

# FUTURE OF NURSING™

## Campaign for Action

AT THE CENTER TO CHAMPION NURSING IN AMERICA



### **Culture of Health Summit Guide Checklist**

How to Plan a Successful Event for your Action Coalition

#### **Setting Goals for the Meeting**

It's important that every meeting has one to three specific, stated goals. These goals should be embedded in all meeting materials, from the invitation to the agenda to additional materials you may have. [Refer here](#) for additional ideas on how to set meeting goals.

#### **Attendees**

Remember to move beyond nursing in who you invite. Consider a range of participants, including:

- ✓ Key nursing stakeholders
- ✓ Front-line nurses (community and acute)
- ✓ State and Local Public Health Leaders
- ✓ Schools (nursing and health-related)
- ✓ Federally Qualified Health Center expert
- ✓ Hospital representatives
- ✓ Physicians
- ✓ AARP state office representatives
- ✓ Community partners/members
- ✓ Non-nursing stakeholders
- ✓ Policymakers
- ✓ First responders
- ✓ Insurers
- ✓ Large employers

#### **Meeting Style**

There are a number of meetings styles to consider:

- Facilitator: An individual trained prior to the meeting on the content guides the gathering, to help move the discussion and group work along.
- Panel discussion: Three to four people speak in concrete detail about their experiences in building a Culture of Health.
- [Café](#): Participants at each table talk for 20 minutes or so about a given topic before moving to a different table. Afterward, people tell the whole group of insights gained..

Regardless of which style you choose, you may want to incorporate a learning activity to make sure your audience fully understands your main messages. Table activities are a great way to engage your audience and brainstorm together.

#### **Meeting Materials**

Agenda: When writing, be sure presenter's names, titles, and credentials are correct. Also, use language that can be understood by a broad audience.

[Click here](#) for an agenda example.

Possible handouts:

- Your state Action Coalition brochure
- Social media and website addresses
- Robert Wood Johnson Foundation: [Culture of Health Action Framework](#)
- The RWJF publication [Charting Nursing's Future](#)

Social media: Always use your preferred social media platform for your event. Consider using the following hashtags to elevate your work: #CultureofHealth and #futureofnursing. Do include them on the agenda and feature them on a slide in your PowerPoint.

### **Technology**

Decide if you will need the following:

- Microphones
- Computer to show a PowerPoint presentation
- A screen for projecting

If you make a PowerPoint presentation, consider including the following:

- Videos: RWJF Culture of Health community prize winners, such as [Durham, N.C.](#) or [New Orleans](#).
- Website links: [Campaign for Action](#), Robert Wood Johnson's [Culture of Health site](#), AARP's [Livability](#) Index, and RWJF's [County Health Rankings and Roadmaps](#)

### **Post-Meeting Strategy**

Some ideas:

- Write a thank you letter or email to your guests
- Compile a summary on the meeting outcomes and next steps and share with attendees
- Blog about your Summit on the *Campaign's* [website](#)
- Post photos from the meeting on your social platforms
- Ask your attendees to complete a [survey](#) to learn for future meetings what worked, and what didn't.

### **Costs**

When planning any event, set a realistic budget. Use the opportunity to leverage your work and seek new funding opportunities and sponsors. Here are two ideas to maximize on funding opportunities.

- [Allow local vendors](#) to share information about their organizations at the meeting.
- Consider allowing [attendees to display](#) relevant information about their work.

Last, if you run into questions, please remember you can always contact your liaison at the Center to Champion Nursing in America for further guidance. Refer to the list [here](#).