

**FUTURE OF NURSING™**

Campaign for Action



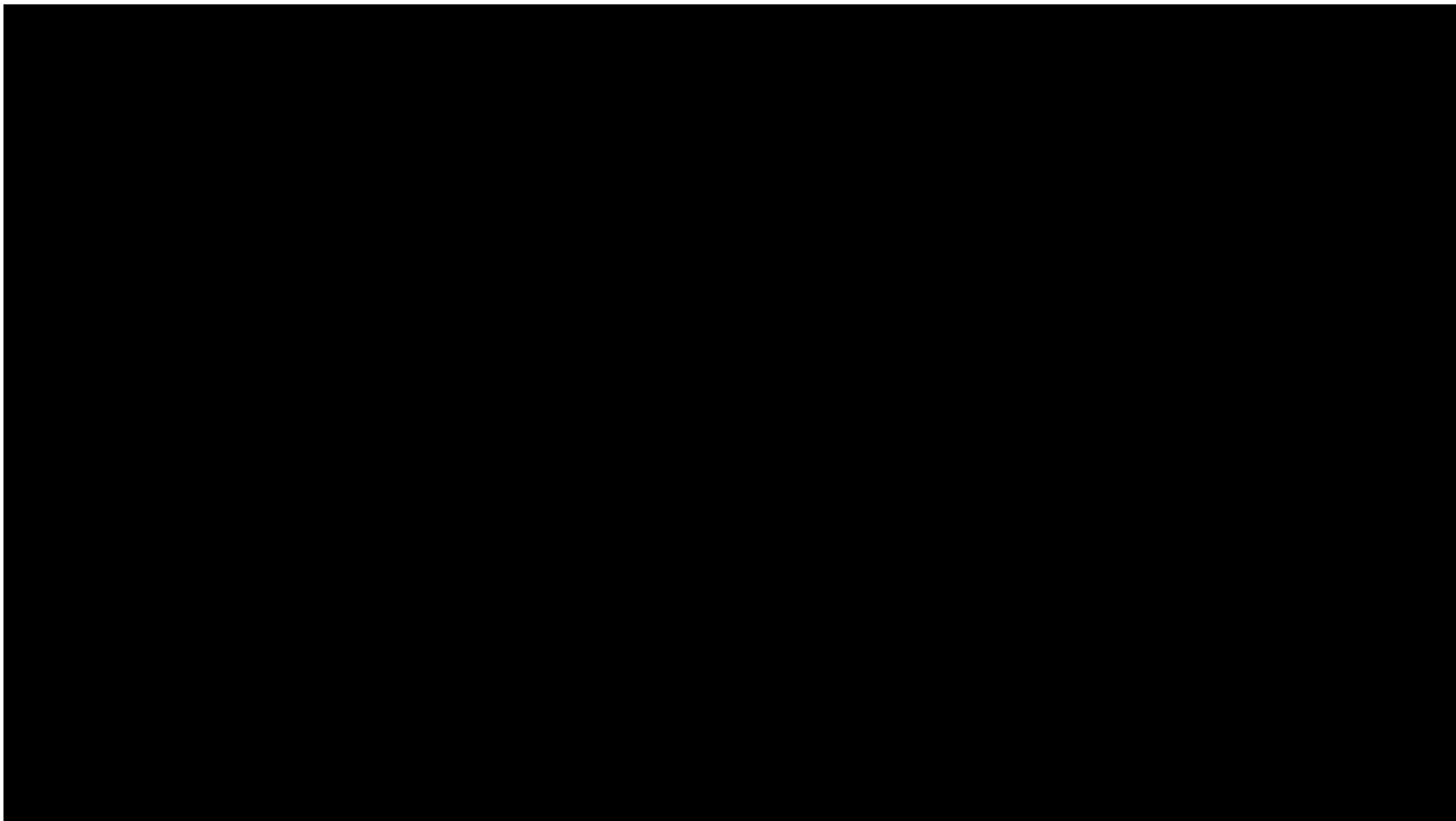
# Nursing's Role in Building a Culture of Health: Overview of the RWJF PHN Project

California Statewide Summit Between Academia and Practice  
March 5, 2019  
Noel Bazini-Barakat, RN, MSN, MPH

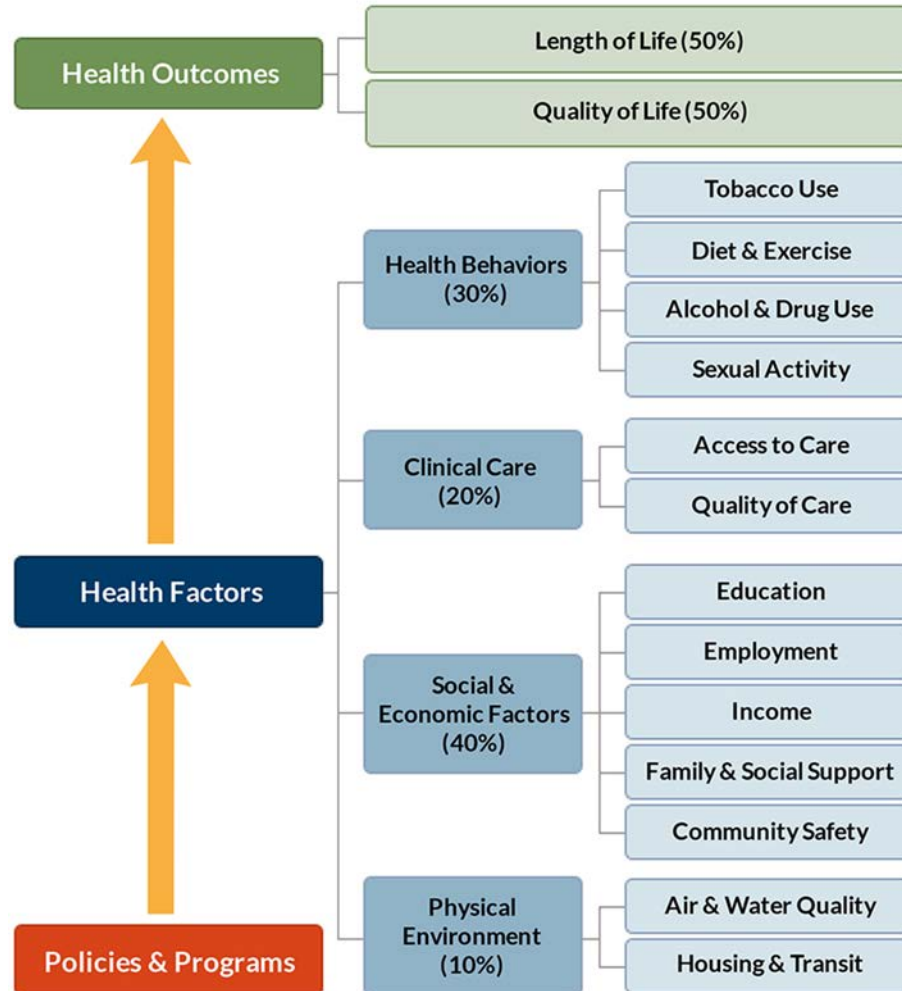
# Vision

We, as a nation, will strive together to build a Culture of Health enabling all in our diverse society to lead healthy lives, now and for generations to come





# Many Factors Affect Health



County Health Rankings model © 2014 UWPHI

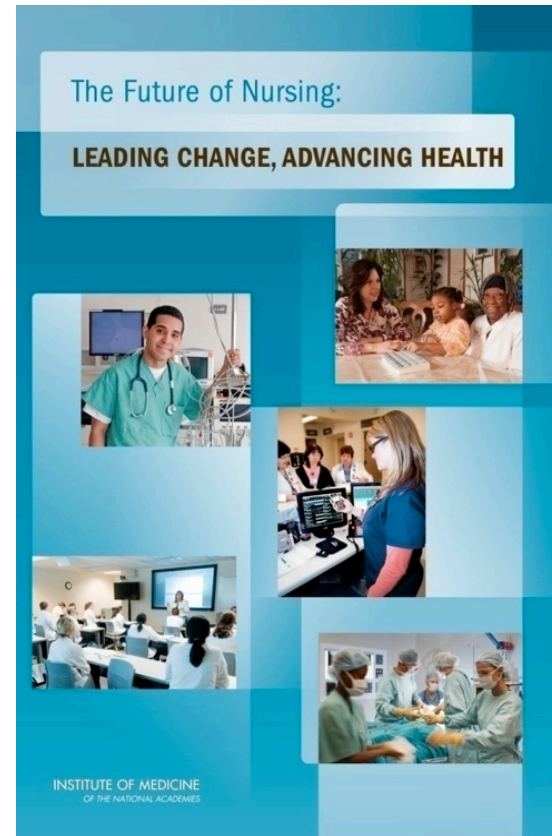
# Many Factors Affect Health

The choices we make are  
based on the choices we have



## Landmark IOM Report :

- Offers recommendations to transform health through nursing
- Re-conceptualizes roles for nurses



## Campaign Vision

**FUTURE OF NURSING™**  
Campaign for Action\*

Everyone in America can live a healthier life, supported by a system in which nurses are essential partners in providing care and promoting health



Robert Wood Johnson Foundation



# Areas of Focus



**Education**



**Practice & Care**



**Leadership**



**Diversity**

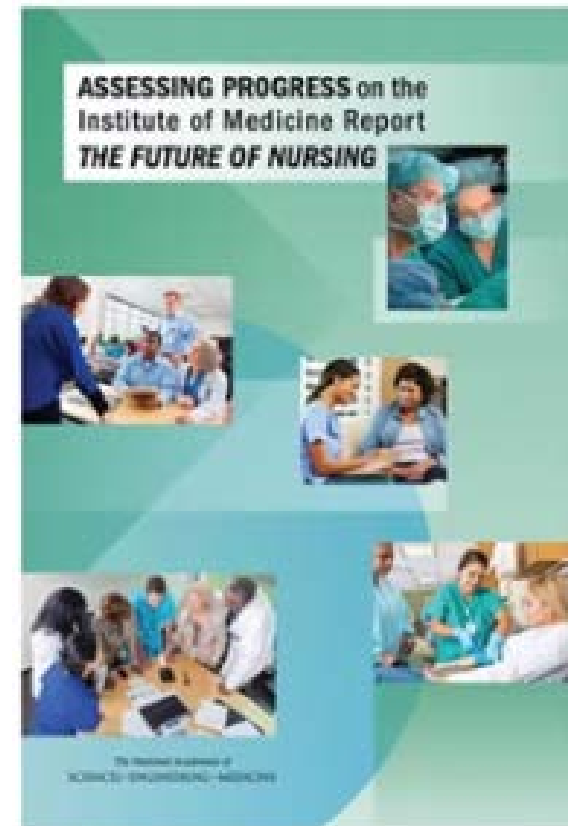


**Interprofessional  
Collaboration**



# IOM Impact Study Findings

- 1) Build a much broader coalition
- 2) Ramp up diversity efforts
- 3) Gather better data to assess and drive progress



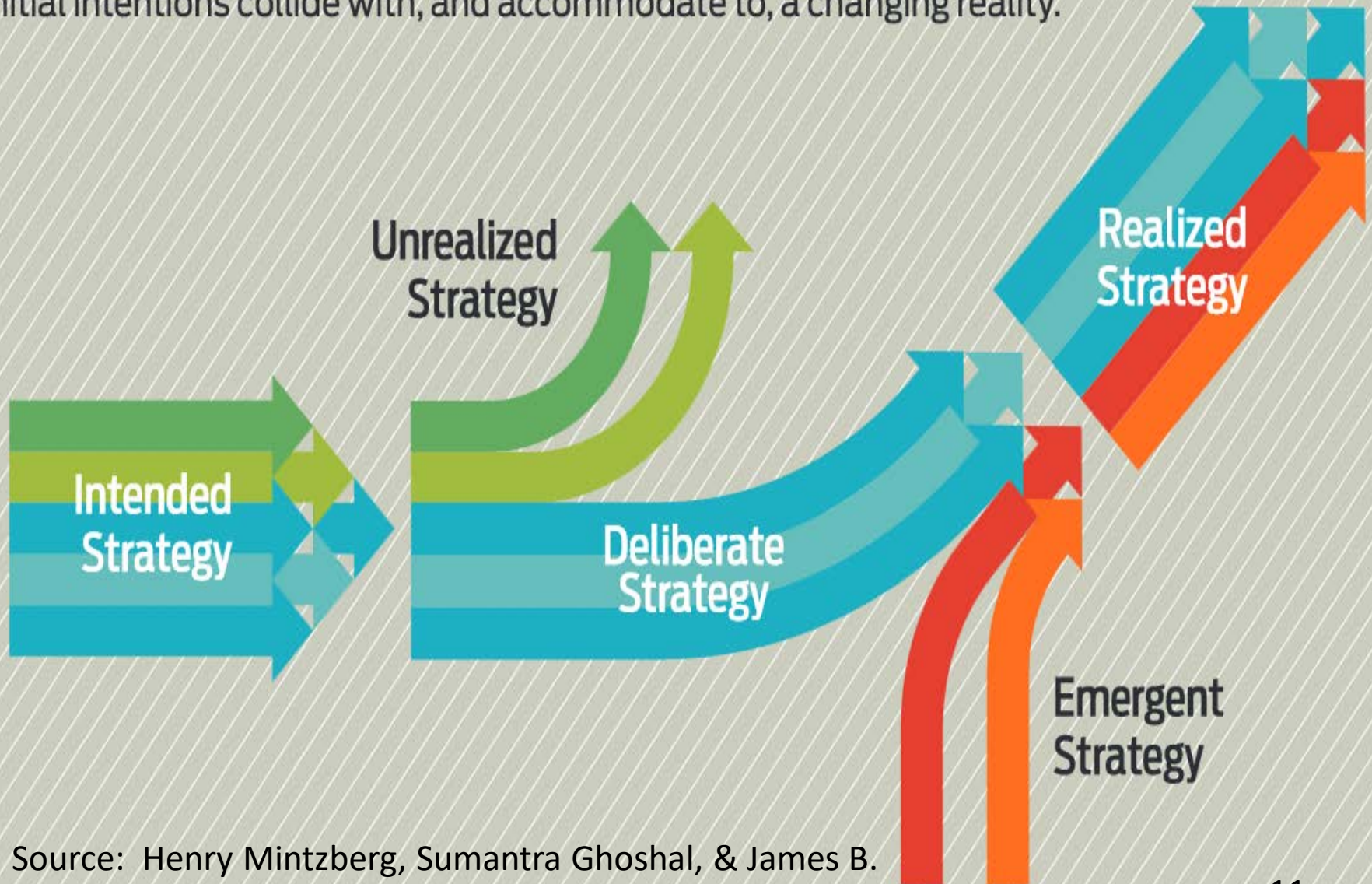
# Campaign for Action Goals

- Continue to advance IOM recommendations so nurses are ready to build a Culture of Health
- Partner to build a Culture of Health



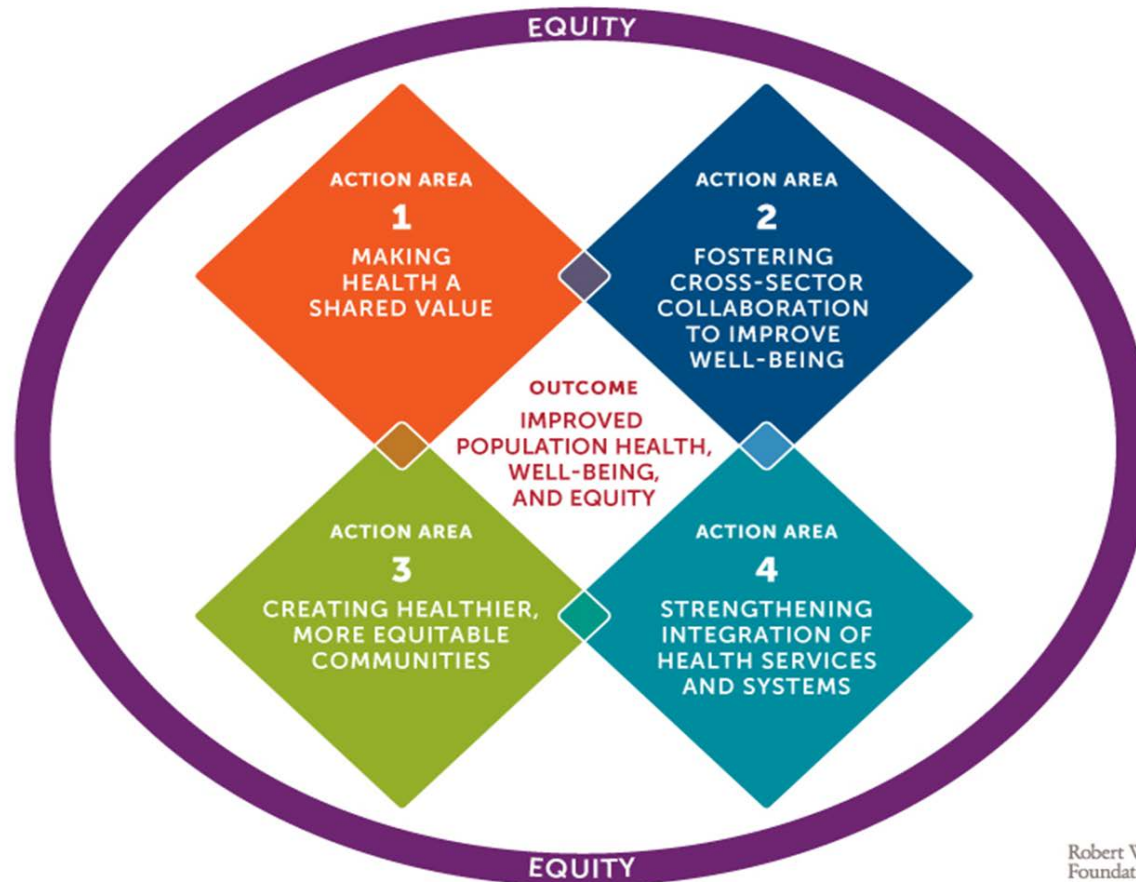
# How Emergent Strategy Works

Emergent strategy accepts that a realized strategy emerges over time as the initial intentions collide with, and accommodate to, a changing reality.



Source: Henry Mintzberg, Sumantra Ghoshal, & James B. Quinn, *The Strategy Process*, Prentice Hall, 1998

## CULTURE OF HEALTH ACTION FRAMEWORK



[www.cultureofhealth.org](http://www.cultureofhealth.org)



ACTION AREA



# MAKING HEALTH A SHARED VALUE

## DRIVERS

MINDSET AND  
EXPECTATIONS

SENSE OF  
COMMUNITY

CIVIC  
ENGAGEMENT

Value on health  
interdependence

Value on well-being

Public discussion on  
health promotion and  
well-being

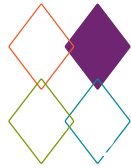
Sense of community

Social support

Voter participation

Volunteer engagement

ACTION AREA



# FOSTERING CROSS-SECTOR COLLABORATION TO IMPROVE WELL-BEING

## DRIVERS

NUMBER  
AND QUALITY  
OF PARTNERSHIPS

INVESTMENT IN  
CROSS-SECTOR  
COLLABORATION

POLICIES  
THAT SUPPORT  
COLLABORATION

Local health  
department collaboration  
Opportunities to improve  
health for youth at schools

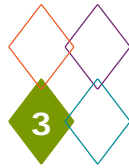
Business support  
for workplace health  
promotion and  
Culture of Health

U.S. corporate giving  
Federal allocations for  
health investments  
related to nutrition and  
indoor and outdoor  
physical activity

Community relations  
and policing  
Youth exposure to advertising  
for healthy and unhealthy  
food and beverage products  
Climate adaptation and mitigation  
Health in all policies  
(support for working families)



ACTION AREA



# CREATING HEALTHIER, MORE EQUITABLE COMMUNITIES

DRIVERS

**BUILT ENVIRONMENT/  
PHYSICAL CONDITIONS**

**SOCIAL AND  
ECONOMIC  
ENVIRONMENT**

**POLICY AND  
GOVERNANCE**

**Housing affordability**  
**Access to healthy foods**  
**Youth safety**

**Residential  
segregation**  
**Early childhood  
education**  
**Public libraries**

**Complete Streets  
policies**  
**Air quality**



ACTION AREA



# STRENGTHENING INTEGRATION OF HEALTH SERVICES AND SYSTEMS

DRIVERS

ACCESS

CONSUMER  
EXPERIENCE AND  
QUALITY

BALANCE AND  
INTEGRATION

**Access to public health**

**Access to stable  
health insurance**

**Access to mental  
health services**

**Routine dental care**

**Consumer experience**

**Population covered  
by an Accountable  
Care Organization**

**Electronic medical  
record linkages**

**Hospital partnerships**

**Practice laws for  
nurse practitioners**

**Social spending relative  
to health expenditure**





# IMPROVED POPULATION HEALTH, WELL-BEING AND EQUITY

OUTCOME AREA

ENHANCED INDIVIDUAL AND COMMUNITY WELL-BEING

Well-being rating  
Caregiving burden

MANAGED CHRONIC DISEASE AND REDUCED TOXIC STRESS

Adverse child experiences  
Disability associated with chronic conditions

REDUCED HEALTH CARE COSTS

Family health care cost  
Potentially preventable hospitalization rates  
Annual end-of-life care expenditures

## Improving the Academic Preparation of RNs in California: A Culture of Health Model

- 10K new nurses enrolled in 86 BSN, ELM or RN-BSN programs in California
- Explore new ways to incorporate the culture of health framework into the public health nursing curriculum
- Support augmentation or redesign of the curriculum to increase understanding of the culture of health framework, upstream determinants of health, as well as the principles of health equity

# Grant Objectives

## PARTNERS

- Solicit ideas from partners across the state
- Work with local county public health departments in California, one urban and one rural, and their academic partner institutions to learn more about the experiences of students in public/community health nursing

## TOOLKIT

- Develop a pilot toolkit that includes resources to augment curriculum that can be used to teach nursing students principles of culture of health, upstream determinants, and health equity.
- Develop a brief that provides recommendations toward strengthening the preparation of public health nursing students.

## EVALUATE

- Conduct pre/post focus groups with nursing students to understand knowledge gained during the public health nursing academic courses to better define competency areas that could benefit from additional resources. Results will be used to develop toolkit.
- Get input/feedback from public health nursing practice leaders
- Get input/feedback from academic leaders

## DISSEMINATE

- Create a website for easy access to all materials developed for use by partners across the nation.
- Convene a statewide summit to share the toolkit with academic and practice settings across the state.

# Acknowledgements

- **HealthImpact**
  - Mary Dickow
- **Project Leaders**
  - Bonnie Kellogg
  - Tricia-Nicole Gandela
  - Jacqueline Valenzuela
  - Jose Escobar
- **DPHN Administrator**
  - Cristy Cantu
- **Our Academic Partners**
  - Faculty
  - Students
- **All the presenters today**
- **DPHN Executive Committee**
  - Angela Ball
  - Rose Mary Rahn
  - Denise Foster
  - Cathy Volpa
  - Cindy Willson
  - Laura Brunetto
  - Monica Soderstrom
  - Tina Venebla
- **RWJF**

# Thank You!

**Noel Bazini-Barakat, RN, MSN, MPH**  
[nbarakat@ph.lacounty.gov](mailto:nbarakat@ph.lacounty.gov)