\\_GUIDE\\_Press\\_Release.pdf](http://www.nahnet.org/docs/CHICAGO_HEALTH_GUIDE_Press_Release.pdf)

Or go to NAHN: <http://www.nahnet.org/>

### Lessons Learned

- Bi-lingual, bi-cultural nurses are trusted by diverse communities

- 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

For example people at times were not trusting to just hand over their personal information, phone number, address, family size. There was much doubt on how the information was going to be used.

### **Educating the Community: Lessons Learned**

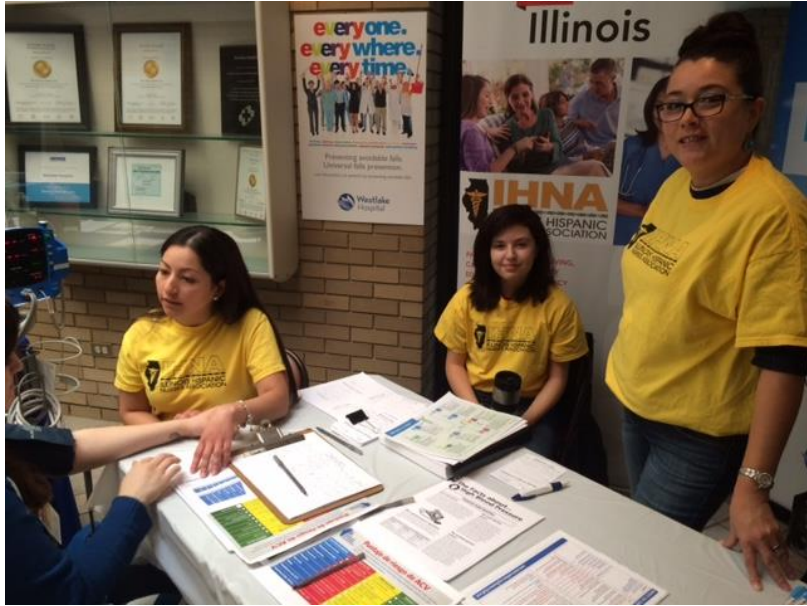
- It is important to get to know the individual and some background information to facilitate the aid
- Need to inform people we are educators and it's about their genuine well-being. We are not sales associates
- A handout is important as a visual aid, helps facilitate understanding, giveaways.



Hispanic Nurses Educating

**Multicultural Communities on the Affordable Care Act**

Nohemi Alvarez-Landa, MSN, FNP-C



**NATIONAL ASSOCIATION OF HISPANIC NURSES**  
Kansas City, MO

## Lead ACA Educators: Kansas City

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



**Nahn KC Chapter with Maria Martinez and 3 others.**

November 21, 2015 at 6:58pm · 🌐

Thank you to those that came out to our meeting today. We enjoyed seeing new faces. Don't forget we will have two meetings in December. One official one to further discuss [#asegurate](#) [#aca4latinos](#) [#muevete](#). The... [More](#)



👍 You, Noah Alvarez and 36 others

4 Comments

## Health Screenings

- Glucose/blood pressure readings
- Body mass Index/ideal weight
- Age appropriate preventative screening recommendations
- Listing of local:
  - ACA enrollers
  - Safety net clinics

## Partnerships

Jessica Piedra Immigration Attorney Seminar

Catholic Charities, VITA and El Centro

Asian Cultural Festival, MidAmerican Asian Culture Association

Citizenship Clinic

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

## Strategies and Key Successes

### **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. Latinos are intergenerational (*la familia primero*)

Include grandparents for education and outreach

### **2. Annual and ongoing cultural events**

### **3. Test culturally responsive messaging**

**4. Promote the value of health insurance coverage consistent with the values and priorities of consumers.**

**Strategic Partnerships**

- ✓ Nurses can offer health screenings as an entry to discuss health insurance coverage/literacy
- ✓ Latinos are intergenerational (la familia primer)
- ✓ Focus on various target groups (including health care providers)
- ✓ Do not make assumptions
- ✓ Promote the value of health insurance coverage consistent with the values and priorities of consumers
- ✓ Set an outreach goal for every event and know your targeted audience
- ✓ Find different events that target different ages (colleges, hospitals, schools, community based organizations)
- ✓ Know your community and your resources specific for that community

**Key Successes**

- ✓ Creating relationships with partners to collaborate and strongly network and support now and for the future
- ✓ Learning innovative ways and experience from skilled individuals.

**Results**

- Knowledge
- Collaboration
- Networking
- Leadership
- Increased access to care to over 500 participants

**Upcoming Webinars**

Diversity Dashboard Indicator

February 15, 2017

3 to 4 p.m.



The IOM's recommendations include: the need for more advanced education of registered nurses; nurses leading innovations in health care and being appointed to decision making bodies; all nurses practicing to the full extent of their education and training; a more diverse nursing workforce and faculty; and more interprofessional collaboration among nurses, physicians, and other members of the health care team in the educational and clinical environments.

For more information from the Center to Champion Nursing in America about this webinar, technical assistance or other questions related to the Future of Nursing, Campaign for Action contact Madeline O'Brien at [mobrien@aarp.org](mailto:mobrien@aarp.org)

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