



# Florida **Action** Coalition

SHAPING THE FUTURE OF  
HEALTHCARE THROUGH NURSING

**Vision Statement:** All Floridians have access to high quality, safe, and patient centered care in a health care system where nurses contribute as essential partners in achieving success.

**Mission Statement:** The mission of the Florida Action Coalition is to provide leadership in advancing the nursing profession so that Floridians can access safe, high quality health care.

2014  
ANNUAL  
REPORT



In October 2010, following a two-year investigation under an advisory committee of national experts, the **Institute of Medicine (IOM)** published a landmark report, *The Future of Nursing: Leading Change, Advancing Health* that delineated how nursing can contribute to an improved American health care delivery system. The report prompted a national collaboration of **The Robert Wood Johnson Foundation** and **AARP Foundation**, named the *Future of Nursing: Campaign for Action*, to implement the recommendations made in the report.

The Florida Center for Nursing (Center), which serves as the definitive source for information, research and strategies to address dynamic nurse workforce needs in Florida, and Florida Blue Foundation, whose mission is to improve the health and well-being of Floridians and their communities, have partnered to lead the Florida Action Coalition (FL-AC). Together, the Center and the Florida Blue Foundation will build on their previous work, and that of numerous other groups, to implement the IOM's recommendations in Florida.

## STEERING COMMITTEE

The FL-AC Steering Committee has 20 members from diverse backgrounds including health industry executives, health professionals, educators, philanthropists, and leaders in the business community. The Steering Committee meets quarterly:

### CO-LEADERS

- Mary Lou Brunell, Executive Director, Florida Center for Nursing
- Susan Towler, Vice President, Florida Blue Foundation

### FLORIDA BLUE FOUNDATION STAFF

- Velma Monteiro-Tribble, Director Grants and Programs
- Sharon Hackney, Senior Programs Manager
- Michael Hutton-Woodland, Consultant

### FLORIDA CENTER FOR NURSING STAFF

- Pamela Medina, Graduate Research Assistant
- Sarah Smyder, Student Assistant

### MEMBERS

- Janegale Boyd
- Amy Dean, Palm Healthcare Foundation
- Martha DeCastro, Florida Hospital Association
- Tamara Y. Demko, Florida TaxWatch Center for Health & Aging
- Ann-Lynn Denker, Florida Board of Nursing
- Sharyn Figgins, Florida Association of Directors of Nursing/LTC
- Tad Fisher, Florida Physical Therapy Association
- Rosa Maria Gonzalez-Guarda, School of Nursing & Health Studies, University of Miami
- Chris Hart, IV, Career Source Florida, Inc.
- Susan Hartranft, Florida Nurses Association
- Ann Hubbard, Florida Council of Nursing Education Administrators
- Linda LaComb-Williams, Florida Public Health Association
- Li Loriz, Florida Association of Colleges of Nursing
- Nancy Rudner Lugo, AARP Florida
- Steve Marcus, Health Foundation of South Florida
- Jan Mauck, Florida Organization of Nurse Executives
- Anastasia Albanese-O'Neill, Jonas Nurse Leaders Scholar
- Nancy Redenius, Florida Council of Practical Nursing Education Administrators
- Lori Schirle, Florida Association of Nurse Anesthetists
- Rose Sherman, Florida Atlantic University



## SOCIAL MEDIA & COMMUNICATIONS

The Florida Action Coalition has developed a social media presence utilizing Facebook, Twitter, and LinkedIn. The Future of Nursing: Campaign for Action provided technical assistance in the form of a Facebook Ad campaign, which resulted in a 572% increase in Facebook likes, and reached 35,616 unique views, marking a significant improvement in the visibility of the Action Coalition. Additionally, the FL-AC has developed marketing materials with explanations of the mission and vision of the coalition. These materials include a one-page brochure, as well as presentation materials.



“Like” us on Facebook:

[www.Facebook.com/FLActionCoalition](http://www.Facebook.com/FLActionCoalition)



“Follow” us on Twitter:

[www.Twitter.com/FlaAction](http://www.Twitter.com/FlaAction)



Join our professional network on LinkedIn:

[www.linkedin.com/company/florida-action-coalition](http://www.linkedin.com/company/florida-action-coalition)



## FLORIDA BLUE FOUNDATION MINI-GRANT PROGRAM

In 2013, The Florida Blue Foundation awarded three competitive mini grants, for a total of \$154,883. These projects are tied to the goals of the Florida Action Coalition to improve patient access to quality, cost-effective health care through changes in nursing and health care delivery.

### **“Development of Current and Future Long-Term Care Nurse Leaders for the State of Florida: Challenges, Opportunities and Leadership Development Needs”**

*Awarded to Rose Sherman EdD, RN, NEA-BC, FAAN, Florida Atlantic University*

This project will describe the current long-term care nurse leader workforce and support the development of current and future leaders.



### **“Indian River State College CAN (Creating Advanced Nurses)”**

*Awarded to Ann Hubbard, EdD, ARNP, CNE, Indian River State College*

This project will promote a seamless transition from associate degree (ADN) in nursing to baccalaureate (BSN) in nursing at Indian River State College (IRSC). The project creates a pipeline which allows students to concurrently enroll in ADN and BSN courses through scholarships.

### **“A Statewide Initiative Integrating Quality and Safety Education for Nurses (QSEN) through Academic/Clinical Partnerships to Improve Health Outcomes”**

*Awarded to Teri Chenot, EdD, MSN, RN, Jacksonville University*

The goals of this project are to integrate quality and safety education for nursing (QSEN) through academic and clinical partnerships in order to improve health outcomes. A QSEN training program will be created, and a Florida QSEN Summit will be established for nurse participants from all levels, aiming to provide best-practices for advancing the nursing profession.



## PRACTICE ACTION TEAM

The FL-AC Practice Action Team works to address scope of practice barriers for nurses. This includes educating health providers, elected leadership, coalition stakeholders, and the public about the practice of nursing and the many roles of nurses.

In 2013, the Practice Action Team successfully maintained a leadership role in encouraging Florida APRN groups to conform to a single legislative agenda and message through its work with the Florida Coalition of Advanced Practice Nursing. This is the first time the groups have cohesively worked together the entire legislative session.



Strengths in legislative support have been identified in the House and Senate, and areas of weakness will be addressed through strengthening relationships and support of business leaders in the state. The action team has also developed a “Fact Sheet” about the benefits of removing scope of practice barriers for ARNP’s.

**The Institutional/Cultural workgroup** is developing a pilot survey to Florida institutions regarding barriers to nursing practice at the institutional and cultural level.

**The Legislative/Regulatory workgroup** is working on a project to craft a business case in Florida for expansion of APRN utilization. Tasks currently in progress are:

1. Customization of a business case toolkit created by CCNA for Florida
2. Development of a job description/RFP for expert consultation
  - a. The team is working with other states who have successfully accomplished this task.
3. Creation of list of names of potential consultants and funding sources for this project

## LEADERSHIP ACTION TEAM

**Goal 1:** Identify and Describe Nurse Leaders in Florida

**Goal 2:** Promote the education and development of nurses as leaders in Florida so that healthcare systems, delivery settings, the state of Florida and related industries will be served by the expertise of nursing knowledge.

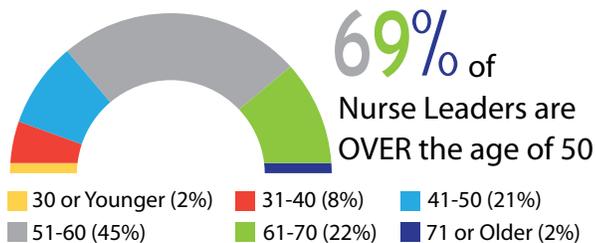
**Goal 3:** Create pathways or systems to identify and communicate leadership opportunities for nurses in Florida.

The leadership action team works to address IOM recommendations 2 and 7- expand opportunities for nurses to lead and diffuse collaborative improvement efforts, and prepare and enable nurses to lead change to advance health. To meet these recommendations, the Florida Action Team serves in an advisory capacity to the Statewide Implementation Program (SIP) Grant, awarded to the Florida Center for Nursing in 2013.

As part of the SIP Grant, the FL-AC is now able to describe nurse leaders in Florida.

- 69% of Nurse Leaders are over the age of 50
- 91% of Nurse Leaders are female
- 45% of nurse leaders have at least 30 years of nursing experience
- 76% of nurse leaders have at least a BSN degree
- 83% of nurse leaders are white





The Leadership Action Team has identified a list of over 50 resources for nurse leadership development including certifications, free and purchasable courses, web resources, newsletters, and literature. Courses have been reviewed for their inclusion of the top leadership skills and competencies identified by nurse leaders, and are available to the public on the Florida Action Coalition website.

The Leadership Action Team has published a listing of opportunities for aspiring leaders, including student nurses, to identify and volunteer for positions in professional associations as well as government appointments. The list is available on the Florida Action Coalition website, and has been promoted on the FL-AC Social Media Pages.



### SIP GRANT UPDATE

In September of 2013, the SIP team completed a comprehensive survey of nurses throughout the state of Florida, reaching over 3,400 participants. The results of these surveys reveal that a majority of nurse leaders within the state of Florida do not represent the diverse nature of Florida’s nurse or general populations. Additionally, many nurses in formal leadership positions do not have comprehensive succession plans available within their organizations, and are concerned about who will take over these positions in the future. Fortunately,

the survey results also reveal that a great number of nurses are interested in taking on leadership positions in the future, and these aspiring leaders represent a much more diverse population. Leveraging the experience and interest of these aspiring leaders will be a key task for the Leadership Action Team going forward.

#### Some of the major accomplishments of the SIP Project thus far include:

- Publication of a toolkit for addressing barriers to attaining leadership positions for nurses
- Planning of future “Diversity Think-Tank” including representatives from diverse nurse leaders and aspiring leaders throughout the state to be held in October, 2014
- Two manuscripts to be submitted for publication to peer-reviewed scholarly journals, addressing both administrative and policy implications of the survey findings
- Presentation of survey results at Florida State Nursing Summit

## EDUCATION ACTION TEAM

**Goal 1:** To increase the % of working RN’s in Florida with a BSN or higher to 80% by 2020

**Goal 2:** To double the # of doctoral prepared nurses in Florida by 2020, with attention to diversity

**Goal 3:** Encourage and influence the use of residency programs for nurses in Florida

**Goal 4:** Identify ways to ensure nurses in Florida are engaged in life-long learning



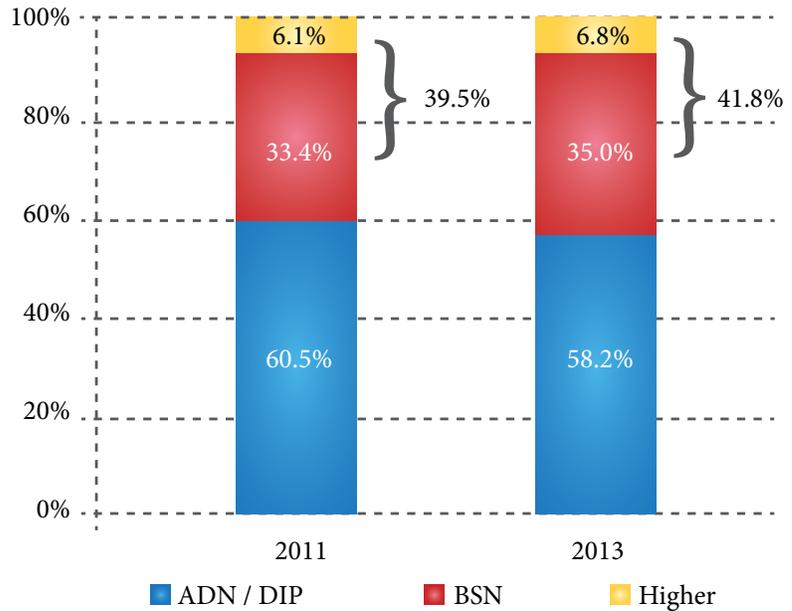
# FLORIDA BASELINE INDICATORS - AS OF DECEMBER 2013

## NATIONAL INDICATOR 1: EDUCATION

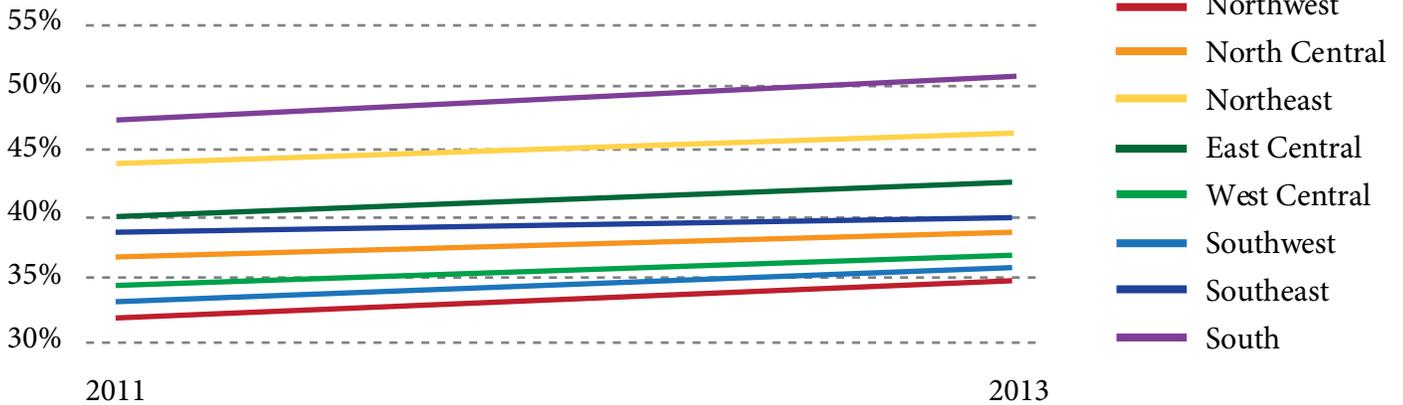
Increase the proportion of employed nurses with a Baccalaureate in Nursing or Higher Degree to **80% by 2020**.

**National Level:** 49% in 2010 to 51% in 2013.

Florida - Highest Degree Reported Among Employed RNs



% Of Employed RNs with BSN or Higher by Florida Geographic Regions



Total Fall Enrollment in Nursing Doctorate Programs

	NATIONAL			FLORIDA		
	2010	2012	Difference	2011	2013	Difference
PhD	4,611	5,110	^ 499	218	194	v 24
DNP	7,034	11,575	^ 4,541	401	612	^ 211
<b>TOTAL</b>	<b>11,645</b>	<b>16,685</b>	<b>^ 5,040</b>	<b>619</b>	<b>806</b>	<b>^ 235</b>

## NATIONAL INDICATOR 2: DOCTORAL DEGREES

Double the number of nurses with a doctorate by 2020.

In Florida, we are able to report actual numbers of employed nurses prepared at the doctoral level.

	2011	2013	Difference
Nurses with a Nursing Doctorate	320	430	^110
Nurses with Other Doctorate Degree	734	820	^86
<b>TOTAL</b>	<b>1,054</b>	<b>1,250</b>	<b>^196</b>

## TOOLKIT

The Education Action Team Published a ToolKit designed to assist local communities in Florida to create initiatives that will help contribute to a more highly educated RN workforce through addressing one or a combination of the IOM recommendations. This is accomplished by utilizing a Regional Plan Design with a Triad Model Approach – involving employers, academics, and the community in addressing nursing education. The Toolkit includes a survey tool, examples of regional indicators of progress, a logic model for measuring success, and exemplars published periodically on the website.

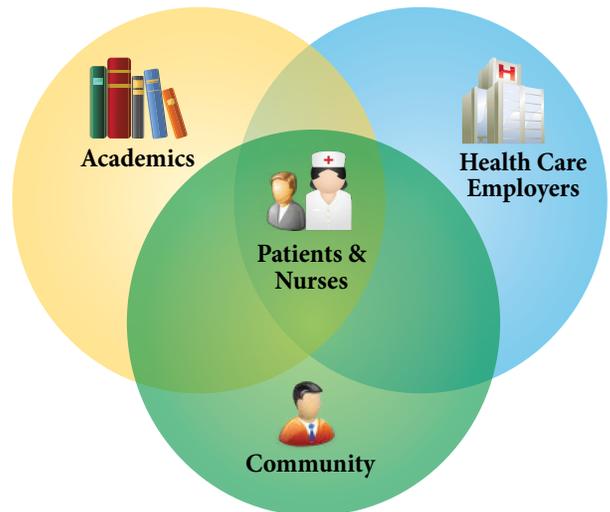
## REGIONAL MODELS

There are three regions in FL that are using the Triad Model Approach and other components of the Education Action Team ToolKit as part of FL AC roll out efforts to improve the education of nurses. These regions include the Suncoast, Southeast and Southwest Florida.

The Suncoast Nursing Action Coalition (SNAC) was the first to pilot the toolkit and currently the most established of the regional roll out efforts of the Education Action Team. Their team includes 18 academics, employers and community member representatives, three standing sub-teams, and a Nursing Education Navigator (NEN) who together have collected data, developed action plans, and established partnerships to facilitate education for nurses in the region. One key partner in this effort has been The Patterson Foundation who supplies SNAC with the resources necessary (e.g., communication experts) to ensure progress. SNAC has also been the recipient of several donations yielding \$2,500.

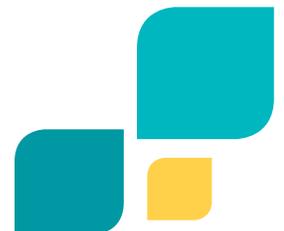
The ToolKit and the model set forth by SNAC to address the education of nurses in FL is being used to guide efforts in Southeast and Southwest FL. Both of these roll out efforts are in the coalition building phase whereby employer, academic and community representatives are being engaged. Masters and doctoral nursing students are playing critical roles in developing coalitions in these regions.

FL-AC Regional Triad Model



## MEETINGS AND PRESENTATIONS

- 
- Florida Association of Nurse Anesthetists
  - American Organization of Nurse Executives
  - Florida Nurses Association 2014 Lobby Days
  - Florida Association of Directors of Nursing Administration Annual Convention
  - Florida State University System Board of Regents Health Initiative Committee



## SPECIAL THANKS

FLORIDA BLUE FOUNDATION & FLORIDA CENTER FOR NURSING



### VOLUNTEERS ON ACTION TEAMS 2013-2014

#### EDUCATION ACTION TEAM

Jan Mauck  
Rosa Maria Gonzalez-Guarda  
Nancy Redenius  
Jose Castillo  
Juli Daniels  
Terry Linton  
Ann Hubbard  
David Priester  
Leslie Rogers  
Tiffany Cabibbo  
Christopher Weidlich

#### LEADERSHIP ACTION TEAM

Rose Sherman  
Debbie Angalade  
Janegale Boyd  
Martha DeCastro  
Jeri Buckley  
Tricia Celano  
Sharyn Figgins  
Donna Griffith  
Diane Hogan  
Elizabeth Kostas-Polston  
Amy Dean  
Deborah Mulvihill  
Rosann Spiegel  
Carly Paterson  
E. Willie Spaulding

#### PRACTICE ACTION TEAM

Lori Schirle  
Doreen Cassarino  
Nancy Rudner Lugo  
Linda LaComb-Williams  
Donna Neff  
Susan Hartranft  
Tad Fisher  
Gail Sadler  
Tamara Demko  
Lynn Unruh  
Lynne Dunphy

#### NATIONAL CAMPAIGN – FUTURE OF NURSING: CAMPAIGN FOR ACTION

Susan C. Reinhard, PhD, RN, FAAN  
Senior Vice President, AARP Public Policy Institute and Chief  
Strategist, Center to Champion Nursing in America

#### DIVERSITY CONSULTANT – BARBARA NICHOLS

Visit: <http://campaignforaction.org/news/trailblazing-nurse-leader-champions-diversity>

12424 Research Parkway, Ste. 220, Orlando, FL 32826  
Phone: 407-823-0980 | Fax: 407-823-0708  
Website: [www.FLCenterforNursing.org](http://www.FLCenterforNursing.org) Email: [NurseCtr@ucf.edu](mailto:NurseCtr@ucf.edu)