

# Campaign Overview

America faces dramatic challenges in health and health care when it comes to quality, costs, and who has—and does not have—access to care when and where they need it. In the U.S, an aging population that has increasingly higher rates of chronic health problems and is more diverse than ever requires more care for disparate needs.

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, who are in schools, workplaces, homes, prisons, hospitals, assisted living facilities, and other community spaces, are well positioned to be strong partners in building a healthier America and promoting health equity.

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* to build a healthier America through nursing.

Driving the *Campaign's* work are recommendations from *The Future of Nursing: Leading Change, Advancing Health*, a 2010 report from the Institute of Medicine (IOM). The *Campaign* partners with many to implement the recommendations to:



**Improve access to care**—Nurses must be allowed to practice to the full extent of their education and training so more people have better access to high-quality health care when and where they need it.



**Increase diversity in nursing**—The nursing work force should reflect our nation's diversity. Increasing the number of nurses from different backgrounds, including races, gender, and ethnicities, will contribute to better health and health care for all.



**Promote 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.



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



**Foster 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.



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



By implementing the IOM recommendations that are designed to allow more people access to high-quality care, the *Campaign* has long worked toward the vision of a Culture of Health, based on the belief that everyone deserves to live the healthiest life possible.

In 2015, the IOM—since renamed the National Academy of Medicine—**assessed progress** made toward those 2010 recommendations, noting achievements and urging greater action especially on increasing diversity and collecting data.

The *Campaign*—which is coordinated by the Center to Champion Nursing in America, an initiative of AARP Foundation, AARP, and RWJF—carries out its efforts through its 51 state-based Action Coalitions. The *Campaign* works with policymakers, health care professionals, consumers, educators, and business leaders at the national, state, and community levels to respond to our country's increasing demand for safe, high-quality, and effective health care. Together, these powerful allies base their efforts on the belief that everyone in America can live a healthier life, supported by nurses as essential partners in providing care and promoting health equity and well-being.



The National Academy of Medicine is keeping an eye on the future with its Future of Nursing 2020–2030 study, to start in March 2019. Among other questions a committee will investigate is how nurses are poised to lead efforts to improve the health and well-being of individuals, families, and communities. *Campaign for Action* progress since 2010 will be a part of the NAM's research as it extends the vision for a nursing profession that can play an even more powerful role in helping build a Culture of Health.



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