Nursing’s Charge
The Future of Nursing: Leading Change Advancing Health

- “Key Message #1: Nurses should practice to the full extent of their education and training
- Key Message #2: Nurses should achieve higher levels of education and training through a improved education system that promotes seamless academic progression
- Key Message #3: Nurses should be full partners, with physicians and other health care professionals, in redesigning health care in the United States
- Key Message #4: Effective workforce planning and policy making require better data collection and an improved information infrastructure”

Leadership As A Starting Point:
Every Nurse Is A Leader

- Leadership is reflected in words, behavior and actions important to nurses as professionals
- Leadership is an inherent aspect of being a nurse; continuously done consciously, unconsciously, knowingly or unknowingly
- “Every nurse has the capacity to embody his/her gifts and offer them to those they serve, such as patients, families, communities
- In this way every nurse is a leader, offering a life teaching through his/her embodied study and practice of nursing.”

Professional Nursing Organizations

- Provide opportunities for the profession to influence nursing practice, education, health policy and healthcare standards
- ANA Code of Ethics—Provision 9
  - “The profession of nursing, collectively through its professional organizations, must articulate nursing values, maintain the integrity of the profession, and integrate principles of social justice into nursing and health policy.”

Professional Nursing Organizations

- Reasons to join WNA:
  - Advocate for the profession
  - Participate in CE programs
  - Lobby for changes in healthcare policy
  - Pursue networking opportunities
  - Stay current in clinical role
  - Develop leadership skills

Nursing Leadership:
WNA 2017-2019 Strategic Plan
Strategic Planning in General

• Necessary tool for long term organizational planning
  • Gives association direction
  • Establishes priorities
  • Allocates time, money and human resources
  • Sets forth how specific organizational goals and objectives will be accomplished

New WNA Strategic Plan

• Modeled after ANA 2017-2020 Strategic Plan
  http://www.nursingworld.org/FunctionalMenuCategories/AboutANA/ANAStrategicPlan

• New Strategic Plan (2017-2020)
  • Shifts the paradigm from an internally focused product or service based plan, to an external plan focused on member needs
  • Three Primary WNA Strategic Goals:
    • RN Profession-wide Engagement
    • Nurse-focused Innovation
    • Nurse–to-Consumer Relationships

Strategic Plan: Goal One

• RN Profession-wide Engagement
  • Goal: Increase number and engagement of nurses
    • Objective: Create innovative approaches that increase direct relationships with all registered nurses

Strategic Plan: Goal Two

• Nurse-focused Innovation
  • Goal: Disseminate nurse-focused innovations and best practices that significantly impact patient and nurse outcomes and generate revenues in priority programmatic areas
    • Objective: RN focused innovation for healthcare improvement

Strategic Plan: Goal Three

• Nurse-to-Consumer Relationships
  • Goal: Nurse-to-consumer relationships across the consumer health and healthcare journey
    • Objective #1: Sustain a statewide campaign, Healthy Nurses of Wisconsin, to improve the health of nurses in Wisconsin
      • Objective #2: Partner with providers and consumers to increase awareness of the value of nursing to improve healthcare in society

Goal #1
RN State-wide Engagement
### What If?

<table>
<thead>
<tr>
<th>Instead of Focusing On</th>
<th>New Goal/Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Membership &amp; product sales</td>
<td>Enable members to achieve outcomes that matter to them</td>
</tr>
<tr>
<td>Trying to build perfect products (inward focus)</td>
<td>Interact with members to understand their needs and experiences (outward focus)</td>
</tr>
<tr>
<td>Viewing members as passive consumers of benefits and programs</td>
<td>Work with members to co-develop the value of WNA to members</td>
</tr>
<tr>
<td>Controlling member involvement</td>
<td>Encourage members to define their own involvement</td>
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### An Engaging & Engaged WNA

- “I just couldn’t practice nursing without WNA”
- “I just couldn’t do my job without access to the WNA peer network”
- “I visit the WNA website every day to use the tools and resources”

### External Focus

- Attributes of externally focused professional organizations:
  - Shared purpose
  - Emphasis on member outcomes
  - Co-creating with members
  - Communities of practice (e.g. MIGs)
  - Continuous learning (i.e. moving beyond CE)

### WNA Dialogue Forum

### New Value Based Membership Pricing

- As of February 28, 2017, there are two categories of ANA/WNA Membership:
  - Regular Membership = $15/month ($174/year)
  - Premier Membership = $24.42/month ($293/year)

### Regular ANA/WNA Membership Benefits

- Access to resources that will help you:
  - Enhance your skills through discounted CE modules and a monthly FREE Navigate Nursing webinar
  - Network and connect with new peers & colleagues
  - Stay up-to-date on news and issues affecting nurses through members only journals and publications
  - Find job opportunities through the ANA Career Center
  - Develop leadership skills through the ANA Leadership Institute
  - Make your voice heard
Premier ANA/WNA Membership Benefits

- Additional resources that will help you:
  - Keep your skills current through FREE UNLIMITED CE from Lippincott Nursing Center
  - Extra $100 discount on any ANCC Recertification
  - Free ANA Tote bag
  - Up to $25 off any online course from the Nursing Knowledge Center
  - Free Honor A Nurse Opportunity through ANF
  - Volunteer opportunity to help a new nurse by becoming an ANA Online Champion

Goal #2
Best Practices Advocacy to Action

Advocacy = Professional Practice Essential

- Join WNA in being vocal about policies that affect patients, nursing practice and health care organizations
- Nurses have choices:
  - Sit back/let others make decisions for nurses
  - Continue trying to make do
  - Feel victimized by changes with no control
  - Be Active
    - Search for opportunities to improve nursing practice, education, health policy and healthcare standards
    - Take action

Nursing Process & Policy Process

<table>
<thead>
<tr>
<th>Nursing Process</th>
<th>Policy Process</th>
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<tbody>
<tr>
<td>Assess and diagnose</td>
<td>Recognize and identify a nursing issue or problem</td>
</tr>
<tr>
<td>Plan interventions</td>
<td>Formulate healthcare policy</td>
</tr>
<tr>
<td>Implement care</td>
<td>Implement the policy change</td>
</tr>
<tr>
<td>Evaluate</td>
<td>Monitor and evaluate the result</td>
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</tbody>
</table>

Be Actively Involved

- Vote
- Join WNA and other professional nursing organizations
- Learn about healthcare and policy issues
- Be familiar with policymaking process
- Build relationships with state and federal legislators

Make a Difference Thru Activism

- Follow WNA's lead in policy making and health care reform initiatives
- Be knowledgeable about activism
- Engage in development of policies within WNA or with legislators
- Develop skills inherent in the future role of nursing
**WNA Policymaking & Activism**

- Public Policy Council—reviews proposed legislation and recommends organizational positions to the Board
- WNA Working For You [http://wisconsinnurses.org/working-for-you/](http://wisconsinnurses.org/working-for-you/)
- WNA Grassroots Advocacy booklet & Take Action alerts

**Enhanced Nurse Licensure Compact (eNLC)**

- Updated version of the original Nurse Licensure Compact (NLC)
- Grandfathers all nurses holding a NLC multistate license on July 20, 2017
- Creates uniform licensure requirements, including a fingerprint criminal background check
- States which have adopted the new eNLC will withdraw from the original NLC on January 20, 2018

**Map of new eNLC States**

![Map of new eNLC States]

**New WI Bill--eNLC**

- Wisconsin Enhanced Nurse Licensure Compact (eNLC)
  - 2017 Senate Bill 417; 2017 Assembly Bill 500—protects Wisconsin’s status as a Nurse Licensure Compact State
  - Introduced on September 18, 2017
    - Currently in Health Committee of Wisconsin State Assembly and Senate
  - On fast track

**WNA/ANA Lobby Days**

- WNA Nurses Day at the Capitol---February 28, 2017
- ANA Hill Day---June 8, 2017
- WNA APRN Lobby Day---October 12, 2017

**New WI Bill--eNLC**

- Wisconsin Enhanced Nurse Licensure Compact (eNLC)
  - If enacted prior to January 20, 2018, there will be a seamless transition for all grandfathered nurses in Wisconsin
  - If not enacted prior to January 20, 2018, every nurse will have to apply for an individual state license in Wisconsin and every other state where he or she would like to work
  - Can take up to 8 weeks to get a license
New WI Bill—APRN Modernization Act

- APRN Modernization Act
  - LRB 1538/P4—defines and describes the role, responsibility and accountability of Advanced Practice Registered Nurses (APRNs) in Wisconsin using terms and principles adopted nationally
  - Introduced on October 11, 2017
  - APRN Lobby Day on October 12, 2017
  - Asked legislators to sign onto bill as co-sponsors

Everyone Under One Umbrella

Changes APNP to APRN

States Using APRN Title

APRN Modernization Act Requirements

Goal #3
Showcase Nursing in WI
New Specialty Nursing License Plate

- License plate recognizing the work & dedication of Wisconsin’s 100,000 nurses
- Provides visual reminder to consider nursing as a career option
- Cost of plate is $40
  - $15 issuance or annual personalized plate fee
  - $25 Nurses Change Lives annual donation
  - $25 fee will create a new fund for professional development, education and scholarships for Wisconsin nurses

DHS/CDC Chronic Disease Grant

- Hypertension and Accurate Blood Pressure Measurement—Beyond the 50%
  - According to CDC, less than 50% of patients with hypertension are under good control
  - Accurate blood pressure measurement is the key!
- Free on-demand web-based training module
- Nurses earn 1 CE contact hour

WNA Hypertension Expert Clinical Panel

- Experts made recommendations and developed action steps for hypertension management in Wisconsin
- Publication outlines how to improve the detection, treatment and control of hypertension
  - Targets undiagnosed and uncontrolled patients
- Based on patient-centered-team based care

Endnotes


“I think one’s feelings waste themselves in words, they ought all to be distilled into actions, which bring results.”

---Florence Nightingale
Endnotes

