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SPEAKER BIO

- APEA: NURSE PRACTITIONER EDUCATION SPECIALIST - LEAD
- President of LANP
- Author: Billing & Coding in the Outpatient Clinical Setting (A pocket guide)
- Fellow American Academy of Nurse Practitioners
- Clinical Practice: Part-time FNP

OBJECTIVES

- Review the general principles of effective advocacy
- Discuss strategies to overcome barriers to effective advocacy
- Identify the political and social issues facing nursing today
- Participate in Role Playing
 - Identify a political issue
 - Craft a testimony in support or in opposition of the issue
 - Deliver the testimony to legislators
 - Defend your position



**HEAR ME
ROAAAAAR!**

**BECOMING A NURSING POLICY
INFLUENCER**

**DR. KATHY BALDRIDGE, DNP, FNP-BC,
FAANP**

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LIVE

breakyourownnews.com

“How very little can be done under the spirit of fear.”
Florence Nightingale

BREAKING NEWS

NURSE EATEN BY LEGISLATOR

13:02

THE NURSE WAS JUST TRYING TO ADVOCATE. NURSES WILL NOT ADVOCATE FURTHER.

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WHY ADVOCATE?

“UNLESS SOMEONE LIKE YOU
CARES A WHOLE AWFUL LOT,
NOTHING IS GOING TO GET
BETTER. IT’S NOT.”
DR. SEUSS, THE LORAX



The Problem

Nurses carry out healthy policy, but do not INFORM health policy

Absent voices at the public level

Negligible presence in the boardroom

Negligible presence on government committees



“The most trusted profession for 21 years”

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Consider these questions

- *What is your perception of the role of the nurse in today's healthcare climate?*
- *Can you describe your current workplace as a positive practice environment?*
- *Are you satisfied with the current state of bias towards nurses (microaggressions, rejection)?*
- *Do you perceive that nurses have the knowledge, resources, understanding, and support needed to safely and competently perform your duties every day?*
- *Do you feel that you are compensated appropriately for your services?*
- *Do we have adequate Access to Care in the U.S.?*
- *Do patient's get the care they need or deserve?*
- *Is there any area that you would like to see change in the nursing profession?*



The Danger of Words over Actions

“There is no doubt that this is a critical time for nursing... ..There is a curious old legend that the nineteenth century is to be the age for women and has it not been so? Shall the twentieth century be the age for words? God forbid.”

Florence Nightingale

Florence Nightingale Quotables

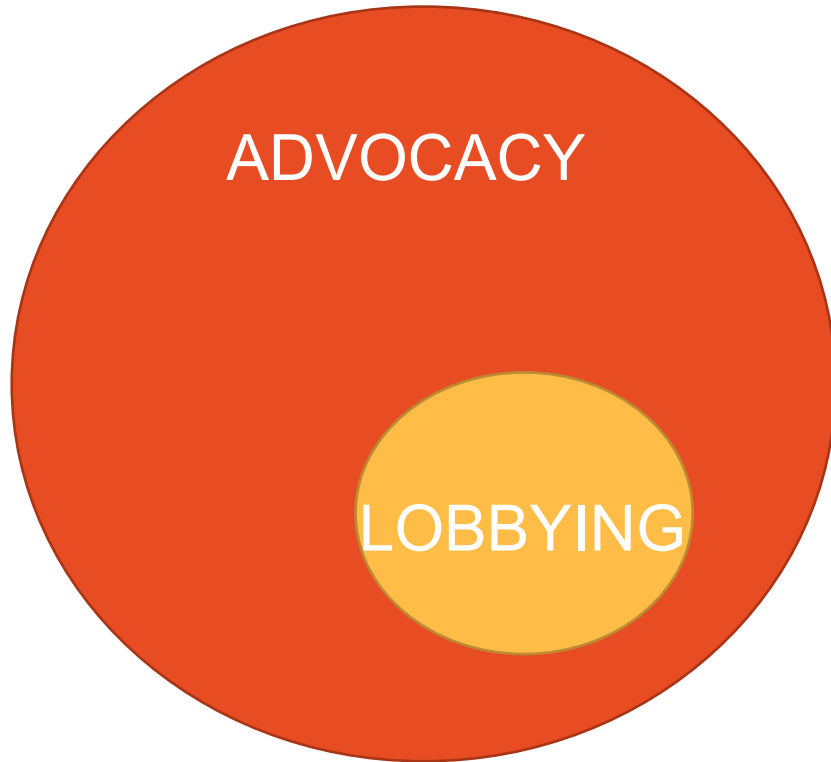
“A hundred struggle and drown in the breakers. One discovers the new world. Rather, ten times, die in the surf heralding the way to a new world, than stand idly on the shore.”

“Were there none who were discontented with what they have, the world would never reach anything better.”

I attribute my success to this: I never gave up or took any excuse.



Advocacy vs. Lobbying



- **Advocacy**

- Educating key decision makers about issues

- **Lobbying**

- Attempt to influence specific legislation at the local, state, or federal level
- “Please vote for HB495”

- **Grassroots Lobbying**

- Appeal to the general public to ask their legislator to support specific legislation

HISTORICAL NURSING **DISRUPTOR**

Public Health Advocate/Professional Reformer

- Promoted nursing as a respectable profession
- Shifted the model of nursing education from a one-year apprenticeship to a three-year academic pursuit
- Created nurse-run hospital wards, cut the work-day to 8-hour shifts
- Wrote the first standardized textbook for nursing education
- Established TB hospitals
- Lobbied for in-home nursing care
- Public health advocate for Detroit's burgeoning poor and immigrant population
- Introduced the first state-wide health inspections of school children and a free maternity/infant care clinic in Detroit.



LYSTRA GRETTTER
(1858-1951)

RURAL HEALTH **ADVOCATE**

MARY BRECKENRIDGE
(1881-1965)



- Politically prominent family
- Public Health Nurse during the influenza epidemic of 1918
- Pioneered nurse-midwifery
- Professionalized the Mid-Wife role to practice autonomously
- Creator of the Frontier Nursing Service
 - Modern nursing services in rural communities
- Promoted growth of district nursing centers & hospital facilities

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HEALTHCARE REFORMER

- LEFT TEACHING TO BECOME A NURSE AT AGE 39
- Mentally Ill & imprisoned
 - Researched and documented the conditions
 - Demanded reform from the harsh conditions
 - Issued funds to improve conditions
 - Helped to establish 32 new hospitals around the country (including Louisiana)
- Civil War Superintendent of Union Army Nurses
 - Feared “Dragon Dix”
 - Treated both Confederate & Union
 - Pushed for formal training & more opportunities for women nurses
 - Her work led to vast improvements in the fledgling profession of nursing



DOROTHEA DIX
(1802-1887)



"If I am cold, they are cold;
if I am weary, they are
distressed; if I am alone,
they are abandoned."



HEALTHCARE & NURSING TRANSFORMER

- Public Health Nurse
- Lack of Primary Care Access
- Developed a Vision
- Questioned the Status Quo
- 1965 Founded the First NP Program with Dr. Henry Silver, MD at the University of Colorado
- There was a need specifically for Pediatric Primary Care.

- Met with Resistance
 - From Nurses – worried about the title of “nurse practitioner”
 - Health Care Professionals – worried about qualifications of NPs without supervision of a physician



LORETTA FORD
EDD, PNP, FAANP
WWII Veteran



They knew their **WHY**

- Why did they go into nursing?
- Why was Lystra Gretter a DISRUPTOR?
- Why was Mary Breckenridge an ADVOCATE?
- Why was Dorothea Dix a REFORMER?
- Why was Loretta Ford a TRANSFORMER?

They each had a story



NONE OF THEM WERE POLITICALLY TIMID



- I DON'T HAVE TIME
- I'M AFRAID
- I CAN'T TAKE OFF
- I DON'T FEEL COMFORTABLE COMMUNICATING WITH LEGSLATORS/POLICY MAKERS
- I NEED TALKING POINTS
- OPPORTUNITY HASN'T PRESENTED ITSELF



How to Find & Free your voice



WHAT IS YOUR WHY?

- Why did you choose nursing?
 - What motivates you?
 - What is YOUR story?
-
- Stories have the power to persuade and move people to action
 - Stories are personal
 - They resonate with the listener

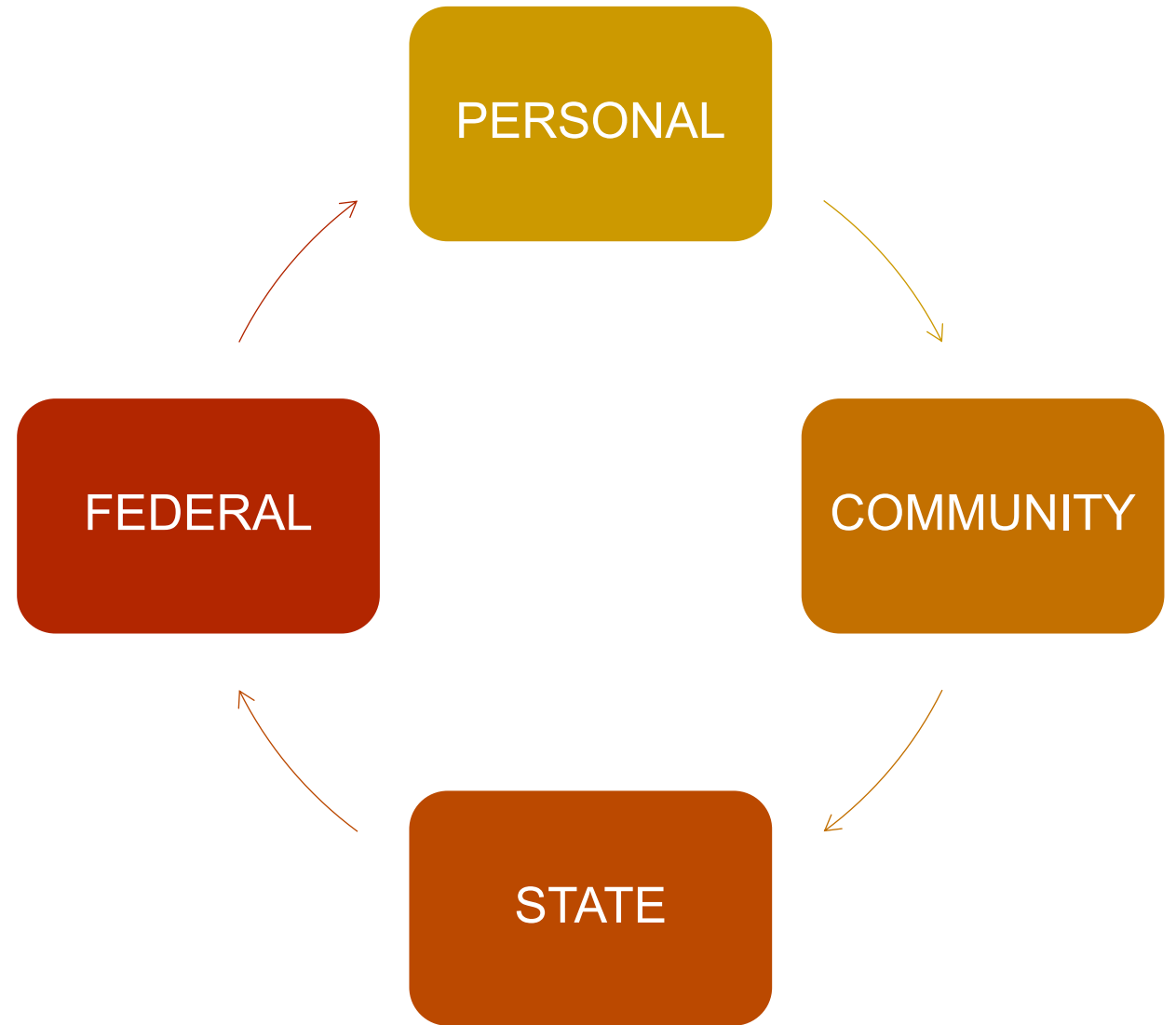




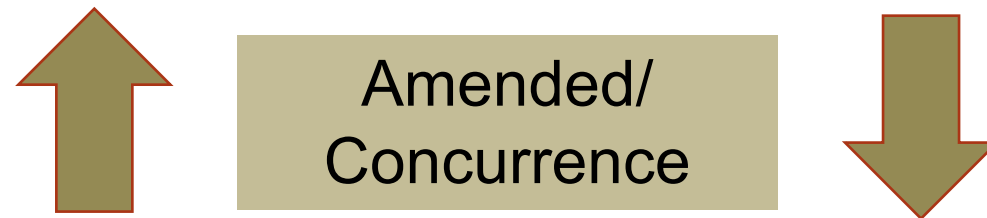
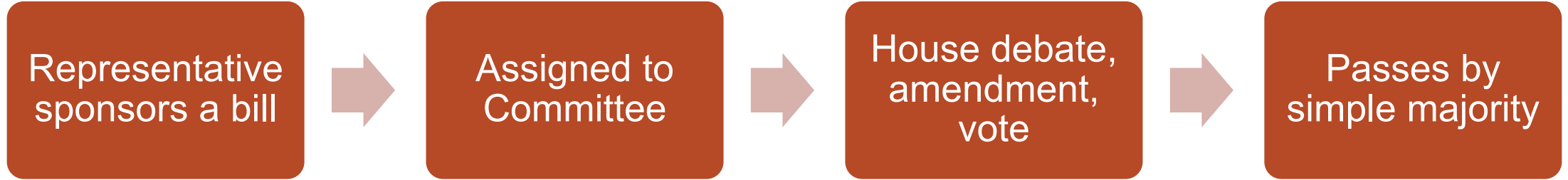
Identify Decision Makers

Who do you need to influence?

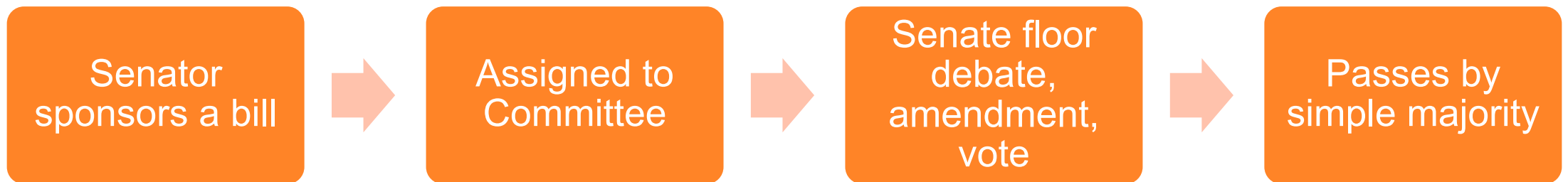
ADVOCACY OCCURS



House of Representatives



Senate



President/Governor Signs or Vetoes



PERSONAL VISITS WITH ELECTED OFFICIALS



Be flexible you may not get to see the elected official, but staff are very important



Do multiple visits in multiple settings don't talk about the same issue every time



Offer to serve as a resource person on related issues



Be prepared



Establish a common denominator (begin with something you agree on)



Be concise, specific, and clear



Be reasonable





GRASSROOTS: the ordinary people banding together to influence

We are blessed to live in a society where we can be the agents of change

Legislation and decisions are made everyday that will either negatively or positively impact your life!

By NOT getting involved; you are letting other people make decisions that can drastically change your life

YOU HAVE TO BE THE CHANGE

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FIND & FREE

YOUR VOICE

...and then INFLUENCE
others to find theirs.





Be Informed



Current challenges in healthcare

Convergence of
the NAM Report
(2021)

Increased
Patient
Population

Greater Acuity
of
Patients/Aging
Population

Costs

Shifting models
of care delivery

Reimbursement
and payment
changes

Access to Care

4 Components to ACCESS



([Healthy People 2030](#))

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Coverage

Services

Timeliness

Workforce



IT'S TIME TO ADVOCATE!



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INSTRUCTIONS

HANDS ON ADVOCACY

- BREAK INTO GROUPS
- CHOOSE A TOPIC FROM THE LIST PROVIDED
- DEVELOP A POSITION (FOR/AGAINST) (20-25 MINUTES)
- CONSTRUCT A 3 MINUTE TESTIMONY
- PRESENT THE 3 MINUTE TESTIMONY TO THE “COMMITTEE”
- ANSWER QUESTIONS AS A GROUP FROM THE “COMMITTEE”

ADVOCACY TOPICS

- Staffing Ratios
- Criminalization of nursing errors
- Workplace Violence
- The “Nurse” Protection
- Safe Harbor protections for nurses (right to refuse assignment without retribution)
- APRN Removal of regulatory barriers (i.e. trade restriction, CPA, the ICAN Act)
- RN/APRN Interstate Compacts
- Future Advancement of Academic Nursing Shortage
 - Removal of BSN exceptions (no cap on number of BSN prepared faculty)
 - Allowing RN graduates who cannot pass NCLEX to sit for LPN Licensure exam



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YOU PUNCH A COP : ARRESTED
A BUS DRIVER : ARRESTED
A BARTENDER : ARRESTED
A NURSE :
WHAT COULD YOU HAVE
DONE DIFFERENTLY ?
-MANAGEMENT
#ENDNURSEABUSE

BOSTON MARATHON



ADVOCACY REQUIRES YOU TO BE:

- *PASSIONATE*
- *TENACIOUS*
- *VISIONARY*



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