

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.

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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.