

The State of Maryland's Public Health Nursing workforce in the Era of Public Health 3.0

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Carolyn Nganga-Good, MS, RN, CPH
Pat McLaine, DrPH, MPH, RN

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Disclaimer

No conflict of interest

The views expressed in this presentation do not necessarily represent the views of my employer or any other entity

Learning Outcomes

1. Discuss the state of Maryland's PHN workforce on building a culture of health
2. Discuss barriers to public health nursing practice and strategies to promote public health nursing
3. Discuss examples of nurse-led culture of health initiatives

Background

Health care and public health reforms

- ❑ Significant changes in how health services are delivered and the role of public health nurses (PHN)

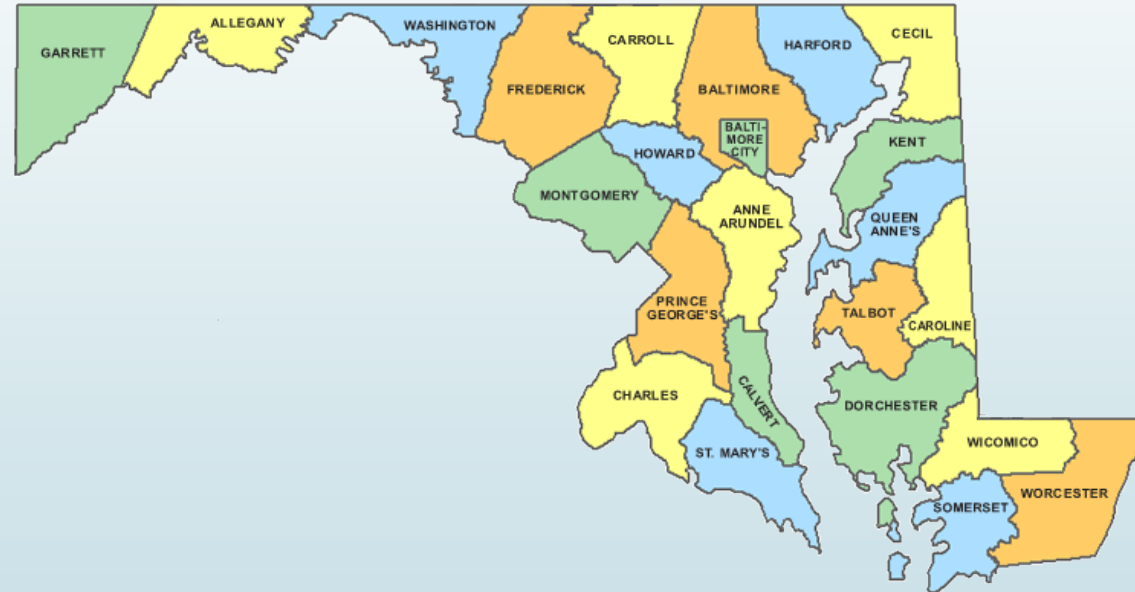
State of the PHN workforce

- ❑ The longstanding PHN workforce and infrastructure is aging and diminishing
- ❑ PHN work mostly invisible and undocumented



Maryland's PHN Workforce study

- ❑ Part of the Robert Wood Johnson Foundation Public Health Nurse Leader Project
- ❑ Interviewed nurse leaders from local health departments
- ❑ Surveyed PHNs and school health nurses (SHN) – collectively defined as PHNs for purpose of this study



Participation

Interviews

- ❑ PHN leaders from 19 of the 24 local health departments (79%)
- ❑ School health nurse leaders from two county school districts

Online Survey

- ❑ 541 respondents (Estimated 37% response rate*)
 - ❑ 490 eligible for data analysis**

* Based on the numbers of nurses reported from the interviews

** Data from respondents who responded but declined to answer questions (n=51) were excluded from the data analysis

Interview Findings Summary

- ❑ 10 of the 19 (53%) local health departments had a PHN Director position; in 9 of the 10, PHN Director positions were filled
- ❑ Many did not have historic workforce data
- ❑ Estimated number of PHNs – 1446 nurses (based on 19 jurisdictions)
- ❑ Estimated number of SHNs – 1310.4 FTEs (based on the 2015-2016 Maryland Department of School Education SHN survey data)
- ❑ PHN leaders reported overall decreases in number of nursing positions and programs led/staffed by PHNs
- ❑ There was a slight increase in the number of SHNs possibly as a result of new schools and implementation of the one nurse per school policy in some jurisdictions

Survey Results

- ❑ All the Maryland regions were represented
- ❑ Type of license currently held
 - ❑ 93% RN, 5% APRN, and 3% LPN
- ❑ RN qualifying degree
 - ❑ 45% BSN, 41% AA, 12% Diploma, 2% MSN
- ❑ Highest level of education
 - ❑ 40% BSN, 20% AA, 13% MSN, 13% LPN
 - ❑ Less than 1% Doctoral degree, 15% other
- ❑ 24% reported that PHN is a fulfilling career

Survey Results Cont'd

☐ Average of years worked as a nurse

27 years (2 – 56 years)

☐ Average years worked as a PHN

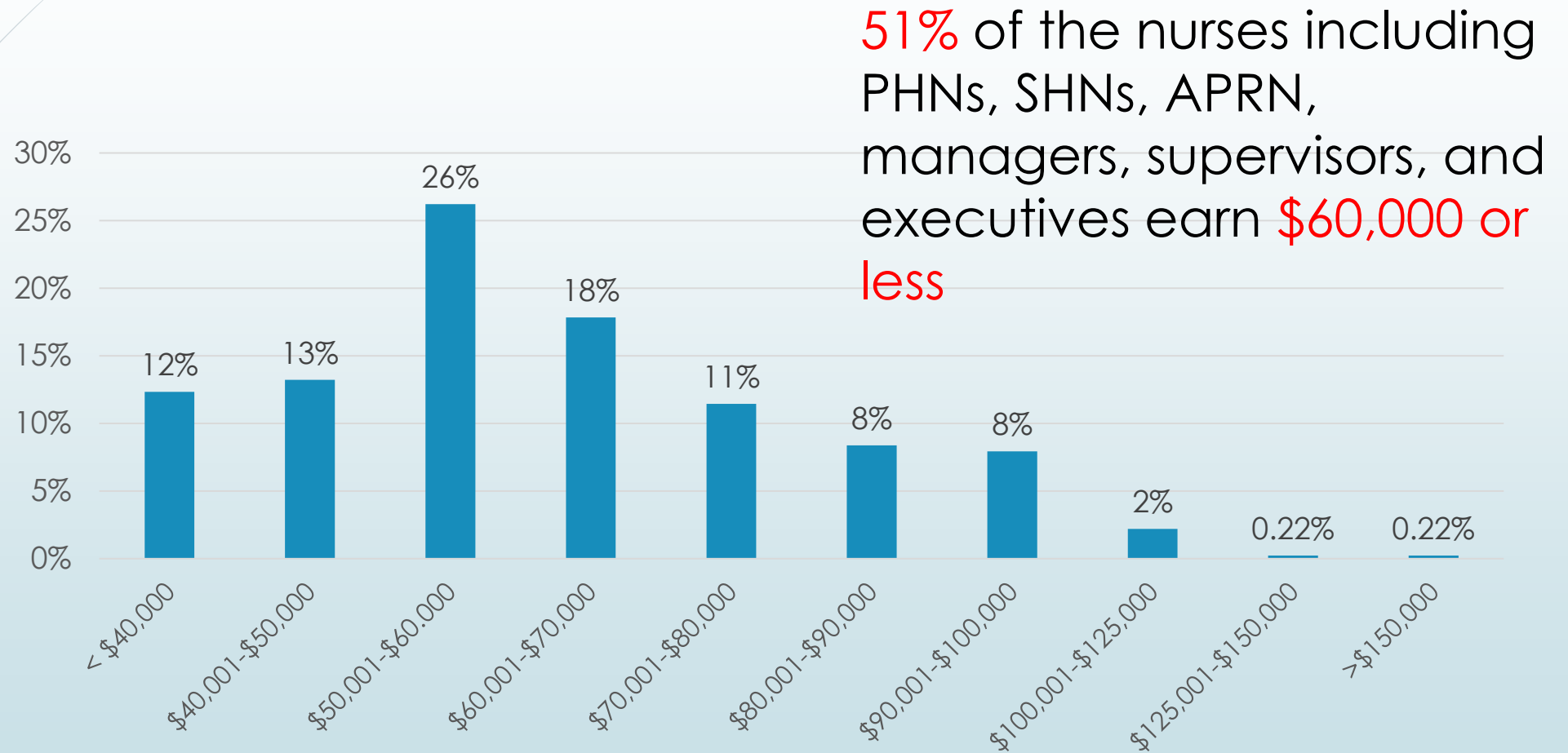
25 years (1-55 years)

☐ Average age

54 years (24 – 89 years)

80% are over the age of 46 years

Survey Results – Overall Salaries



N = 454, DA = 36

Results – Barriers to PHN Practice

- Financial (25%)
- Salary (21%)
- Workload and staffing (19%)
- Access to resources (13%)
- Lack of opportunity for advancement (8%)
- Leadership (8%)
- Access to health care for clients (7%)
- Poor communication (5%)
- Poor record keeping systems (4%)
- Recognition/respect/morale (4%)
- Education (4%)
- Language barriers (3%)

Results – Efforts to Promote PHN Practice

- Improve salary and employee benefits (23%)
- Ensure public health funding and resources (12%)
- Increase PH and PHN awareness (12%)
- Improve education and training opportunities (9%)
- Improve access and services (9%)
- Streamline and standardize policies (7%)
- Showcase PH and PHN value, improve nursing recognition and respect, and PHN engagement (4%)
- Improve leadership, advocacy for PH and PHN issues, and representation - a seat at the table (4%)
- Improve community/stakeholder engagement (3%)



Maryland Culture of Health Exemplars

Calvert County – Healthy Beginnings Program: Outreach and Prenatal Case Management

- ❑ PHN Model: access to comprehensive care for pregnant women with substance use disorders
- ❑ Initiative prevented:
 - ❑ 19-37 cases of Neonatal Abstinence Syndrome (\$1.7 million savings)
 - ❑ 6 low birth weight babies requiring NICU services (\$100,000+/baby)
 - ❑ >100 unintended pregnancies in women with active substance use disorders (\$2.3-3.9 million)
- ❑ Total savings (conservative)= \$4.6 million
- ❑ Grant = \$250k
- ❑ Net savings: \$18 for every \$1 invested!



"Public health is public wealth." - B. Franklin

Strategies for Promoting a Culture of Health

- ❖ Provide education and training opportunities
- ❖ Increase awareness: exposure during nursing school, continuing education opportunities, access to educational information, and policies that increase awareness
- ❖ Engage PHN in decision making and self-engagement
- ❖ Improve staffing workload to allow time to promote it and incorporate it into PHN work
- ❖ Incentivize it and provide access to funding and resources
- ❖ Community/stakeholder engagement
- ❖ Advocacy and representation

School-Based Examples

Howard County School-Based Wellness Centers Telemedicine Program

https://www.youtube.com/watch?v=bKDsE_76THD

Baltimore County Schools Mental Health Program

Health Issues Addressed by SBHCs

- Acute illnesses and injuries
- Management of chronic illnesses (asthma, diabetes, allergies)
- Screenings & Immunizations (e.g. Flu/Mist)
- Sports physicals
- Mental health needs
- Health education

Positive Effects of SBHCs

- Improved attendance
- Improved health status
- Enhanced health knowledge/care-seeking
- Increased academic performance
- Reduced emergency room use
- Reduced health expenditures
- Reduced behavioral issues

http://www.carrollcountytimes.com/publications/community_times/phi-ct-grant-102914-20141029-story.html

Children and Youth with Special Needs Talbot County



HEALTH ENTERPRISE ZONE Prince George's County 20743

New Medical Practices in the 20743 Zip Code

More for Healthy Babies

Home | Our Initiatives | Moms Clubs | Home Visiting | Community Programs | News & Events | Parents & Caregivers | Provider Tools

Our Initiatives

- Safe Sleep
- Home Visiting
- Baby Basics
- Worcare Fit
- Teen Pregnancy Prevention
- Smoking
- Literacy
- Substance Exposed Pregnancies
- Housing
- Prenatal Care
- Fetal Infant Mortality Review
- HOPE Project
- Child Fatality Review

SIGN UP FOR UPDATES

DONATE A CRIB

IMPORTANT LINKS

SLEEP SAFE Alone. Back. Crib. NO EXCEPTIONS

SAFE SLEEP

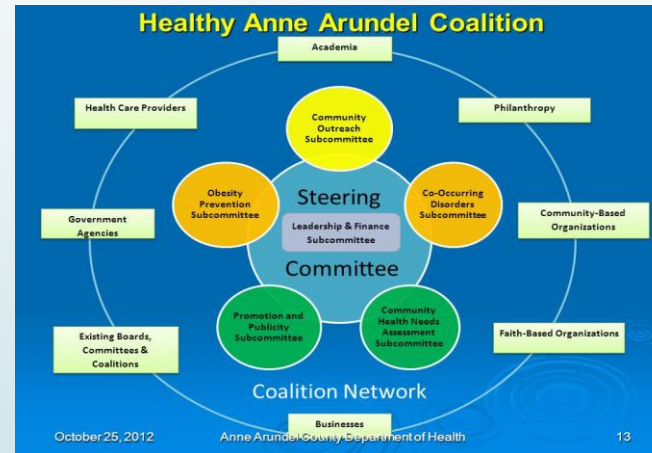
SAFE SLEEP

HOME VISITING

HOME VISITING

WOMEN WHO CARE

WOMEN WHO CARE



Worcester County Health Department



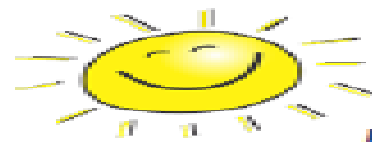
My Garrett County

News | Events | Resources | Discussion | Groups | My Account | Log In | Register

About

Welcome to My Garrett County, the nation's first interactive, open source community health improvement tool. My Garrett County was created as a centralized hub for promoting Public Health Initiatives by the Garrett County Health Department to actively engage and fully integrate our local community. This project combines numerous campaigns and innovations into one centralized tool that diminishes bureaucratic processes while simultaneously empowering our county's residents to take ownership of their health and to work together as a community to implement population health improvement projects that can be directly attributed to end-level results.

Get started!



From sun-up to sun-down,
PUBLIC HEALTH touches your life
 in many ways...

- 6:30AM** Take a shower and brush your teeth with clean water.
Environmental Health/Well Water
- 7:00AM** Eat a healthy breakfast with your kids.
Community Health Services/Maternal Child Health/WIC
- 7:30AM** Catch the news about how to prepare for a hurricane.
Public Health Preparedness/Natural Disasters
- 8:00AM** Have your infant's hearing tested.
Development Center/Infants & Toddlers Program
- 8:30AM** Make an appointment for your child's flu shot.
Community Health Services/Immunization Clinic
- 10:00AM** Learn about health care insurance options.
Health Care Connection/Health Insurance
- 12:30PM** Have lunch at a restaurant that is clean.
Environmental Health/Food Control
- 2:00PM** Get a call about your child's eye test.
School Health/Screenings
- 3:00PM** Tell your friend about the dental clinic for children.
Development Center/ Dental Clinic
- 4:30PM** Get breastfeeding support and healthy eating tips.
Community Health Services/Maternal Child Health/WIC
- 6:00PM** Attend a program on how to quit smoking.
Behavioral Health/Tobacco Cessation
- 7:30PM** Read about drug abuse and how to get help.
Behavioral Health/Substance Abuse



Post-Study Regional Meetings

- ❑ Invited PHNs from all 24 counties to attend one of the five regional meetings
 - ❑ All but two counties attended
- ❑ 122 nurses participated
 - ❑ 98 PHNs, 19 SHNs, 5 Other
- ❑ Meeting purpose
 - ❑ Present study findings
 - ❑ Assessment of current PHN strengths and positioning
 - ❑ SWOT analysis on top four barriers
 - ❑ Develop action steps to address the four barriers

Common Areas of Concerns

- ❑ Absence of a PHN leader position at the Maryland Department of Health
- ❑ PHN/SHN workforce issues
 - ❑ **Low salaries**
 - ❑ Lengthy and complicated hiring policies
 - ❑ Aging workforce with little success in recruiting younger nurses
 - ❑ **Lack of leadership skills and succession planning**
 - ❑ Lack of incentives to seek advanced education
 - ❑ Lack of advancement opportunities
 - ❑ **Poor recognition, respect, and value for their work**
- ❑ Educational and training needs
- ❑ Lack of a professional nursing organization home for Maryland PHNs
- ❑ Data management challenges
- ❑ **Poor funding for public health and PHNs**



Group Exercise: SWOT Analysis

**Barrier: Lack of PHN
Recognition, Respect
and Value**

- What are the strengths?
- What are the weaknesses?
- What are the opportunities?
- What are the threats?

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**Use the findings from the SWOT
to develop action steps to
address this barrier.**

Proposed Action Steps from Maryland: Lack of PHN Recognition, Respect and Value

- Advocacy
- Leadership
- Legislation immersion
- Seek formal recognition e.g. Government proclamation on nurses week
- Create awareness – public, health officers, policy makers, legislators, other providers, and other key stakeholders
- Self promotion in addition to agency promotion
- Use of social media and other marketing strategies to promote specialty and profession
- Dissemination of work
- Join and participate in professional organizations

Study Replication

- Assess the gaps
- Assess the available assets
- Get buy in and engage the key stakeholders
- Share the findings
- Assess the level of post-study interest and keep the group engaged
- Follow up on action steps
- Disseminate findings



Stakeholder meetings

Dissemination of findings

Video: [A detrimental shortage: Need for Public Health Nurses](#)



Upcoming webinar:
Nurses on boards and
advocacy for
government workers



- Continue to disseminate findings
- Complete data analysis and publish report
- Continue to engage PHNs, SHNs, and other key stakeholders
- Share opportunities and provide support
- Encourage and empower the nurses to disseminate and share their work to increase awareness and promote collaborations and publications

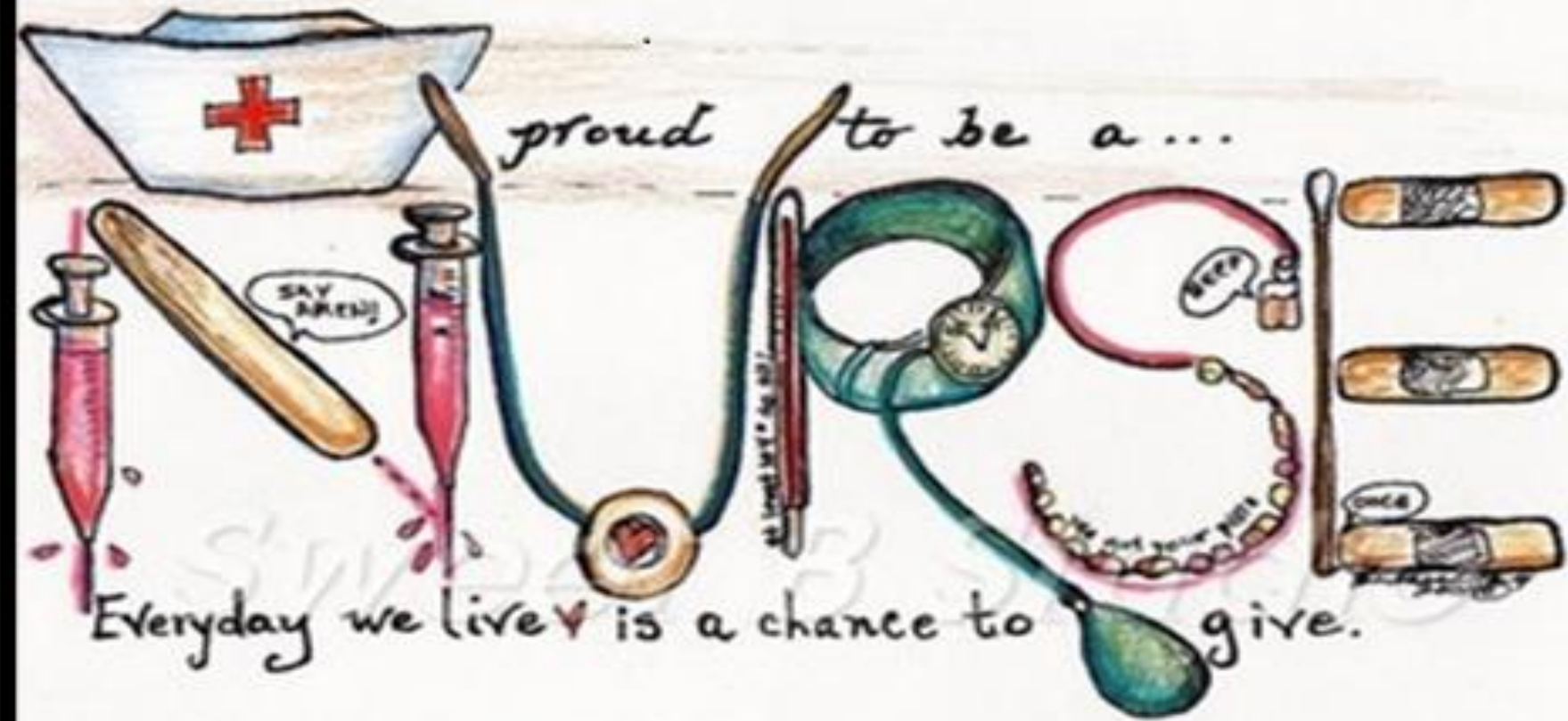
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Resources

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HAPPY NURSES WEEK



Thank  a
NURSE

PHN 
Public Health Nursing

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Contact Information:

Carolyn Nganga-Good – cnganga@yahoo.com

Pat McLaine – mclaine@umaryland.edu