

# FUTURE OF NURSING™

## Campaign for Action

AT THE CENTER TO CHAMPION NURSING IN AMERICA



Robert Wood Johnson Foundation

**AARP** Foundation®

2020 Nursing Innovations Fund  
Informational Webinar

April 8, 2020



**Susan B. Hassmiller, PhD, RN FAAN**

- **Robert Wood Johnson Foundation**  
*Senior Advisor for Nursing and Director, Future of Nursing: Campaign for Action*
- **National Academy of Medicine**  
*Senior Scholar-In-Residence and Senior Advisor to the President on Nursing*

# Program Directors



**Jennifer Peed, MSW**  
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in America



**Winifred Quinn, PhD,  
FAANP (H)**  
Director, Advocacy and  
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Center to Champion Nursing  
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# What is the Nursing Innovations Fund?

- Create replicable strategies that help nurses build a Culture of Health and health equity by addressing policies around one of the social determinants of health priority areas.
- Diverse stakeholders
- Up to \$25,000 per Action Coalition
- One-year award
- 1:1 matching funds

# Building a Culture of Health

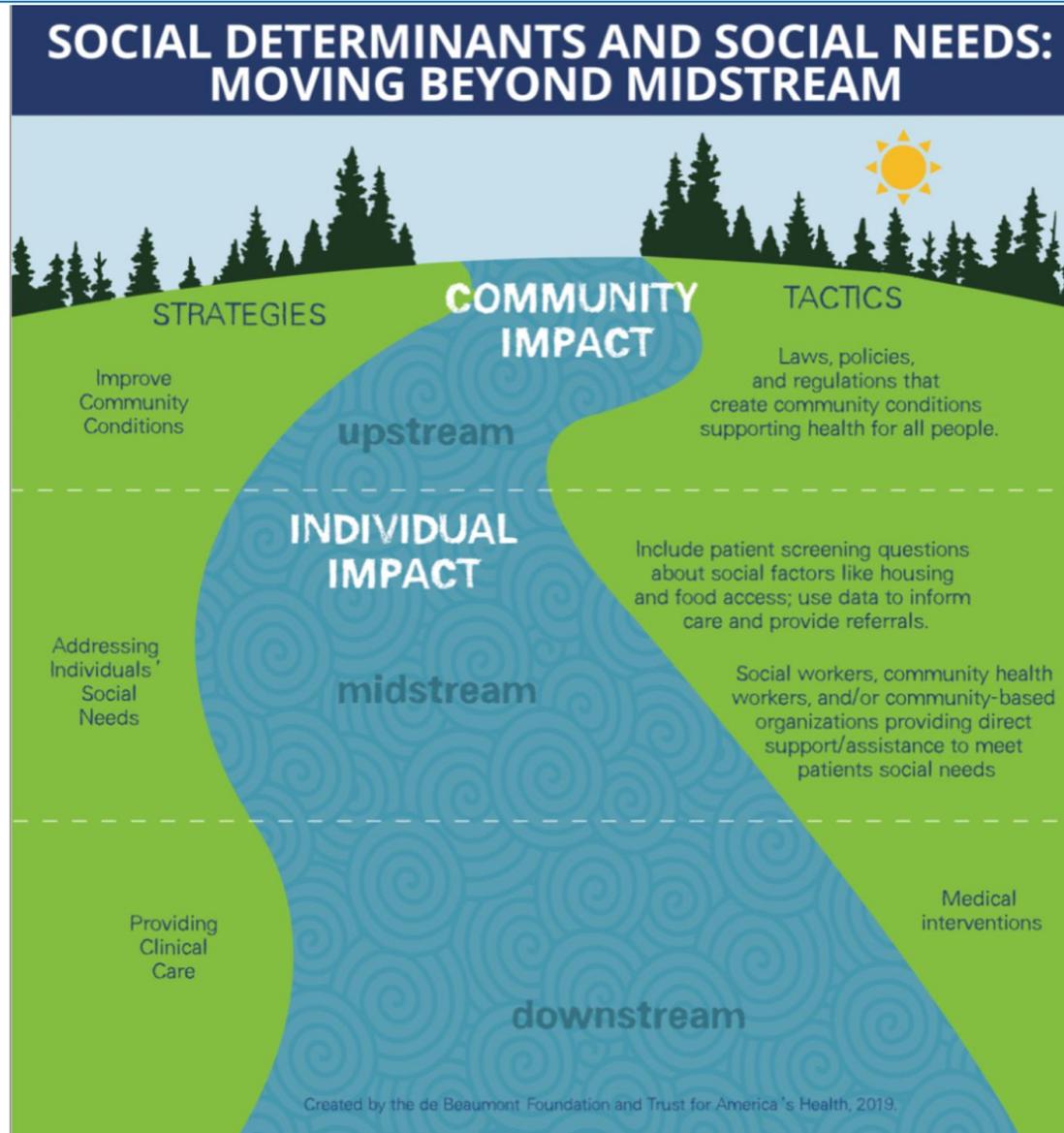
## Equality



## Equity



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# Social Determinants of Health Priority Areas

Access to Care

Housing

Social Isolation

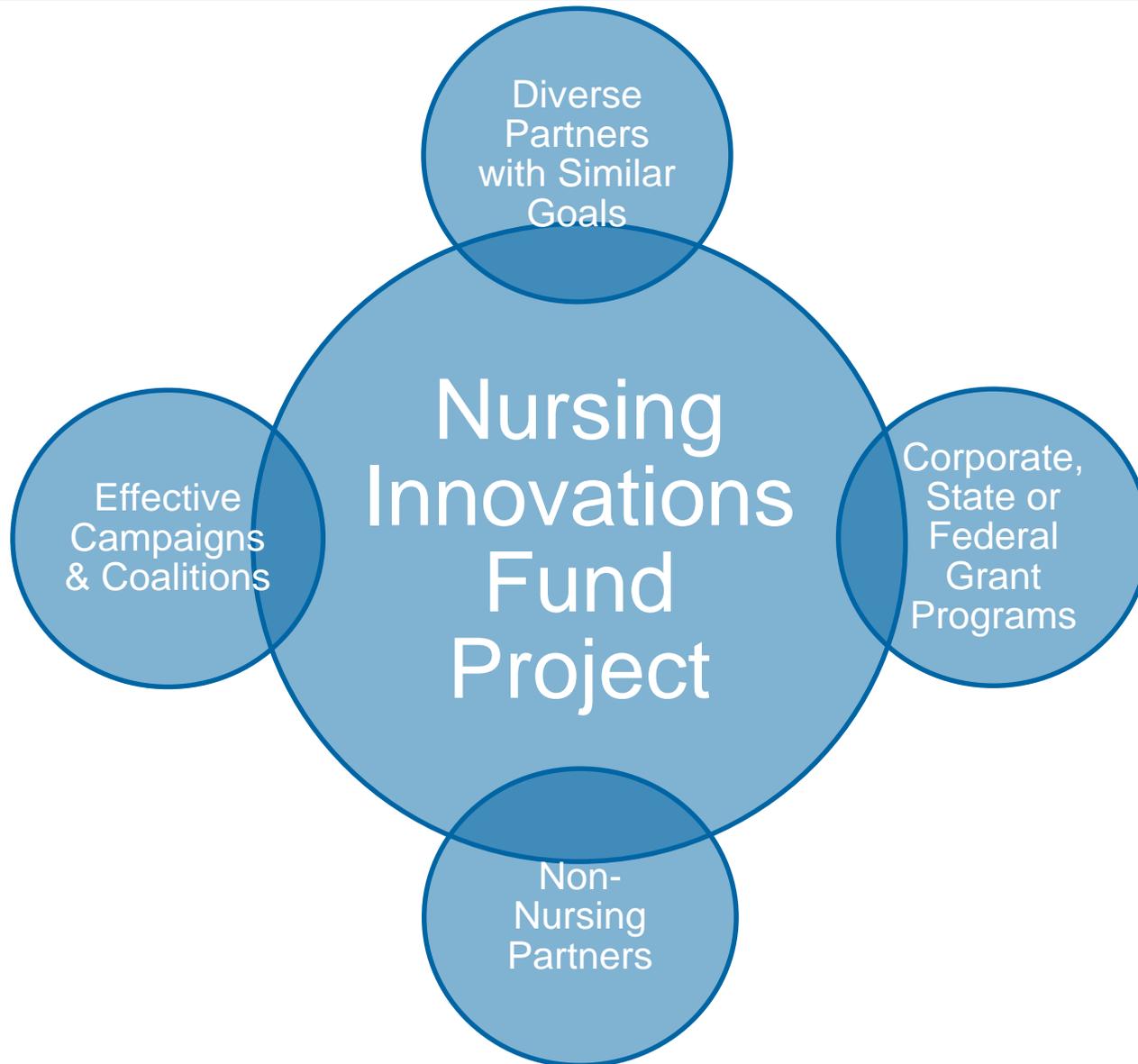
Employment

Educational  
Attainment

# Eligibility Criteria

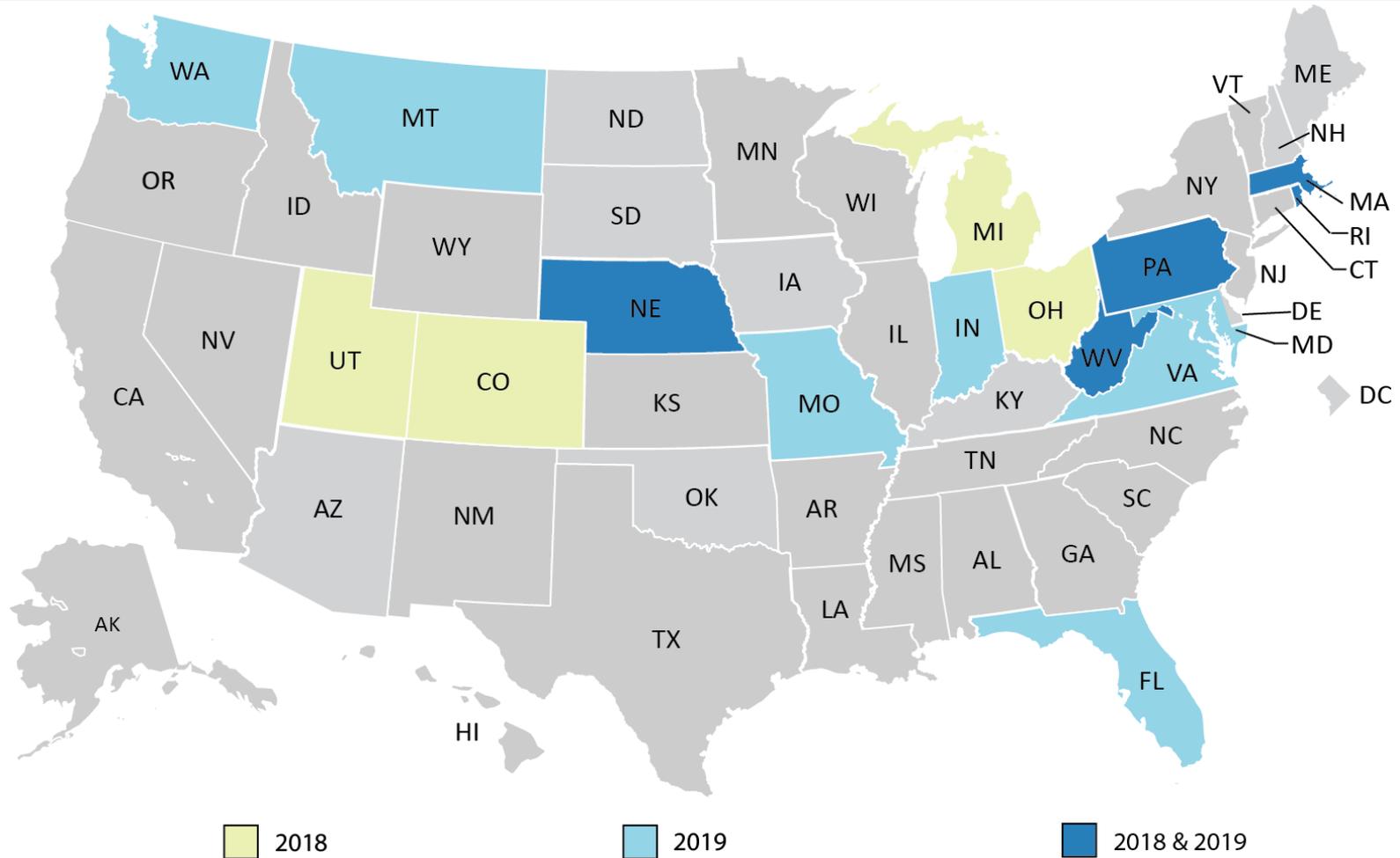
- Be a member of an Action Coalition or of an approved organization affiliated with an Action Coalition.
- Secure 1:1 matching funds.
- Address policies around one of the social determinants of health priority areas.
- Show evidence of replicability and sustainability.
- Show evidence of diverse stakeholders.
- Previous Nursing Innovations Fund awardees are eligible.

# Who should you collaborate with?



# Nursing Innovations Fund Awardees

**FUTURE OF NURSING™**  
Campaign for Action\*



The Nursing Innovation Fund Projects:

<http://campaignforaction.org/the-nursing-innovations-fund>

- CCNA will provide technical assistance.
- All applicants, regardless of whether they receive an award, will be offered technical assistance throughout the year.



- Applications should be submitted via email to: [NursingInnovations@aarp.org](mailto:NursingInnovations@aarp.org).
- Application and RFP are listed on the *Campaign* website:  
<https://campaignforaction.org/resource/2020-nursing-innovations-fund-rfp/>.
- All funding decisions will be made by a review team consisting of *Campaign for Action* leadership, staff and consultants.
- **Application deadline is June 30 by 10 p.m. ET.**

## Request for Proposal

MAR 18, 2020



### 2020 Nursing Innovations Fund Request for Proposal

#### DESCRIPTION

The Future of Nursing: *Campaign for Action*, a joint initiative of AARP Foundation, AARP, and the Robert Wood Johnson Foundation (RWJF), will provide up to \$25,000 each to select Action Coalitions working on an ongoing or new project that addresses nursing's role in building a Culture of Health and health equity by addressing policies around one of the social determinants of health priority areas:

- Access to care
- Housing
- Social isolation
- Employment, or
- Educational attainment

The goals of this competitive, one-year award are to:

- Inform and influence policy;
- Create replicable strategies that place nurses in positions as essential partners in providing care and promoting a Culture of Health, well-being, and health equity; and
- Visibly and strategically involve a diversity of stakeholders.

## Frequently Asked Questions

MAR 18, 2020



### 2020 Nursing Innovations Fund Frequently Asked Questions

Below are answers to general, technical, and funding questions.

[General Questions](#) [Funding Questions](#) [Technical Assistance](#) [Resources](#)

#### General Questions

##### Who is eligible to apply?

Only Action Coalitions or approved organizations affiliated with the Action Coalition may apply. Affiliations must be evidenced by a letter from the Action Coalition, as outlined in the request for proposal (RFP).

- Preference will be given to applicants that are either public entities or nonprofit organizations that are tax-exempt under Section 501(c)(3) of the U.S. Internal Revenue Code.
- Organizations unaffiliated with an Action Coalition are encouraged to contact the Action Coalition in their state to discuss opportunities for collaboration. [Click here](#) to find the contact information for each Action Coalition.

##### Is a public university eligible to apply for funding?

Yes. A public university is a public entity and eligible to apply for the award.

##### When is the application due?

# Program Staff



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Project Manager, Advocacy  
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Center to Champion  
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**Nicole Rozko, MS**  
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**Press \*1 on your telephone key pad to ask a question  
OR  
Use the “chat” feature to send “everyone” a  
question.**

You can find the recording, webinar summary and  
additional resources by going to:  
[www.campaignforaction.org/webinars.](http://www.campaignforaction.org/webinars)

Visit us on the web at [www.campaignforaction.org](http://www.campaignforaction.org)  
For webinar resources:  
<http://campaignforaction.org/resources>

**Campaign for Action** ABOUT ISSUES OUR NETWORK BLOG RESOURCES GET INVOLVED

## Resources

A LIBRARY AT YOUR FINGERTIPS

Help promote better health through nursing by tapping into hundreds of resources, including studies, toolkits, webinars, and other materials organized in the categories in which the Campaign pushes for action.

ISSUES

- Improving Access to Care
- Transforming Nursing Education
- Promoting Nursing Leadership
- Increasing Diversity
- Collecting Workforce Data
- Fostering Interprofessional Collaboration
- Building Healthier Communities

TOOLS & TIPS

- Academic Progression in Nursing (APN)
- Advocacy
- Communications and marketing
- Funding opportunities
- Meetings
- Milestones (Dashboard Indicators)
- News releases

Organizational excellence

- Fundraising
- Internal operations
- Stakeholder engagement

Research

- State Implementation Program (SIP)
  - Grantee projects
  - Grantee resources
- Webinars

Keywords: [Search]

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