

FUTURE OF NURSING™

Campaign for Action

Frequently Asked Questions

What is the Future of Nursing: Campaign for Action?

The Future of Nursing: *Campaign for Action* is an initiative to advance comprehensive health care improvement. It envisions a nation where all Americans have access to high-quality, patient-centered care in a health care system where nurses contribute as essential partners in achieving success. The campaign, which is organized by the Robert Wood Johnson Foundation and AARP, is focusing on the nursing profession because of the vital role of its more than 3 million members—the largest segment of the U.S. health care workforce. They deliver the most patient care and are trained in the coordination of care across the health continuum. Nurses are critical to transforming the health care system and ensuring that it delivers integrated, equitable and cost-effective services.

How did it come to be?

The Initiative on the Future of Nursing (IFN) was a two-year effort of the Institute of Medicine (IOM) and the Robert Wood Johnson Foundation (RWJF) to seek solutions to the challenges facing the nursing profession, and to build upon nursing-based solutions to improve quality and transform the way Americans receive health care. Led by University of Miami President Donna E. Shalala, an 18-member IOM committee was charged with developing the transformational report, *The Future of Nursing: Leading Change, Advancing Health*. The report offered recommendations for improving the quality of patient care while controlling costs. Launched in November 2010, *Campaign for Action* builds on the recommendations in the IOM report.

What is the Institute of Medicine report?

The Future of Nursing: Leading Change, Advancing Health, which the IOM released in October 2010, provides a blueprint for transforming the nursing profession to help improve health care and meet the needs of diverse populations. Many health organizations have long been committed to transforming nursing and their efforts provide a sound foundation for advancing the IOM recommendations.

What did the report say and why is it important?

- The IOM recommendations propose a number of system improvements including solution-oriented and evidenced-based ways to solve the nursing and nurse faculty shortages in the U.S. and to ensure that the benefits of nurse-led models of care can be realized across the health care system. The recommendations also focus on the roles of nurses in health promotion, disease prevention and end-of-life care, and on bringing about comprehensive health care change by fully utilizing the expertise and experience of all health professionals by:
 - Strengthening nurse education and training;
 - Enabling nurses to practice to the full extent of their education and training;
 - Advancing interprofessional collaboration to ensure coordinated and improved patient care;
 - Expanding leadership ranks to ensure that nurses have a voice on management teams, in boardrooms and during policy debates; and
 - Improving health care workforce data collection to better assess and project workforce requirements.

How is the report different and how is the overall Campaign different from those that have come before it?

These recommendations are based upon proven, evidence-based solutions for transforming the way health care is delivered. Instead of simply articulating long-recognized problems, the IOM report maps out not just the how, but why these recommendations will help ease the transition to health care reform in a way that ultimately expands access to care and improves the quality of that care. The report demonstrates how nurses are, and can remain at the forefront of efforts to overhaul the health care system in a way that brings about substantive improvements. The end result will be a more efficient system to support a patient population that lives healthier and longer.

What is being done to advance the goals of the campaign?

The Campaign is moving forward simultaneously on national, state and local levels. Organized by RWJF in collaboration with AARP and the AARP Foundation, the Campaign is enlisting support across the health care spectrum and engaging prominent leaders and organizations from government, business, academia and philanthropy. Together, they are working toward the shared goal of a health care system that provides seamless, affordable, accessible quality care for every American.

- **Aetna** is convening a series of conference calls to engage and energize other health plans around the IOM recommendations and the *Campaign for Action*. Aetna also has connected 45 representatives with Action Coalitions in 10 states.
- The **American Association of Colleges of Nursing**: AACN announced a new collaboration with the Jonas Center for Nursing Excellence to enhance ongoing efforts to increase the number of doctorally prepared faculty available to teach in nursing schools nationwide. This groundbreaking \$2.5 million initiative will be managed by AACN as part of the Jonas Center's larger effort to support 150 new doctoral students across all 50 states.
- The **American Organization of Nurse Executives**: AONE has launched a Future of Nursing Task Force that is charged with "developing recommendations for potential AONE action/initiatives to implement/support the IOM report."
- The **National Association of Public Hospitals and Health Systems**: Quality improvement is a key priority of NAPH, which represents 140 of the largest metropolitan safety net hospitals across the nation. Engagement with nurses is an important part of NAPH's strategy to improve quality and patient safety in its member organizations. NAPH has also pledged to connect its members with Action Coalitions and has scheduled a fall educational conference call to brief member organizations on the IOM report and the *Campaign for Action*.
- The **National Rural Health Association**: NRHA collaborated with RWJF and AARP to hold an AARP Solutions Forum, "Advancing Health in Rural America: Maximizing Nursing's Impact."
- The **Leapfrog Group** for the first time, on its 2011 Leapfrog Hospital Survey, publicly reported a hospital's Magnet status as an indicator of adequate and competent nursing staff service and nursing leadership at all levels.

Is anything being done at the state and local levels?

The Campaign is working with states across the country that have formed Action Coalitions, a critical component of the *Campaign for Action*. These groups of both nursing and non-nursing leaders and other stakeholders work at the local, state and regional levels to transform health care through nursing by implementing recommendations of the IOM report. The coalitions do not receive direct funding from RWJF, but RWJF funds technical assistance for their work through the Center to Champion Nursing in America, an initiative of AARP, the AARP Foundation and RWJF.

The Action Coalitions are led by diverse co-leads who represent nursing and non-nursing organizations. Each coalition selects its own leadership and determines its overall structure in order to develop plans and strategies to achieve set goals.

Each coalition is tasked with:

- Setting clearly defined goals aligned with recommendations in the IOM report;
- Mobilizing stakeholders from a variety of sectors to draft a blueprint for action specific to their geographic area;
- Educating policy-makers and other key decision-makers;
- Reaching out to philanthropies/funders to seek financial support for coalition efforts; and
- Gaining visibility through the media and other outlets.

Action Coalitions are being launched in several phases, beginning in October 2010. As of summer 2011, 15 states had begun work as Action Coalitions, including California, Michigan, Mississippi, New Jersey, New York, Colorado, Florida, Illinois, Indiana, Louisiana, Michigan, New Mexico, Utah, Virginia and Washington state. The next expansion wave is slated to begin in September 2011, and most states are expected to be represented by 2012.

A few examples of what states are already doing to advance the recommendations:

- Connecticut has secured funding for simulation labs and is developing common curriculum and articulation agreements.
- Florida is promoting community college transition to state college and community college/state college partnerships.
- Georgia is offering online doctoral programs.
- Montana is implementing a rural nurse residency program.

What is the most important recommendation in this report?

No one recommendation is more important than another, because complex health care system transformation will require implementing multiple changes. Workforce issues, interprofessional collaboration, education and leadership are among the most pressing challenges of reforming the health care system and tackling the chronic nursing shortage, the nurse faculty shortage other health system challenges. Implemented together, these recommendations offer the most promise.

What do nurses think about the report?

There has been widespread support among nurses in leadership positions, clinical positions and in research. The recommendations benefit from a foundation of existing programs and ideas that are thriving and having a meaningful impact on health care.

What do physicians and other health professionals think about the report?

The *Campaign for Action* is actively working with physicians and other health professionals to find common ground and carve out areas where advances can be made by working together.

The Campaign will achieve the greatest success by engaging the support of diverse thought leaders who work on these issues. For that reason, these recommendations were drafted with the input of health leaders from all quarters – health care, academia, business, philanthropy and government, so they reflect a collaborative, comprehensive approach.

Who provides financial support for the Campaign, and who is leading it?

RWJF has committed \$10 million to *Campaign for Action*. The Foundation has long invested in the human capital of health care – the individuals who shape health care research, policy and practice as well as those who deliver care. It supports scholars and fellows programs for doctors, dentists, nurses and other professionals; initiatives for front-line workers; studies that build an evidence base; and projects that elevate best practices. The Foundation always seeks collaborative, multi-disciplinary approaches and considers diversity a guiding principle. RWJF is leading the effort in collaboration with AARP and the AARP

Foundation. A distinguished Advisory Committee is guiding the *Campaign for Action*. Chaired by Sheila Burke, an adjunct lecturer in public policy at Harvard's Kennedy School of Government who served previously as chief of staff to former Senate Majority Leader Robert Dole of Kansas, its members include leaders in health care, business, education, labor and consumer advocacy.