

# FUTURE OF NURSING™

## Campaign for Action



### **Campaign Successes**

#### **The Institute of Medicine and the *Campaign for Action***

The Future of Nursing: *Campaign for Action*, an initiative of AARP Foundation, AARP and the Robert Wood Johnson Foundation, has been building a healthier America through nursing since 2010. That's when the Institute of Medicine published *The Future of Nursing: Leading Change, Advancing Health*, a report funded by RWJF and designed to strengthen America's most-trusted profession. The *Campaign* has succeeded in partnering with leaders in government, education, other health professions, consumer organizations, and communities to implement the report's recommendations.

Among the successes is the report itself. *The Future of Nursing* report has catalyzed the transformation of the profession, become a mainstay in nursing education curriculum nationally, and has been downloaded more than any other IOM report since its release. (The IOM is now the Health and Medicine Division of the National Academies.)

In addition, the *Campaign* has made the following progress on the report's recommendations:

#### ***Improving America's Access to High-Quality Care***

Since 2010, nine states have fully modernized laws that prevented nurse practitioners from providing care to the full extent of their education and training, six states have made substantial improvements to their laws, and ten states have made incremental improvements, moves that increased consumers' access to high-quality health care. At the federal level, the U.S. Department of Veterans Affairs in 2016 improved veterans' access to care by allowing most advanced practice registered nurses (APRNs) to practice without restrictions at VA facilities.

#### ***Transforming Nursing Education for a Better-Prepared Profession***

Lack of agreement among schools and businesses on what nursing education should be has long added cost and complications for those seeking higher degrees. But the last decade has seen a revolution as the *Campaign* brought together hundreds of experts in education, business, and government to address the problem head-on. The results are five education models that provide flexible, streamlined options for nursing students—which in turn means more nurses than ever graduating with bachelor's degrees. In 2010 only about 40 percent of U.S.-educated, first-time NCLEX takers had a bachelor's of science in nursing (BSN), but in 2017 nearly half did. Further evidence of the trend toward more education is also seen in the growing number of nurses graduating from RN-to-BSN programs: from 2010 to 2017 the number of RN-to-BSN graduates increased 180 percent. The *Campaign* is also involved in efforts to identify and disseminate promising models that incorporate and strengthen population health ideals into nursing education curricula.

#### ***Promoting Nursing Leadership***

To see that nurses' vast experience in care is positioned to improve public health, the *Campaign* helped found the Nurses on Boards Coalition. NOBC, which represents national nursing and other organizations, including AARP and RWJF, works to place 10,000 nurses on boards and other influential bodies by 2020 to improve the health of communities and the nation. As of October 2018, more than 5,200 nurses report serving on boards and that number continues to rise. The *Campaign's* Champion Nursing Coalition also leads by example: Of the nearly 60 businesses that are members of this advisory group, 45 have nurses on their boards.

### ***Collecting Data About the Profession to Strengthen Its Impact***

The *Campaign* brought together key parties to begin the process of creating a credible, comprehensive system by which to consistently measure every aspect of nursing. Three workgroups now carry out plans set at a May 2016 meeting of representatives from nursing, government, and universities.

### ***Increasing the Diversity of Nursing's Ranks***

The number of minority students enrolled in and graduating from RN programs is increasing, and so is the number of men, as the *Campaign* promotes ways to broaden the composition of the profession so that it matches the country's diverse population. From 2010 to 2016, the number of minority RN graduates increased by 35 percent and the number of male RN graduates increased by 24 percent. The proportion of minority RN graduates and male RN graduates is also on the rise.\*

### **How the *Campaign* Works: Creating Change Nationwide**

To make progress on the recommendations at the state and national level, the *Campaign* has built an organization tailored to improving health through nursing on multiple fronts.

#### ***Action Coalitions***

The *Campaign's* nationwide network of Action Coalitions are the heart of the *Campaign*. These state-level organizations tailor their work on *The Future of Nursing* recommendations to their local needs. As of 2017, Action Coalitions have:

- Engaged with more than 2,200 nursing, consumer, and business organizations
- Raised more than \$36 million outside of RWJF funds

#### ***Sparking the Conversation Nationally***

Through workshops, panels and meetings with businesses, insurers, policymakers, and others, and in online efforts, the *Campaign* continues a national conversation it created about the value of nurses in healthier workplaces and beyond. In 2017:

- National leaders spoke to over 9,100 people at 55 events
- Online outreach efforts led to major increases in website visitors and newsletter subscribers, as well as those who follow *Campaign* news on Twitter and Facebook

*\*These percentages do not include students whose race is unknown and who are not US residents who may also be minorities. The 2010 figures also did not include a category for students who identified as two or more races.*

### **Get Connected**



[www.twitter.com/Campaign4Action](http://www.twitter.com/Campaign4Action)



[www.facebook.com/CampaignForAction](http://www.facebook.com/CampaignForAction)