The Role of Nurses in Building a Culture of Health

Advancing a Culture of Health in Texas
October 18, 2017
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Health System Challenges

- An Aging and Sicker Population
- Lack of Preventive Care
- Millions More Insured
- Primary Care Shortage
- High Costs

Health System

Advancing a Culture of Health in Texas, Susan B. Hassmiller, October 18, 2017
A New Era in Health Care

Coordinated Care at Home and in Community

Improved Quality

Increased Access

Lower Costs

Better Population Health

Person- and Family-Centered Care
Landmark report:

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

www.nationalacademies.org
Everyone in America can live a healthier life, supported by a system in which nurses are essential partners in providing care and promoting health.
Areas of Focus

- Education
- Practice & Care
- Leadership
- Diversity
- Interprofessional Collaboration
IOM Report: Prepare more nurses to earn baccalaureate degrees and higher and to engage in lifelong learning

Progress:
1) Strong academic progression programs
2) More nurses graduating with BSN degrees than associate’s degrees starting in 2012
3) Incorporating population health and social determinants of health into curriculum
IOM Report: Promote nursing leadership and prepare nurses for board positions

Progress:
1) Formed Nurses on Boards Coalition
2) 26 members
3) 3,433 nurses serve on boards
4) Goal: reach 10,000 by 2020

www.nursesonboardscoalition.org
IOM Report: Better collaboration between professionals will improve care

Progress:
- Top nursing schools are increasing the number of interprofessional classes offered
Progress: Diversity

IOM Report: Nurses should reflect the population in terms of race, gender and ethnicity

Progress:
1. Nearly all Action Coalitions implementing diversity strategies
2. 30.1% of BSN grads in 2014 represent minority populations (up from 24.1% in 2005)
The Campaign and a Culture of Health

Campaign’s efforts to advance IOM recommendations are giving *all* nurses tools to build a Culture of Health
Address All Factors That Affect Health

Health tied to:
• How much money people make
• How much school they’ve completed
• Neighborhoods they live in

The choices we make are based on the choices we have

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Many Factors Affect Health

Health Outcomes
- Length of Life (50%)
- Quality of Life (50%)

Health Factors
- Health Behaviors (30%)
  - Tobacco Use
  - Diet & Exercise
  - Alcohol & Drug Use
  - Sexual Activity

- Clinical Care (20%)
  - Access to Care
  - Quality of Care

- Social & Economic Factors (40%)
  - Education
  - Employment
  - Income
  - Family & Social Support
  - Community Safety
  - Air & Water Quality
  - Housing & Transit

Policies & Programs
- Physical Environment (10%)
RWJF County Health Rankings

Health Is Where We Play

Our 2017 Rankings are here! Read the 2017 Key Findings Report

www.countyhealthrankings.org
County Rankings by Health Outcomes

Source: www.countyhealthrankings.org
If all residents had a fair chance to be healthy, there would be:

- 620,000 fewer adult smokers
- 287,000 fewer adults who are obese
- 1 million fewer people who are uninsured
- 453,000 more adults, ages 25-44, with some education beyond high school
- 300,000 fewer people who are unemployed
- 691,000 fewer children in poverty
- 88,000 fewer violent crimes
- 760,000 fewer households with severe housing problems

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 Partners…

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...Including Nurses

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Nurse-Family Partnership

Nurses visit low-income, first-time moms during their pregnancy and until their child turns 2

• Check overall health of mothers and infants
• Offer assistance with breastfeeding and infant care
• Enhance educational and employment opportunities for parents

Results: Return of $5.70 per $1 spent for highest-risk families
Example: Surplus Food Project

- Nurses and other volunteers repackage hospital food bound for landfill to local food pantries
- Nurses provide health screenings when meals are served

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MAKING HEALTH A SHARED VALUE

DRIVERS

MINDSET AND EXPECTATIONS
- Value on health interdependence
- Value on well-being
- Public discussion on health promotion and well-being

SENSE OF COMMUNITY
- Sense of community
- Social support

CIVIC ENGAGEMENT
- Voter participation
- Volunteer engagement
Example: Wellness Center

New Jersey Action Coalition, AARP, Taub and Grotta Foundation

Wellness Center in Garfield, NJ:

Center will:
- Create community
- Provide health education and fitness classes
- Promote well-being
- Offer farm-to-table cooking classes
FOSTERING CROSS-SECTOR COLLABORATION TO IMPROVE WELL-BEING

**DRIVERS**

**NUMBER AND QUALITY OF PARTNERSHIPS**
- Local health department collaboration
- Opportunities to improve health for youth at schools
- Business support for workplace health promotion and Culture of Health

**INVESTMENT IN CROSS-SECTOR COLLABORATION**
- U.S. corporate giving
- Federal allocations for health investments related to nutrition and indoor and outdoor physical activity

**POLICIES THAT SUPPORT COLLABORATION**
- 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)
West Virginia Action Coalition joined Healthy Kids and Families Coalition

Goal: to improve access to quality health care
- Our Children, Our Future Campaign to end child poverty
- Try This! Healthy Communities Project
CREATING HEALTHIER, MORE EQUITABLE COMMUNITIES

BUILT ENVIRONMENT/PHYSICAL CONDITIONS
- Housing affordability
- Access to healthy foods
- Youth safety

SOCIAL AND ECONOMIC ENVIRONMENT
- Residential segregation
- Early childhood education
- Public libraries

POLICY AND GOVERNANCE
- Complete Streets policies
- Air quality
Example: Clean Water for Families
STRENGTHENING INTEGRATION OF HEALTH SERVICES AND SYSTEMS

DRIVERS

ACCESS
Access to public health
Access to stable health insurance
Access to mental health services
Routine dental care

CONSUMER EXPERIENCE AND QUALITY
Consumer experience
Population covered by an Accountable Care Organization

BALANCE AND INTEGRATION
Electronic medical record linkages
Hospital partnerships
Practice laws for nurse practitioners
Social spending relative to health expenditure
Example: Community Clinical Placements

California AC revamping nursing education to focus on population health

• Center for Healthy Neighborhoods Clinical Placement
  – Nursing students paired with parents in community to navigate services and overcome barriers to care
  – Parents serve as Neighborhood Health Advocates to connect families to services

• Touro University: nursing students work with local church groups to provide outreach to underserved
RWJF Culture of Health Prize Winners

Honors U.S. communities that demonstrate:

• Health is a shared value
• Are pursuing innovative ideas
• Leveraging their unique strengths
• Bringing partners to ensure good health flourishes everywhere

Phase I application due Nov. 3: Texas wanted!

www.rwjf.org
Culture of Health Prize: Criteria

- Defining health in the broadest possible terms
- Committing to sustainable systems changes and policy-oriented long-term solutions
- Creating conditions that give everyone a fair and just opportunity to reach their best health
- Harnessing the collective power of leaders, partners, and community members
- Securing and making the most of available resources
- Measuring and sharing progress and results
“Legacy. What is a legacy? It’s planting seeds in a garden you never get to see.”

--Lyrics from “The World Was Wide Enough,” Hamilton, the Musical
Get Involved!

Visit us on the web at www.campaignforaction.org

We're building a healthier America through nursing.

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