

# 1. CREATING A SHARED AGENDA

1.7 Establish a joint annual award or series of awards recognizing the measurable and scalable contributions of nurses and their partners to achieving health equity through policy, education, research, and practice. Priority should be given to interprofessional and multisector collaboration.

1. Key Strategic Stakeholders	2. Top 3-5 Actions for 2021	3. Top 3-5 Actions for 2022
<p><b>Nursing Organizations</b> American Association of Colleges of Nursing</p> <p><b>Health Care Organizations</b> American Public Health Association</p> <p><b>Non-profit Organizations</b> Foundations</p> <p><b>Federal Government</b> Department of Health and Human Services</p> <p><b>Education</b> Nursing schools; Partners to reach students in nursing and other disciplines</p> <p><b>Other</b> Celebrities; media</p>	<p>A. Clarify what the “ask” for each organization will be</p> <p>B. Identify stakeholders to bring heft</p> <p>C. Vet stakeholders for portfolio fit, even if not nursing, seeking organizations with a health equity focus.</p> <p>D. Prioritize partner or stakeholder who will invest in award long-term</p> <p>E. Devise award that functions to support community where awardee’s work is being done, a “give-back”</p> <p>F. Reach out to Robert Wood Johnson Foundation, Johnson and Johnson to help identify ten organizations that would create awards, such as MacArthur Foundation</p>	<p>A. Begin inviting, then negotiating with stakeholders to establish consensus around award</p> <p>B. Engage younger and aspiring nurses, via elementary and high school outreach, perhaps via school nurses. Follow lead of previous successful campaigns, such as Johnson and Johnson’s</p> <p>C. Develop communications strategy that ensures award is covered in the news media; the strategy would evolve as partner orgs chime in and bring their own communications assets to the project</p> <p>D. Explore foundations that might fund media series/ or segments on health equity in venues such as PBS Newshour</p>

## 4. Success Indicators

- Key strategic stakeholders are identified by the end of 2021
- Key strategic stakeholders are secured by first quarter 2022
- Creation of a calendar/timeline for execution of award by Thanksgiving of 2021
- Coverage of the award in news media