

**Oregon Action Coalition Communication Workgroup**

**Marketing Plan**

**Nurses on Boards Conference**

**Effective Dates: March – June 9, 2016**

|  |  |
| --- | --- |
| **Situation**  | The Oregon Action Coalition has been awarded a Robert Wood Johnson Foundation SIP grant to forward the work of the Institute of Medicine Future of Nursing goal regarding increasing the number of nurses on boards. |
| **Purpose** | Engage nurses in learning about the IOM-FON goals, particularly focusing on nurses on boards by promoting a Nurses on Boards conference on June 9, 2016 at Portland State University. |
| **Audience** | Nurses in Oregon and Washington, including:* CNOs
* Deans
* Members of the Academy
* NWOne members
* Students
* Direct care nurses
* Entrepreneurial nurses
 |
| **Message(s)** | Nurses represent the largest segment of the health care workforce, are considered the most trustworthy of all professions and play a huge role on the frontlines of care in our schools, hospitals, community health centers, long-term care facilities and other places. Their perspective and influence must be felt more at decision-making tables.All boards benefit from the unique perspective of nurses to achieve the goals of improved health and efficient and effective health care systems at the local, state and national levels.To improve the health of communities and the nation, ensure that at least 10,000 nurses are serving on boards by 2020Patient and employee safety are top priorities at OHSU. |
| **Channels** | * OAC Distribution List (ask members to forward to constituent groups)
* NWOne Distribution List
* State Specialty Nursing Organizations
* ONA Leadership Cohort
* ONA Conference
* OAC Newsletter
* National Campaign for Action
* OAC Website
* OCN Website
* NWOne Website
* Nurses Week Activities
* Press Releases: Lund Report, Nurses.com, Oregonian
 |
| **Collateral** | FliersRegistration MaterialPress ReleaseTalking Points |
| **Date** | **Action** | **Lead** | **Done** |
| 3.11.16 | Review draft Nurses on Boards conference marketing plan at the joint Communication/Leadership Workgroup meeting | Jana BittonSusan Bakewell-Sachs |  |
| 3.15.16 | Distribute “hold the date” flyer to audience | Jana BittonTom Engle |  |
| 3.15.16 | * Place information on website
	+ OAC
	+ NWOne
* Include tickler in OAC newsletter
 | Jana BittonDana Bjarnason |  |
| 3.30.16 | Distribute registration link by email | Jana Bitton |  |
| 4.12.16 | Distribute flyers at ONA Conference in Seaside, OR | Tonya Tittle |  |
| 4.30.16 | * 2nd distribution of registration link by email.
* Include “press ready” information for Nurses Week
* Distribute press releases to:
	+ Lund Report
	+ Nurse.com
	+ Oregonian
* Post on the National Campaign for Action website
 | Jana Bitton/Dana Bjarnason/Jake Creviston |  |
| 5.13.16 | Distribute flyer at NWOne Portland Council | Dana Bjarnason |  |
| 6.2.16 | 3rd distribution of registration link by email | Jana Bitton |  |
| 6.9.16 | Conference is held | OAC |  |