

## Elevator speech ideas/CFA key messages

### What/Why/How is the Oregon Action Coalition?

The OAC is a partnership of groups across Oregon and the northwest to implement the Institute of Medicine recommendations for the future of nursing that will assure sufficient numbers of well-prepared nurses to meet the healthcare needs of Oregonians. The transformation of healthcare poses some challenges as care moves outside of the hospital, yet cares for more and more acutely ill patients. To meet this challenge, the OAC is working to increase the number of nurses with bachelor degrees, expand nursing skills in leadership, and improve access to care in non-traditional settings.

The OAC is a group of individuals and organizations that came together to respond to the changes in healthcare by carrying out the recommendations for nursing from the Institute of Medicine. There are 8 specific recommendations and we currently have workgroups tackling barriers to nursing bachelor degrees, improving leadership skills for nurses through training and developing mentors. The coalition includes individuals with varied backgrounds, including nursing and one of the co-leads is from a non-nursing organization.

From: [http://campaignforaction.org/sites/default/files/Campaign%20Toolkit\\_Messaging%20Module\\_11201\\_2FINAL.pdf](http://campaignforaction.org/sites/default/files/Campaign%20Toolkit_Messaging%20Module_11201_2FINAL.pdf) :

### Future of Nursing: Campaign for Action Key Messages

#### **Health care is undergoing a much-needed transformation to serve more patients, better.**

- Our nation faces pressing health care challenges—an aging and more diverse population, more patients with more chronic conditions, millions more insured, soaring costs, and a shortage of providers.
- We can address these challenges—now—by maximizing the use of nurses. That means preparing nurses/nursing to meet the health care demands of today and tomorrow. • As the largest segment of the health care workforce—and the ones who spend the most time with patients and their families—nurses are vital to the successful transformation of health care.
  - Nurses are at the center of many of the innovations we rely on to increase access, improve quality, and contain costs.
  - Nurses with strong clinical and leadership skills can help promote wellness, develop new models of care, manage coordination of care, and help hospitals to reduce medical errors and re-hospitalizations.

#### ***The Campaign for Action is working to improve health care through nursing.***

- The *Campaign for Action* is working to prepare nurses/nursing to address our nation's most pressing health care challenges—access, quality, and cost.
  - We are working to make sure patients get the care they need, when and where they need it.
- A joint initiative of AARP and the Robert Wood Johnson Foundation, the Campaign for Action has organized 50 state Action Coalitions to help implement the Institute of Medicine's (IOM) evidence-based recommendations on the future of nursing. We continue to mobilize and invite diverse health care stakeholders to join us.
- The Campaign for Action provides a voice and a vehicle for nurses at all levels to lead/manage system change, in partnership with others.

#### ***To meet growing health care demands/challenges, we need to change how nurses are educated, trained, and practice.***

- Nurses will need to provide care to more people, with more chronic conditions, from more culturally diverse backgrounds. Nursing must be ready to meet growing demands; this includes preparing nurses to practice in new ways and in different settings, with more diverse populations.
- We need more nurses with bachelor and graduate degrees to manage increasingly complex health system challenges, in a range of settings (ambulatory, community, home) and to teach the next generation of nurses.

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- Outdated barriers limit fully qualified nurses and others from giving care to people who need it. We must change laws, regulations and organizational policies that restrict advanced practice registered nurses (APRNs) and other skilled providers from practicing to the full extent of their education and training.

### ***Our goal is to ensure that patients get the care they need, when and where they need it.***

- Leadership: To meet the needs of patients, we need to **prepare the next generation of nurses to meet greater demands/challenges**, and position nurses to lead/manage system change.
- Barriers to Practice and Care: **Expand access to care** by maximizing the use of nurses. We need to remove outdated laws, regulations, and policies that prevent nurses from practicing to the full extent of their education and training OR providing care they are fully qualified to provide.
- Workforce Diversity: Recruit and train the nursing workforce to **provide culturally competent care** in a variety of settings to more aging and ethnically diverse patients with more chronic illness.
  - Nursing needs to reflect the changing demographics of the U.S. population to meet workforce demands, provide culturally appropriate care, and address health disparities.
  - Racial and ethnic minorities make up 30 percent of the population, but only 10 percent of nurses.
- Education and Training: **Prepare our nursing workforce for the future** by strengthening education and training. Enable nurses to manage patient care in an increasingly complex system with new models of care and in a variety of settings.
  - A more highly educated nursing workforce can lead system improvements and improve quality, accountability, and coordination of care.
  - More nurses with bachelor and graduate degrees can manage system change and prepare the next generation of nurses.
- Interprofessional Collaboration: **Improve quality and coordination of health care** by promoting a team-based approach to education and practice. Encourage greater collaboration among all health professionals to significantly improve patient care.
  - Examples include the need to reduce medical errors, hospital-based infections and readmissions.

### ***Join us to improve patient care and guide/lead system change.***

- The success of this effort will depend on the willingness of diverse health care stakeholders to come together as leaders to expand access, improve quality, and contain costs.
- We invite you to join us and/or your state Action Coalition. You can learn about our progress and find out what each state is working on at [www.CampaignforAction.org](http://www.CampaignforAction.org).
- Be part of the discussion. Join our Campaign. Shape the future of health care for all Americans.