

FUTURE OF NURSING™

Campaign for Action



Campaign Overview

America faces dramatic challenges in health and health care when it comes to quality, costs, and access. A population that is aging, has higher rates of chronic health problems, and is increasingly diverse requires more care for disparate needs. Primary care providers are in high demand, especially in rural parts of the country and as millions more have received health care through the Affordable Care Act.

Our country also has a powerful solution: At 4 million strong, nurses are by far the largest sector of the health profession and also the most trusted. Nurses are well positioned to be strong partners in building a healthier America.

That's why in 2010, AARP Foundation and AARP, the nation's largest nonprofit, nonpartisan organization dedicated to empowering Americans 50 and older, joined the Robert Wood Johnson Foundation (RWJF), the country's largest philanthropy devoted to health and health care, to create The Future of Nursing: *Campaign for Action*. The *Campaign's* work is driven by *The Future of Nursing: Leading Change, Advancing Health*, a 2010 report from the Institute of Medicine that provides recommendations in six categories:

Improving access to care—Nurses must be allowed to practice to the full extent of their education and training.

Fostering interprofessional collaboration—Nurses must be partners with other health care providers, as well as with leaders in business, education, planning, and other areas to promote well-being for all.

Promoting nursing leadership—For our nation to be its healthiest, more nurses should serve in leadership positions, where they add a unique, much-needed perspective on health.

Transforming nursing education—Nurses must be prepared to meet increasingly complex health needs in all settings, including advancing their education.

Increasing diversity in nursing—The nursing workforce should reflect the country's diversity.

Collecting workforce data—Accurate, ongoing data collection in all areas is needed to develop the workforce the country needs.

Building healthier communities, a complementary goal woven throughout the *Campaign's* work, reflects the Culture of Health vision that is based on the belief that everyone deserves to live the healthiest life possible. Nurses, who are already guiding Americans to better health in workplaces, schools, hospitals, public health facilities, and businesses, are integral to this movement, which is led in part by RWJF. By implementing the Institute of Medicine recommendations, the *Campaign* has long been working toward this vision.

In 2015, the Institute of Medicine, since renamed the Health and Medicine Division of the National Academies, assessed progress made by the *Campaign* and others on implementing its earlier recommendations. This update noted achievements and also urged greater action on all fronts—especially on expanding diversity within the nursing field, and working to synthesize the efforts to collect data.

The *Campaign* is coordinated by the Center to Champion Nursing in America, an initiative of AARP Foundation, AARP, and RWJF.

Through 51 Action Coalitions in every state and Washington, D.C., the *Campaign* works with policymakers, health care professionals, consumers, educators, and business leaders to respond to the country's increasing demand for safe, high-quality, and effective health care. The *Campaign's* vision is 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.

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