

OAC – Communications Workgroup

Minutes

March 17, 2015

In attendance: Jana Bitton, Janna Boren, Judith Ulibarri

Absent: Dana Bjarnason, Susan Bakewell Sachs, Carl Brown, Jessica Lenar, Rachel Richmond, Christine Woolsey

1. Update from Steering Committee

- The Organizational Mapping group has created a cover letter and brief survey to send to nursing partners in the state. The email was formatted using Mad Mimi, a website that formats emails and manages email lists. There is now a Mad Mimi account created for OAC to use for future projects. The letter will be sent to nursing organizations, education sites, clinical and hospital sites, and other places that may be engaging in IOM activities.
- The Education Workgroup will be staffing a table at the OCN Annual Conference this Thursday. They presented a FAQ sheet about how to encourage nurses to go back for their BSN. It will be posted to the OCN website.
- The Leadership Workgroup is focusing on Nurses on Boards. Jake Creviston reported on his trip to Colorado Springs for his Breakthrough Leaders in Nursing training.
- The Membership Task Force is working on filling empty seats on the Steering Committee and planning for term expirations. They are considering the issue of 'self-recommending' appointment to the Board.
- The Campaign for Action will announce its final round of State Implementation Program (SIP) funding in April. Oregon has never received this funding before. The grant is for up to \$150,000 with a \$75,000 match. Tom Engle will schedule two phone meetings with members of the Steering Committee to brainstorm their ideas for potential projects to submit for the grant.

2. Legislative Agenda Update

- There are many bills in the state legislature that affect nurses. The items that are relevant to the IOM recommendations are as follows:
 - i. SB 72: Adds a \$9 license surcharge to nursing license fees to support the work of the Oregon Center for Nursing. Recommendation #8
 - ii. SB 757: Allocates general funds to the Oregon Center for Nursing and the Oregon Healthcare Workforce Institute to study the value of incentive programs for primary care providers, including nurse practitioners. Recommendation #8.
 - iii. Recommendation #1: Several bills addressing nurse practitioner scope of practice including prescribing seatbelt exclusions (HB2837), performing vasectomies (HB2678), insurance reimbursement (HB2308 and SB153), and hospital admitting privileges to nurse midwives (HB2930).
 - iv. Other nurse related legislation includes extending the sunset for PERS exceptions for state-employed nurses, title protection for nurses, a new state school nurse position, giving more authority for staffing levels to nurse staffing committees, and a new nurse emeritus status.

3. Elevator Speech

- Simplified the speech. The new elevator speech is:

"The OAC is a partnership of groups and individuals across Oregon and the Northwest to empower nurses who will lead change and transform healthcare".

ACTION ITEM: Please review elevator speech and send comments to Judy.

4. General Presentation

- The PowerPoint presentation has not been updated yet. When it is ready, Jana will forward to Tom to post to the weebly site.

5. CFA Primer

- The Campaign for Action's Communications Team (CFACT) has developed a new messaging primer to help you talk and write about our work, with a goal of appealing to new audiences. This guide provides direction for reaching out to diverse sectors of nurses, business leaders, policymakers, health care leaders, and other audiences. It can be seen at <http://campaignforaction.org/sites/default/files/Message%20Primer%20FINAL.pdf>
- Watch the Campaign's pre-recorded webinar <http://campaignforaction.org/webinar/your-action-coalition-multiply-through-messaging> on how to reach and engage diverse nursing audiences-(1) young nurses, (2) experienced nurses with ADNs, (3) African-American and/or Latino nurses, and (4) new Action Coalition members who can help advance the future of nursing.

6. American Nurse Documentary

- The Campaign for Action has made available to all action coalitions the opportunity to bring the American Nurse Documentary to their state. It can be done as a fundraiser or as an awareness campaign. There are particular rules around where the film can be shown, and the only theater in Oregon that is available is in Corvallis. The Steering Committee discussed this opportunity and it was determined there was not enough interest in pursuing this new project.

7. Outreach Events

- VA, Wednesday, May 6th: Jana and Judy can do 2 hour shifts. Janna will check her clinical schedule and let us know. It's an all-day table and more volunteers needed. *ACTION ITEM: Email Jana and Judy if you are available to work a 2-hour shift that day.*
- IHI Conference, April: Talk to Jake Creviston if we would like to table at that event.
- OCNE Conference, May: check with Angela Spencer at OHSU to see if there is an opportunity
- MedSurg Nurses, October/November: Check with Jordan Ferris at ONA if we are interested.

8. Website

- Janna is interested on working on the weebly website. She would like to update the weebly account to make it more for an external audience. Jana has purchased the

www.oregonactioncoalition.org domain. Janna will create a proposal for website redesign and present at the next Communication Workgroup meeting.