

Strategic Messaging in the Era of Public Health 3.0: Ten Ways Public Health Nurses Improve Health

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2015-2017 RWJF Public Health Nurse Leaders

Learning Outcomes

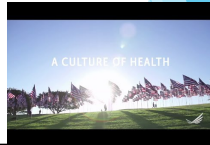
- ▶ How and why we developed the message
- ▶ What the message is about
- ▶ Why is it important for PHNs to adopt strategic messaging methods?
- ▶ Practice how to use SMART CHART 3.0

Outline

- ▶ Need
- ▶ Message Development
- ▶ Product - Infographic
- ▶ Your participation:
What is the PHN Relevance to Public Health 3.0?

Need

- ▶ How are we messaging the value of our work and to whom?
- ▶ Robert Wood Johnson Foundation (RWJF) Public Health Nurse Leaders (PHNL) 2015-2017 cohort met in Chicago in September 2016 and were introduced to SMART CHART 3.0 by Spitfire Strategies
- ▶ In what ways are public health nurses prepared to describe our role in terms that are relevant and impactful to others?



Methods - Development

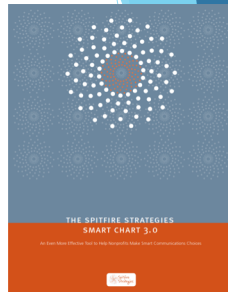
- ▶ Developed a small workgroup of PHNLs
- ▶ Met over several months to develop the message
- ▶ Guided by SMART CHART 3.0

Smart Chart Approach

Six Step Plan

1. Program Decisions
2. Content
3. Strategic Choices
4. Communications Activities
5. Measurement
6. Reality Check

Created by Spitfire Strategies
http://www.smartchart.org/content/smart_chart_3.0.pdf



What did we want to achieve?



- ▶ ***“Position PHNs strategically to be engaged in health systems transformation, recognized as participants and leaders. Clearly describe the value of PHNs in the workforce.”***

Priority Audience


- ▶ Public
- ▶ Policy makers
- ▶ Decision makers
- ▶ Funders
- ▶ Community partners
- ▶ Nurse leaders and other healthcare leaders
- ▶ Other nurses and health professionals
- ▶ Students

Testing and Refining the Message

- ▶ Created the infographic
- ▶ Vetted with the larger PHNL group and staff from the Center for Creative Leadership (CCL)
- ▶ Vetted with various key stakeholder groups
- ▶ Production by CCL staff

Results - Infographic



PUBLIC HEALTH NURSES

Leading population health, well-being, and equity for over a century

Public Health Nurses (PHNs) improve health through social justice, ethics, and quality care to individuals, communities, and populations in the United States. PHNs work within and for communities, reaching out to disadvantaged and underserved groups across cultural and language groups. The skill set of PHNs in the 21st century is ideal for advancing a culture of health through assessment, communication, collaboration, and knowledge of the health care system and forces driving change. PHNs have a holistic understanding of physical, mental, emotional and spiritual well-being, and the social and environmental conditions that limit access to health, education, and opportunity. For over a century, PHNs have used these skills to lead changes that improve health.

Robert Wood Johnson Foundation Public Health Nurse Leaders
August 2017

Dissemination

- ▶ National organizations
 - ▶ APHN
 - ▶ APHA
 - ▶ ACHNE
 - ▶ NASHN
 - ▶ State organizations
 - ▶ Local organizations
 - ▶ Individuals
- ▶ Primarily Nurses!
- ▶ We're not there yet...

The infographic was intentionally not copyrighted to allow free duplication and distribution

Group Interaction (3 min.)

- ▶ *Why do you think it is important that PHNs adopt strategic messaging methods?*

Relevance and Alignment

- ▶ 10 Essential Services of Public Health
- ▶ RWJF culture of health framework
- ▶ Public health 3.0 principles

Public Health 3.0

- ▶ Emphasizes:
 - ▶ Strategic, Cross-sector Partnerships
 - ▶ Collective Impact
 - ▶ Systems Perspective
 - ▶ Engagement of Community Stakeholders
 - ▶ Social Determinants of Health and Equity as Guiding Principles
 - ▶ Data, metrics, and analytics

PHNs are Public Health 3.0

- ▶ Focus on strategies that create healthy environmental, social, and economic conditions in which populations may thrive.
- ▶ Collaborate with other professions, populations, organizations, and stakeholder groups is the most effective way to promote and protect the health of the people.
- ▶ Demonstrate Leadership and Systems thinking
- ▶ Data driven
- ▶ Ethical
- ▶ Evidence-based
- ▶ Stand for Social Justice
- ▶ Address Disparities
- ▶ Recognize Health as a Universal Right

Scope and Standards of Public Health Nursing and the Code of Ethics

What is our strategic message about PHNs and Public Health 3.0?

What do we want to achieve over the long term?

- ▶ PHNs are recognized for their contributions to population health, well-being, and equity
- ▶ Seen as role models for collaboration, cross-sector partnerships, integrated and shared leadership
- ▶ PHN contributions flourish in the areas of
 - ▶ Innovation
 - ▶ Equity-focused work
 - ▶ Community development
 - ▶ High quality services
 - ▶ Ethical services and systems

PHNs and Public Health 3.0

- ▶ What challenges are we facing?
 - ▶ Lack of awareness
 - ▶ Lack of recognition, respect, and value of their work
 - ▶ Poor representation
 - ▶ Lack assertiveness
 - ▶ Others?
- ▶ What are our assets?
 - ▶ Trust of the public
 - ▶ Universal recognition
 - ▶ Historical impact
 - ▶ Largest sector of the health workforce
 - ▶ Others?

What audience do we need to reach to achieve our objective?

- ▶ Our non-nurse colleagues in public health
- ▶ Public Health Leaders
- ▶ Policy makers
- ▶ Community Health Workers
- ▶ Epidemiologists
- ▶ Others?

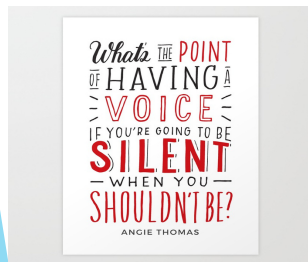
What is the best theme to use to reach our audience?

- ▶ PHNs are vital to the health workforce
- ▶ We are highly trained, capable, and collaborative
- ▶ We model interdisciplinary practice
- ▶ Registered Nurses are independent practitioners
- ▶ We are highly proficient at working in community
- ▶ Excellent communication skills
- ▶ Excellent problem-solving skills
- ▶ Everyone knows and trusts a nurse
- ▶ More?

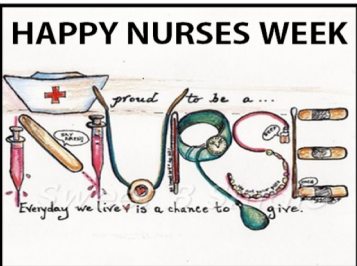
Group Activity

- ▶ In small groups of 3-4, using work sheet as a guide, discuss **the value and significance of PHNs in Public Health 3.0**
- ▶ 10 minutes for small group discussion
- ▶ 10 minutes for sharing with larger group

Call to Action



Thank You!



Contact Us!

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Resources

- ▶ American Nurses Association (2013). Public Health Nursing: Scope and Standards of Nursing, 2nd ed. Silver Spring, MD: Nursesbooks.org.
- ▶ American Nurses Association (2015). Code of Ethics for Nurses with Interpretive Statements. Silver Spring, MD: Nursesbooks.org.
- ▶ DeSalvo, K. et al. (2016). Public Health 3.0: Time for an Upgrade. American Journal of Public Health 106(4): 621-622.
- ▶ DeSalvo, K. et al. (2017). Public Health 3.0: A Call to Action for Public Health to Meet the Challenges of the 21st Century. Prev Chronic Dis 2017; 14:170017. DOI: <http://dx.doi.org/10.5888/pcd14.170017>.
- ▶ Office of the Assistant Secretary for Health, U.S. Dept. of Health and Human Services. Public Health 3.0: A Call to Action to Create a 21st Century Public Health Infrastructure. Retrieved 4/9/2018; <https://www.healthypeople.gov/sites/default/files/Public-Health-3.0-White-Paper.pdf>.
- ▶ Spitfire Strategies Smart Chart 3.0: <http://www.spitfirestrategies.com/tools/#tab1>
