

FUTURE OF NURSING™

Campaign for Action



Campaign Overview

In the coming years, our nation's health care system will need to serve 32 million newly insured Americans as well as rapidly increasing numbers of older Americans and people with chronic conditions. The Future of Nursing: *Campaign for Action* promotes implementation of the recommendations in the Institute of Medicine (IOM) report, *The Future of Nursing: Leading Change, Advancing Health*. Its aim is to help ensure that all Americans have access to high-quality, patient-centered health care, with nurses contributing to the full extent of their capabilities.

The Future of Nursing: *Campaign for Action* is coordinated through the Center to Champion Nursing in America (CCNA), an initiative of AARP, the AARP Foundation and the Robert Wood Johnson Foundation (RWJF), and includes 48 state Action Coalitions and a wide range of health care providers; consumer advocates; policy-makers and business, academic and philanthropic leaders.

The campaign is moving forward on national, state and local levels to address the following priorities identified in the IOM report:

- Strengthen nurse education and training;
- Enable nurses to practice to the full extent of their education and training;
- Advance interprofessional collaboration among health care professionals to ensure coordinated and improved patient care;
- Expand leadership ranks to ensure nurses have a voice on management teams, in boardrooms and during policy debates; and
- Improve health care workforce data collection to better assess and project workforce requirements.

Campaign Origin

The Future of Nursing: *Campaign for Action* was launched to implement the recommendations of *The Future of Nursing: Leading Change, Advancing Health*, a landmark IOM study and report released in October 2010. RWJF supported the report, which provides a blueprint to transform nursing and the delivery of health care in America.

Led by former U.S. Secretary of Health and Human Services Donna Shalala, an 18-member IOM committee was charged with outlining how the nursing profession can contribute to improving the American health care delivery system.

The IOM report calls on our nation's leaders and stakeholders to act on recommendations in four key areas:

- Nurses should practice to the full extent of their education and training.
- Nurses should achieve higher levels of education and training through an improved education system that promotes seamless academic progression.
- Nurses should be full partners, with physicians and other health care professionals, in redesigning health care in the United States.

- Effective workforce planning and policy-making require better data collection and an improved information infrastructure.

Campaign Partners

Robert Wood Johnson Foundation

RWJF focuses on the pressing health and health care issues facing our country. While RWJF recognizes that all the IOM recommendations are essential to transform nursing, it is taking the lead in important areas that fit the Foundation's mission, priorities, assets and resources—nurse leadership and nursing education. RWJF also is co-leading efforts to advance interprofessional collaboration with CCNA.

AARP

AARP is a committed partner in helping to ensure implementation of the IOM recommendations, working with RWJF to build a strong and effective *Campaign for Action*. Additionally, AARP is committed to do its part in this implementation effort by supporting increased funding for nursing education – especially efforts to increase the proportion of BSN and graduate-prepared nurses; seeking the removal of improper barriers to APRN practice, so we can achieve better access for patients; working to increase the influence of nurse leaders in all sectors; and convening coalitions of nurses and non-nurses to help transform health care.

CCNA has convened stakeholders through its Champion Nursing Coalition (48 national health care, business and consumer organizations) and Champion Nursing Council (23 National nursing organizations) to develop implementation strategies.

Action Coalitions

Action Coalitions are the driving force of the campaign at the local and state levels. Forty-eight states have campaign-designated Action Coalitions comprised of nurses and other health care professionals, business leaders, consumers and other stakeholders. Coalitions in these states are moving the IOM report recommendations forward, capturing best practices, determining research needs, tracking lessons learned and identifying replicable models. For a map of the Action Coalition states visit: <http://championnursing.org/AC-Network-Map>

Progress

The report has garnered significant attention and support; it remains one of the most viewed online reports in the IOM's history and was named a 2011 Book of the Year by the *American Journal of Nursing*. Widespread activity is under way to implement its recommendations.

Examples include the following:

- RWJF launched a multi-funder research initiative to identify, generate, synthesize and share evidence essential to implementing the report recommendations.
- The Leapfrog Group, for the first time, reported a hospital's Magnet® status as an indicator of adequate and competent nursing staff service and nursing leadership at all levels on its 2011 Hospital Survey. The Leapfrog Group cites no other external credentialing or similar entity in its survey.
- The Tri-Council for Nursing, which includes the American Association of Colleges of Nursing (AACN), the American Nurses Association, the American Organization of Nurse

- Executives and the National League for Nursing, is collaborating with the campaign.
- AACN is collaborating with the Jonas Center for Nursing Excellence to enhance efforts to increase the number of doctoral-prepared faculty available to teach in nursing schools.
 - The National Council of State Boards of Nursing and the Forum of State Nursing Workforce Centers agreed to jointly collect nursing workforce data from states in 2012. Using the Forum's Minimum Nurse Supply Dataset, the Council and the Forum will collaboratively gather and analyze the data and publish a report tentatively slated for release in early 2013.
 - State practice laws and regulations are under review by the Federal Trade Commission at the urging of the chairman of the Senate Commerce Committee.

Action Coalition examples include:

- Texas is collaborating with nursing education leaders to adopt a common menu of core required classes across 106 schools in the state.
- New Jersey is advancing practice by disseminating best practice models that demonstrate the benefits of staff nurses working to the full extent of their education and training.
- Indiana is working within Indiana University to include interprofessional education into the newly designed curriculum to be used by a number of its health profession programs, including the schools of medicine and nursing.
- Virginia is advancing nursing leadership by recognizing and mentoring 40 Virginia registered nurses younger than 40 who positively represent and lead their profession.

Stay Connected to the Future of Nursing: Campaign for Action

The issues confronting the nursing profession cannot be considered in isolation from other health care challenges. The campaign seeks active participation among states, national organizations and individuals from the health care, business, education, government and philanthropic sectors to ensure that the recommendations of the IOM report are translated into actions that result in improved patient-centered care.

By becoming involved in the Future of Nursing: *Campaign for Action*, leaders and groups around the country are helping to improve health care for all Americans by applying the knowledge and experience that nursing has to offer.

More information is available at:

<http://thefutureofnursing.org/>

<http://championnursing.org/>

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View the IOM report, *The Future of Nursing: Leading Change, Advancing Health* at:

<http://thefutureofnursing.org/IOM-Report>