

UNIVERSITY *of* WASHINGTON

School of Nursing

UW School of Nursing Plan for Nursing Now Initiative

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January 14, 2019

BE BOUNDLESS



Situation Analysis

Nursing Now is a three-year global campaign that is run in collaboration with the International Council of Nurses and the World Health Organization. In February 2018, Nursing Now launched this campaign that focuses on raising the profile and status of nurses worldwide. This initiative is based on the *Triple Impact* report that concluded that increasing the number of nurses and developing the nursing workforce will improve health, promote gender equality, and support economic growth.

The University of Washington School of Nursing is committed to supporting this initiative. We have taken an active role in partnering with fellow institutions (University of North Carolina School of Nursing Chapel Hill and the American Nursing Association) to ultimately launch Nursing Now USA throughout the country. Closer to home, the UW School of Nursing is committed to eliminating health disparities and achieving health equity for all. As part of this effort, the School is working directly with the State of Washington to help the State reach its desire to integrate behavioral and primary healthcare by 2020. We are also working with the State on workforce development and advancement issues to provide more access, especially to those individuals who live in underserved areas of our State.

UW School of Nursing will work with other schools of nursing across the State, health care partners, and the State to elevate the transformative role that nurses play in addressing health inequity and disparities. Specifically, the School will focus on:

- Nurse Leadership – We want to ensure that nurses play a leadership role in the delivery of care at all levels, including primary care and the integration of behavioral health.
- Diversity in Nursing – We need to increase the number of nurses, especially those of color, so that we can enhance access to quality health care for all citizens in the State and develop nurses who are equipped to create an equitable and healthy future by integrating population and behavioral health concepts throughout nursing curricula.
- Workforce Development and Advancement – We must provide current nurses with proper training that focuses on integrating population and behavioral health concepts, so they can operate at the highest level of their positions.
- Public Policy – We will help build public policy that promotes and protects health for all and assures conditions that support safe and healthy communities.

Strategies and Tactics

The UW School of Nursing desires to leverage the visibility and momentum of the worldwide Nursing Now initiative to begin raising awareness of the our commitment to eliminating health inequities and disparities across the State by elevating the transformative role that nurses play in ensuring health and well-being of communities. The communications strategies and tactics include:

Strategy 1. Raise awareness about the transformative role that nurses provide in eliminating health inequities and disparities.

Tactics:

- Invite the general public, faculty, students, community partners, donors, and governmental leaders to attend the Soule lecture. (*Timing:* Jan 14-15 at the latest)
- Work with UW News to write a press release that explains the Nursing Now campaign and the UW School of Nursing's role in support of this effort and develop pitches for media coverage. (*Timing:* Now until mid-February, 2019)

- Create a one-pager that describes the Nursing Now initiative and how UW Nursing is leveraging this effort throughout the State of Washington and nationally. (*Timing*: finalize by Jan 18)
- Hold a press conference with the State of Washington to announce our support for the Nursing Now Initiative and to talk about how creating equity and access to quality health care for all populations will also help the State achieve its goal to integrate behavioral health care with primary care by 2020. (*Timing*: February 19-21, 2019)
- Write and submit an Op/Ed from Azita Emami that opines on the reason the nursing profession is the answer to eliminating health inequities and disparities. (*Timing*: TBD)

Strategy 2. Position the UW School of Nursing as a leader in educating the next generation of nurses and increasing the number of nurses of color to better serve underserved populations and work with the State of Washington to enhance nursing workforce development and advancement.

Tactics:

- Increase the number of students accepted in the DNP Population Health program through aggressive recruitment and promotion.
- Implement an advanced practice nursing certificate program for APRNs prepared as primary care providers (Family Nurse Practitioners or Adult-Gerontological Nurse Practitioners)
- Expand the number of high school students who participate in Nurse Camp and increase the number of locations where Nurse Camp occurs (e.g., Bothell and Tacoma).
- Dedicate hiring efforts to recruit faculty of color.
- Seek additional scholarship monies to support students from underrepresented populations to choose nursing as their career.
- Include tour of SEIU training center and NAVOS during Baroness Mary Watkins' visit.
- During press conference with the State of Washington address this need and what the State and UW are doing about it through a health equity lense..
 - Create dedicated educational units.
 - Cultivate nurse clinical preceptors.
- Leverage the US News and World Report rankings when they are available.

Strategy 3. Engage with the leadership in all the schools of nursing in the State as well as key clinical partners to elevate nursing's role in caring for underserved and vulnerable populations to create healthy communities.

Tactics:

- Inform the deans and associate deans of the schools of nursing statewide about the Nursing Now effort and how they can support it. (*Timing*: week of Jan 14)
- Invite the deans and associate deans of the schools of nursing across the state to attend the Soule lecture (if enough interest, initiate a live stream of her lecture for those who cannot attend in person). (*Timing*: Week of Jan 14)

Strategy 4. Leverage the visit of Baroness Mary Watkins to showcase the work that is already happening in communities around the Seattle area.

Tactics:

- Organize site visits over a three-day period:
 - Tuesday, February 19th – visit the SEIU training facility (lunch included) and NAVOS (Burien)
 - Wednesday, February 20th – visit Seattle King County Health Department Downtown Clinic (10 am); at 2:30 pm visit the Recovery Café (2022 Boren Avenue); and then go to the Downtown Emergency Services Center (515 3rd Avenue) from 3:00 – 5:00 pm
 - Thursday, February 21st – Visit Children's Hospital from 10:00 – Noon (with lunch); then hear about the Doorway Project at the School of Nursing at 2:00 pm and then the Soule Lecture at UW HUB North Ballroom at 5:30 pm. (*Timing*: Need to figure out specific invitations as space is limited by Monday, Jan 21, 2019)

- Coordinate with Governor Inslee's office to organize a press conference around one of the site visits (if he attends).
- Pitch KUOW to do an interview with Baroness Mary Watkins and have her talk about the transformative role nurses can play in eliminating health inequity and disparities. (*Timing*: Feb 1)
- Organize dinners with select community leaders to meet the Baroness (also provides an opportunity for us to better position the UW School of Nursing and why this initiative is so important).

Strategy 5. Leverage the site visit opportunities and the Soule lecture to engage with key partners, including potential new funders.

Tactics:

- Personally invite key VIPs to attend the site visits and the Soule lecture. (*Timing*: week of Jan 14, 2019)
- Organize dinners or breakfast meetings with select community leaders to meet the Baroness (also provides an opportunity for us to better position the UW School of Nursing and why this initiative is so important).
- Seek other media opportunities as appropriate.

Key Messages

The UW School of Nursing is dedicated to achieving health equity and eliminating disparities by focusing on population and behavioral health and expanded roles for nurses.

- The US spends much more than most industrialized countries on health care, yet Americans generally have poorer health outcomes (Squires & Anderson, 2015)
- Americans experience high rates of disease with the greatest burden experienced by those with less racial and economic privilege (Pickett & Wilkinson, 2015)
- Nurses are well-positioned to be leaders in creating and implementing strategies to improve population health due to their roles in care transitions and care coordination across the system.
- Leadership at the schools of nursing across the State of Washington are committed to integrating population and behavioral health concepts throughout nursing curricula to prepare nurses as leaders, clinicians, schools, and policy advocates.
- The UW School of Nursing was one of the first schools in the country to offer a Doctorate in Nursing Practice in Population Health.

Governor Jay Inslee is committed to improving the delivery of healthcare to the citizens in the State of Washington, specifically those who struggle with mental and behavioral health issues.

- There is a tremendous need nationwide to transform how we deliver health care to those struggling with mental and behavioral health issues.
- The State of Washington has set the goal of integrating behavioral and physical healthcare by 2020.
- The demand for behavioral health care (mental health and substance use disorder treatment) far exceeds the availability of services throughout the state.
- The UW School of Nursing, one of the top ranked public schools of nursing in the nation, is committed to working with the State to educate nurses about the benefits of integrating behavioral care with primary care.

Persons struggling with mental or behavioral health disorders are among the most common causes of disability.

- We need to change how we care for people suffering from mental and behavioral health issues because it has a tremendous impact on the success of our economy.

- Faculty members from the UW School of Nursing are actively involved in addressing mental and behavioral health disorders.
 - Forefront
 - Doorway Project
 - Department of Corrections
 - Homeless shelters

The State of Washington must address the shortage of specialty trained workforce by cultivating new care delivery models and interdisciplinary teams, with an emphasis on population health.

- The fastest growing workforce segment in health care is the Advanced Practice Registered Nurses (APRN).
- APRNs by virtue of their training in holistic, person-centered team-based paradigm, are the future leaders of a workforce capable of delivering high-quality, coordinated care to patients.
- Registered Nurses (RNs), comprise the largest segment of licensed health care professionals.
- Earning a registered nurse or advanced practice nursing education advances economic equity for women and nursing professionals are enabled to be full participants in our state’s economy.
 - Mean wage for RNs in the State of Washington – nearly \$80,000 (\$79,810)
 - Salary range for RNs in the State of Washington - \$53,850 - \$112,530 (averaged state-wide)

Target Audiences

During February 19-21, 2019, the State of Washington, Governor Jay Inslee’s Office, and the UW School of Nursing will be holding a series of private and public events to begin to raise awareness about creating a new, integrated healthcare delivery system statewide. We will leverage the visit of Baroness Mary Watkins and the Nursing Now worldwide initiative to engage with a variety of audiences, including:

- Leadership in the schools of nursing across the State of Washington
- Clinical and agency partners
- Washington State Nursing Association
- Washington Center for Nursing
- Key individuals from major foundations and corporations in the Puget Sound area
- UW School of Nursing alumni, donors, volunteers, faculty, students, staff, and friends
- State legislators
- US House of Representatives and their staff
- US Senators for Washington
- General media – national and local
- Trade-related media