

Oregon Nurses on Strategic Healthcare Boards Initiative

November 2015 – November 2017

Objective 1: Analyze the landscape

Outcome: Create a resource directory for three areas:

1. Nurses who currently serve on health policy boards
2. Boards that engage in health policy
3. Nurses who desire to serve on health policy boards

How to accomplish:

1. Work with National Nurses on Boards Coalition to coordinate efforts in building an OR tool
2. Keep the database/contact list maintained.

Resources needed:

1. Staff
2. Computer
3. Phone/Cell phone allowance?
4. Database/Spreadsheet/Word processing software
5. Travel to NOBC meetings if needed
6. Travel around Oregon if needed

Objective 2: Increase number of nurses prepared/ready for board work

Outcome: Toolkit for nurses to use to pursue board positions

How to Accomplish:

1. Compile/evaluate existing materials
2. Produce promotional video – Planning your path to the Board Room
3. Create brochures, fliers and other collateral material
4. Distribute toolkit in print and electronically
5. Offer scholarships for targeted nurses to attend leadership trainings

Resources Needed:

1. Video Production Contractor
2. Graphic Design Contractor
3. Content Production Contractor
4. Printing
5. Website

6. Website editing software
7. Word processing software
8. Photo editing software
9. Graphic design software
10. Staff to coordinate
11. Scholarship Money

Outcome: Resource webpage with existing board training programs

How to Accomplish:

1. Identify existing board training programs through internet searches
2. Create and maintain relationships as needed
3. Build a resource section on webpage

Resources needed:

1. Staff
2. Computer
3. Phone
4. Webpage
5. Web editing software
6. Database software
7. Website contractor

Outcome: Public relations/marketing campaign

How to Accomplish:

1. Brand ONSHB
2. Establish social media accounts
3. Write blogs for website
4. Utilize Oregon NurseCast
5. Distribute press releases to local and national nurse media
6. Webinars on board leadership
7. Email Blasts
8. Advertising in the Sentinel

Resources needed:

1. Staff to coordinate
2. Camera
3. Photo editing software
4. Computer
5. Website

6. Website editing software
7. Webinar software
8. Webcam
9. Graphic Design Consultation (Logo)
10. Branding Consultation
11. Email Software

Objective 3: Increase awareness among nurses, health professionals, and board members of the value of nurse board service

Outcome: Connect with the National Nurses on Boards Coalition

How to Accomplish:

1. ONSHB Workgroup member and ONSHB staff ask to participate on national workgroups

Resources Needed:

1. Staff
2. Phone
3. Computer
4. Travel

Outcome: Present to healthcare policy boards about the value of including nurses in their ranks

How to Accomplish:

1. Create and maintain relationships with identified boards engaged in health policy
2. Webinars for healthcare policy boards
3. In-person presentations for healthcare policy boards
4. Collateral materials targeting healthcare policy boards

Resources needed:

1. Staff
2. Phone
3. Computer
4. Email software
5. Travel
6. Webinar software
7. Webcam
8. Graphic Design Consultation

9. Printing

Outcome: Culminating conference on nurses as leaders in policy decisions (Early in Grant?)

How to Accomplish:

1. Organize a half-day, catered conference to highlight successes in Oregon nurses taking policy roles and discuss next steps

Resources needed:

1. Staff
2. Location
3. Catering
4. Speakers
5. Invitation design and printing
6. Travel