Using the NLN Public Policy Advocacy Toolkit to Develop Leadership Competencies

Joan L. Frey, EdD, MSN
Secretary, NLN Board of Governors
Chair, NLN Public Policy Committee
Dean, Galen College of Nursing - Louisville, KY

5 April 2013
Ohio League for Nursing Education Summit
Columbus, Ohio
Public Policy Committee Members

- Joan L. Frey, EdD, MSN – Chair
- Jessie M. Colin, PhD, RB, FAAN
- A. Michelle Cooper, CPA, MBA
- Cheryl M. Killion, PhD, RN
- Jane Mahowald, MA, RN, ANEF
- Dori T. Sullivan, PhD, RN, NE-BC, CNL, CPHQ, FAAN

NLN & Government Relations Consultants

- Karen R. Kleztick, NLN Staff Liaison
- Terri Nally, Senior Public Policy Specialist
- Kathleen Ream, Director, NLN Government Affairs
Using the NLN Public Policy Advocacy Toolkit to Develop Leadership Competencies

Learning Outcomes:

1. Describe the need to develop leadership competencies for nursing students, nurse educators, and practitioners

2. Discover the components of the NLN Advocacy Toolkit

3. Identify examples of how to use the toolkit in curriculum development
Faculty Programs & Resources

Introduction

Since 1893, the National League for Nursing (NLN) has dedicated the organization and its membership to excellence in nursing. The NLN has been committed to and continues to deliver improved, enhanced, and expanded services to its members and to champion the pursuit of quality nursing education for all types of nursing education programs.

The impetus for quality nursing education has always resided in the mission, core values, and goals/objectives of the organization. However, woven implicitly into the fabric of excellence in nursing education has been the safe care of patients by competent, educated nurse graduates. To explicitly direct the work of the organization and its membership toward the end result of excellence in nursing education — patient care — the 2011 NLN Board of Governors recommended inclusion of the phrase "to advance the nation’s health" in the organization’s mission statement which now reads:

"The National League for Nursing promotes excellence in nursing education to build a strong and diverse nursing workforce to advance the nation's health."

The NLN has come to fully embrace the broad scope of its mission through the complex and adjourned issues of a strong and diverse nursing workforce and the impetus to advance the nation’s health through public policy leadership. Therefore, the NLN Public Policy Committee is proud to introduce the Public Policy Advocacy Toolkit as an extension of the organization’s initiatives to educate and engage nurse educators to influence the nation’s health policies through individual, organizational, and educational/teaching opportunities.

The Public Policy Advocacy Toolkit has been designed to cover a wealth of issues such as social advocacy, understanding how the US government works, engaging in policy-making, developing government relations, and managing media campaigns. Underlying these topics is the understanding of the NLN’s Public Policy Agenda and the development of the NLN’s Strategic Plan, with special focus on access to quality health care for all; ethnic, cultural, and gender diversity; nurse workforce development; and addressing the nurse faculty shortage.

The Institute of Medicine’s report, The Future of Nursing: Leading Change, Advancing Health (2011), in responding to the new health care law, the Patient Protection and Affordable Care Act (PPACA), creates a distinct footprint for nursing well into the 21st century, where education and training, improved education systems, full partnership with all health care professionals, and effective workforce planning and policy-making are employed to improve the health and health care of
The Future of Nursing: Leading Change, Advancing Health

Study funded by the Robert Wood Johnson Foundation

www.nap.edu/catalog.php?record_id=12956
The Future of Nursing:  
Leading Change, Advancing Health

1) Nurses should practice to the full extent of their education and training.

2) Nurses should achieve higher levels of education and training through an improved education system that promotes seamless academic progression.

3) Nurses should be full partners, with physicians and other health care professionals, in redesigning health care in the United States.

4) Effective workforce planning and policy making require better data collection and an improved information infrastructure.
Patient Protection and Affordable Care Act
(PPACA – PL 111-148)
“Working on the front lines of patient care, nurses can play a vital role in helping realize the objectives set forth in PPACA, the broadest health care overhaul since the 1965 creation of the Medicare and Medicaid programs.”
PPACA is basic social justice reform -

• Nursing brings commitment to patient care, safety and quality initiatives with better outcomes.

• System challenges can benefit from nursing strengths

• Health care reform provides opportunities for nursing

• Nurses have key roles to play as team members and leaders
PPACA provides opportunities for nurses to:

• Promote quality incentives
• Educate more nurses
• Meet the demand for more highly-skilled nurses
• Improve care delivery systems
• Serve on boards, commissions, councils, panels
Nursing as Social Justice Advocacy

• Florence Nightingale was a Social Justice Advocate

• Standards of Care have been established for the benefit of society

• Today Standards of Care continue to provide the context for social justice advocacy via:
  • Standards of Practice
  • Code of Ethics
  • State Boards of Nursing Minimum Competency Testing
  • Licensure Requirements
Nursing as Social Justice Advocacy

- Society considers that nursing has a contract to provide care and nurturing to well and sick persons
- Society grants nursing the autonomy and authority through the public advocacy role to act responsibly on behalf of those we serve
The Current Political Environment

“Never before has an organization (the NLN) and its members been better poised to lead nursing educators into the arena of politics.”

NLN Public Policy Advocacy Toolkit
The Current Political Environment

The IOM Report and PPACA have created the “political context for nurse educators and nurses to transform (the) culture of nursing care into a potent force of policymaking through political advocacy and influence.”

NLN Public Policy Advocacy Toolkit
How to Become a 21st Century Advocate

The Public Policy Toolkit is a –

• Conceptual Framework for Political Action
• Nuts and Bolts Information
• Connections tie Nurses to Issues
• New Media contacts for Legislators
Why a Public Policy Advocacy Toolkit?

1. Nurses’ knowledge, skills and expertise as advocates
2. Engaged partners in redesigning healthcare
3. Toolkit as robust content resource
4. Assist in policy-making and healthcare reform initiatives
5. Roadmap for learning about policy development
6. Development of advocacy skills
How to find the Advocacy Toolkit

• Log onto nln.org

• Select Faculty Program and Resources

• Next – Click on Teaching Resources

• Next – Faculty Toolkits

• Public Policy Advocacy Toolkit
Faculty Programs & Resources

Public Policy Advocacy Toolkit

In order for professional nurses to take the lead in policy-making and directing health care reform initiatives, they must be knowledgeable about government relations, engage in the development of policies with legislators, and develop the advocacy skills inherent in the future scope and role of nursing. The Public Policy Advocacy Toolkit is designed to guide nurses, nursing students, and nurse educators through myriad levels of government actions.

To best serve the needs of the nursing community in the context of our evolving public policy landscape, the Public Policy Advocacy Toolkit is a “living document” that will continue to grow as additional information and resources become available. Please send us your feedback and comments.

Select from Toolkit menu at right to review or click here for printable PDF.

BACK TO TOP
The NLN’s Strategic Priorities – Understanding the Issues

• NLN’s Public Policy Agenda
• NLN Letters
• Coalition Letters
• Testimony to Policy Makers
WHAT DO I NEED TO KNOW?

The Government and Who’s in Charge

A Primer for Nurses, Nurse Educators, Nursing Students...
• Student’s may consider Public Policy to be a ‘dry subject.’

• Their outlook may be enhanced and engaged by using a video clip like this excerpt from the 1939 film *Mr. Smith Goes to Washington* with James Stewart and Jean Arthur about one man’s experience with American Politics.
How a bill becomes a law in Washington DC
Faculty Programs & Resources

Government and Who's in Charge

How the Branches of Government Work

Key Congressional Committees and Key Federal Agencies

How a Bill Becomes Law

Guide to Legislative Staff Titles

Glossary of Legislative Terms

BACK TO TOP
“We in America do not have government by the majority. We have government by the majority who participate.”

- Thomas Jefferson
Faculty Programs & Resources

Engaging the Policy-Making Systems

Building Relationships with Your Legislators
Finding Your Legislators and Their Contact Information
How to Communicate with Your Legislators: Tips for Writing Letters, Email, Faxes

BACK TO TOP
MEETING WITH CONGRESS

• The Do’s and Don'ts in Government Relations

• Visiting with your Legislators

• Successful Site Visits and Other Events
Faculty Programs & Resources

Meeting with Congress

The Dos and Don'ts in Government Relations

Visiting Your Legislators

Town Hall Meetings; Tips for Participation

Successful Site Visits and Other Events

BACK TO TOP
Ten Reasons to Lobby

1. You can make a difference.
2. People working together can make a difference.
3. People can change laws.
4. Lobbying is a democratic tradition.
5. Lobbying helps find real solutions.
6. Lobbying is easy.
7. Policymakers need your expertise.
8. Lobbying helps people.
9. The views of local nonprofits are important.
10. Lobbying advances your cause and builds public trust.
Faculty Programs & Resources

Media Relations

- Tips for advocacy via a media campaign with message development and delivery
- Sample letters to the editor and op-eds
- Giving an interview
- Social Media

BACK TO TOP
Faculty Programs & Resources

Advocacy Skills for Strategy Development

Coalition Building

Educating the Public: Honoring Multiple Learning Styles, Fostering Critical Thinking and Participatory Dialogue, Shaping Messages of Emerging Relevance

Evaluating How the Advocacy Plan Is Working

BACK TO TOP
Coalition Building

A successful coalition typically has these traits:

- Defined mission statement
- Strong leadership group
- Broad-based stakeholders
- Dedicated fiscal and human resources
- Strong communications base and timely outreach.
Faculty Programs & Resources

Advocacy in Action: How to

Stay informed via the NLN's Government Affairs Action Center

To make a difference, you have to make your voice heard. The involvement of our members is vital to NLN's goal of being the leader in setting standards, advancing quality and innovation, and advocating for all types of academic and lifelong learning programs in nursing. NLN's objective in the public policy arena is to shape and influence those policies that affect nursing workforce development. We urge our members to use the services available at the Government Affairs Action Center so you can take an active role in molding the policy issues facing the nursing profession today. If you have any comments regarding the site, send a note to kream@nln.org.

Sign up to receive "E-Mail Alerts" on public policy issues of concern to NLN and its members

Make visits to your members of Congress at the home or Washington, DC offices

Share stories of your advocacy KRK collecting from membership

BACK TO TOP
Welcome to NLN’s Government Affairs Action Center!

“We in America do not have government by the majority. We have government by the majority who participate.” - Thomas Jefferson

To make a difference, you have to make your voice heard. The involvement of our members is vital to NLN’s goal of being the leader in setting standards, advancing quality and innovation, and advocating for all types of academic and lifelong learning programs in nursing. NLN’s objective in the public policy arena is to shape and influence those policies that affect nursing workforce development. We urge our members to use the services available at the Government Affairs Action Center so that you can take an active role in molding the policy issues facing the nursing profession today. If you have any comments regarding the site, send a note to kream@nln.org.

Welcome to our Legislative Action Center

Do You Have Five Minutes?

That’s all it will take to learn the issues and send a letter to your elected officials. The actions of our government have an enormous impact so please educate yourself and take action. Please take the following actions:

1. Send a Letter to your elected officials and tell them to pass important legislation that we are following for you.
2. Join our Action Network and we’ll send you important updates regarding our issues and how you can speak out on important issues.

Stay informed

- **NLN Email Alerts/Action E-List**
  Sign up to receive “E-Mail Alerts” on policy issues of concern to NLN members.
- **Alert feed**
  Get our alerts in your RSS feed reader.
- **MegaVote**
  MegaVote is a weekly email service that informs you how your reps are voting on the issues before them.

Spread the word

- **Tell-A-Friend**
  Send a note to your friends to let them know about this site!
- **Link to Us**
  Put NLN’s “Write-to-Congress” web sticker on YOUR web site!

<table>
<thead>
<tr>
<th>Policy Tools</th>
<th>Congress today</th>
<th>Find Your Officials</th>
</tr>
</thead>
<tbody>
<tr>
<td>Issues and Legislation</td>
<td>September 16, 2012</td>
<td>Search by ZIP code</td>
</tr>
<tr>
<td>Find Media Contacts</td>
<td>Today’s House Schedule</td>
<td></td>
</tr>
<tr>
<td>Find Election info and Candidates</td>
<td>Today’s Senate Schedule</td>
<td>Get a list of your representatives</td>
</tr>
<tr>
<td>Capitol Hill Basics</td>
<td>Committee Hearings Search</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Search the House and Senate current committee schedules</td>
<td></td>
</tr>
</tbody>
</table>

Zip Code | GO
Faculty Programs & Resources

Other Advocacy Resources and Tools

- NLN Dataview
- Public policy news: Nursing Education Policy newsletter
- Web-based Resources for Public Policy Advocacy (PDF)

BACK TO TOP
Nursing Education Statistics

NLN DataView™

Select a slide to download in PDF, MS Powerpoint™ (ppt), MS Excel™ (xls), or image (jpg) format.

Now! Slide series from the Annual Survey of Schools of Nursing, Academic Year 2010-2011. Click any topic under “Nursing Students” below.

With NLN DataView™ you can search for and download graphs in various formats that cast a wide lens on all types of nursing programs. The graphs illustrate essential data about applications, admissions, enrollment, retention, and graduation rates; and provide a comprehensive demographic profile of the current student population documenting ethnic-racial identity, gender, and age.

Click here to view the suggested citation for NLN DataView content.

Browse Slides By Topic
Nursing Students
Health Care Reform Info

Nursing Education Policy Newsletter Index

View NLN’s newsletter on federal and state issues of concern to the NLN membership. To subscribe to this electronic newsletter, email edpolicy@nln.org

2013

- January 2013

2012

- November 2012
- October 2012
- July 2012
- June 2012
- April 2012
- February 2012
- January 2012

2011

- November 2011
- October 2011
- September 2011
- August 2011
- June 2011
- May 2011
- April 2011
Sequestration Update

The 112th Congress completed its two-year session, first by going over the self-made "fiscal cliff" at midnight on January 1, 2013, and then, almost 23 hours later, passing a tax and spending package in time before further damage was done to the nation's economic confidence. The fiscal cliff deal, the American Taxpayer Relief Act of 2012, passed as a substitute to H.R. 8.

H.R. 8 delays for 60 days, to March 1, 2013, the automatic spending cuts (sequestration) scheduled to occur pursuant to the 2011 Budget Control Act (BCA). While the experts were wrong about the fiscal cliff "Mayan apocalypse," the mindless, across-the-board sequestration presents economy-wounding cuts in government spending.

As reported in the July 2012 Nursing Education Policy newsletter, the BCA provided for $2.1 trillion in deficit reduction by setting 10-year caps on discretionary spending. In the event that Congress was unable to enact an additional $1.2 trillion in savings (via a balance of increased taxes plus spending cuts), the backup sequester mechanism would automatically shear discretionary spending for nine years, beginning in January 2013, with half to come from defense and the other half from nondefense discretionary (NDD) programs.

Last July the NLN endorsed, with 3,000 other organizations, a letter to Congress opposing sequestration of NDD programs. Signatories to the letter argued that NDD cuts already had been accomplished when Congress adhered to the BCA caps in 2012 in writing its appropriations bills for that year. NDD programs have been cut considerably already — they are one part of the budget that is shrinking, not growing — and the families that depend on these programs already have sacrificed. NDD spending as a share of gross domestic product already is at its lowest level since the Eisenhower administration — and that is before the additional $1.2 trillion in sequestration cuts that will come over the next decade if no debt deal is reached by March 1. By delaying the sequester, this spending fight over funding government safety-net programs may be exacerbated when the FY 2013 continuing resolution runs out in March.

The real threat to creating financial chaos (as in doing real damage by going over a cliff) will be the refusal to raise the debt ceiling to finance the spending already enacted by Congress. Unlike other industrial nations, through the decades the US Congress has voted to increase the debt limit to allow federal borrowing in the absence of a balanced budget, even if that resulted in a deficit.
WEB-BASED RESOURCES FOR PUBLIC POLICY ADVOCACY

Federal Legislative Branch Resources

Find Member of Congress by name or state, telephone directory, committee directory and hearings, roll call votes.

Links to House calendar, congressional mailing labels, congressional history, understanding the legislative process, and "Kids in the House" teaching tools and lesson plan library for public policy outreach activities.

U.S. Senate http://www.senate.gov/
Links to Senators' websites, Senate calendar, committees, legislation and procedure, and the Virtual Reference Desk, a clearinghouse of online information, with guides to legislative processes and a glossary of terms.

Congressional Budget Office (CBO) http://www.cbo.gov/
CBO reports providing nonpartisan analyses to aid Congress in economic and budgetary decisions on programs covered by the federal budget, with link to CBO health reports.

Congressional Research Service (CRS) http://www.loc.gov/crsinfo/
CRS works exclusively for the United States Congress, providing policy and legal analysis to committees and Members of both the House and Senate, regardless of party affiliation. Well known for analysis that is authoritative, confidential, objective, and nonpartisan, CRS has been a valued and respected resource on Capitol Hill for nearly a century.

GAO reports from this "investigative arm of Congress" support Congress in meeting its constitutional responsibilities and help improve the performance and accountability of the federal government, including federal health policies and programs.

Prepared by the Law Library of Congress, this tool is an annotated guide to sources of information on government and law available online.

THOMAS: Legislative Information http://thomas.loc.gov/
Classroom Activities - 1

1. Assign students to search the internet for interesting materials that could be used in advocacy awareness campaigns, such as news clips that discuss drug therapies or new innovative technologies not available to all patients.

2. Students could be required to identify potential materials for a class-developed web-based resource list - including a description of the resource and an explanation as to why it is relevant to public policy.
Classroom Activities - 2

3. Using the **C-SPAN Congressional Chronicle** as a resource, have students select a hearing topic from a list of health care policy related Congressional hearings. Then require them to choose a position and prepare written testimony regarding the topic and their argument.

1. Use an exploration of the **RWJF’s “The Health Impact Project: Advancing Smarter Policies for Healthier Communities: A Progress Report”** as a basis for student understanding of the technique Health Impact Assessment (HIA), a method of Health in All Policies (HiAP) analysis. Then have students follow their passions by attending a local meeting that focuses on the topic of their choice. Perhaps that is a meeting of the county’s mental health board; maybe a meeting of roadway safety advocates; a teen pregnancy awareness group; a community garden start-up in a low-income neighborhood; art therapy for children with autism, etc. Students can report on the meeting, bringing an HIA/HiAP analysis to the report.
3. Create a map using the HRSA Geospatial Data Warehouse that addresses health disparities.

4. Violence is a serious public health problem in the United States. From infants to the elderly, violence affects people in all stages of life and is linked to chronic diseases, obesity, substance abuse, and other physical, reproductive, and mental health consequences. It is also results in a costly erosion of communities. The U.S. Centers for Disease Control and Prevention (CDC) is committed to stopping violence before it begins. CDC’s Communication Resource Center, which provides access to some key communication planning resources and tools to help health care providers plan, implement, and evaluate communication activities to impact knowledge, attitudes, beliefs, and social norms relating to injuries and violence. Devise a social media entry that can be used to “Raise Awareness about Violence Prevention”.
5. Using the National Governors Association Center for Best Practices' Health Division as a background reference hold a mock hearing on whether states should choose to expand their Medicaid programs under health reform implementation. Students will select a role to include expert witnesses, members of the governors’ health division, and journalists.

Each witness will prepare a brief testimony stating their position with supporting facts, and will prepare responses to expected questions. Governors will prepare a brief opening statement stating their position, and develop questions to ask witnesses. Journalists will write brief articles reporting on the events of the hearing. The hearing will be conducted as it would if the National Governors Association held a hearing with governors delivering summaries of their opening statements, witnesses delivering summaries of their testimonies, a question and answer period among the governors and witnesses, followed by a mock press conference after the hearing.
In what ways do nurse educators assert leadership in developing health policy?

**Scholarly Activities**

- Conducting and publishing research
- Developing and circulating advocacy statements (e.g. NLN Public Policy Agenda)
- Responding to calls for comments on health policy issues
- Initiating organizational or curricular transformation
- Assuming leadership roles so as to shape agendas
In what ways can nurse educators influence health policy development?

Local, Regional, State, Federal Actions

- Following and sharing information about health care reform legislation and regulation
- Reading and discussing the IOM report: *The Future of Nursing*
- Learning and teaching others to use NLN government affairs resources
- Advocating for a public policy issue through existing networks
- Serving on board and committees outside the workplace
Curriculum Development Resources for Nurse Educators – A Sampling


Please contribute to making the NLN Public Policy Advocacy Toolkit, a living document, by sending to NLN’s Karen Klestzick, Chief Communications Officer:

✔ Your public policy advocacy stories
✔ Your lesson plans and activities integrating public policy information and advocacy skills development into your classroom.

Contact Karen at: kklestzick@nln.org
Questions?