



HIGH IMPACT: USING THE VOICE OF NURSING IN POLICY

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PREMISE OF POLICY DECISION MAKING

Over 70 years ago, Herbert Simon published seminal work on understanding policy choices, which proposes:

- Individuals are not rationale actors
- Individuals are limited by cognitive and environmental constraints
- Compromises are made by adapting to the situation

Simon, H. A. (1947) *Administrative Behavior*. New York: Free Press. As cited in, Smith, K.B. & Lamier, C.W. (2017). *The Public Policy Theory Primer*. Westview Press, Boulder, CO.



WHY IS COUNTING POLITICAL?

- Counting requires decisions about categorizing, about what or whom to include or exclude.
- Numbers can be ambiguous, and so leave room for political struggles to control their interpretation.
- Numbers are used to tell stories, such as stories of decline (we are approaching a crisis).
- Numbers can create the illusion that a very complex and ambiguous phenomenon is simple, countable, and precisely defined.
- Counting can aid negotiation and compromise, by making intangible qualities seem divisible.
- Numbers. By seeming to be so precise, help bolster authority of those who count.

Stone, D. (2012) *Policy Paradox: The art of political decision making* (3rd ed.) p.196

HOW CAN WE APPROACH POLICY MAKING?



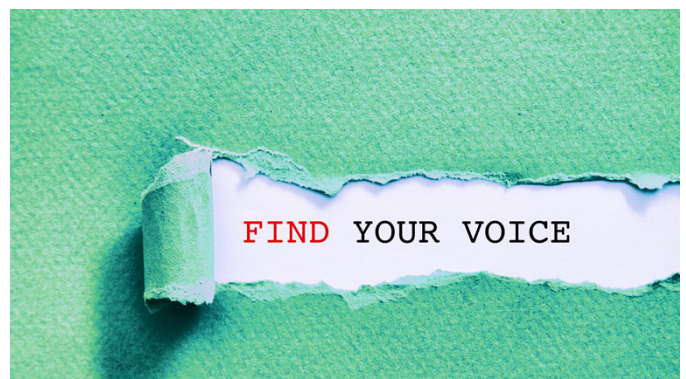
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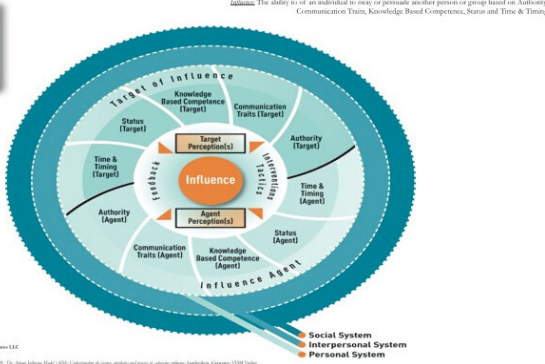


STAND ALONE



PACKAGE





EFFECTIVE MESSAGING STRATEGIES

Room, J. (2012). Language Intelligence: Lesson On Persuasion From Jesus, Shakespeare, Lincoln, And Lady Gaga. Createspace, North Charleston, Sc.

THINGS TO REMEMBER

Wait
 Its a Marathon
 Your Values Are Not Always Their Values
 Be Open To Understanding

What if Instead of Calling People Out, We Called Them In?
 Prof. Loretta J. Ross is combating cancel culture with a popular class at Smith College.
[Benitez, J. New York Times \(2021, Feb. 24\)](https://www.nytimes.com/2021/02/24/us/politics/lorretta-ross-canceled-culture.html)

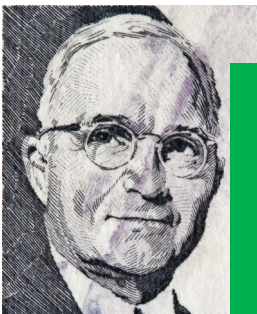
WHAT WE CAN LEARN FROM HIV IN COMMUNICATING ABOUT COVID-19



Kaiser Family Foundation

- Don't overlook the basics.
- Focus on normalizing, not moralizing.
- It can be hard to assess personal risk.
- Asymptomatic people are a key audience.
- Responsibility lies with everyone.
- Acknowledge disproportionate impact without furthering stigma.
- Watch out for unintentional stigma.
- Don't message in a vacuum.
- Look ahead to messaging about living with COVID-19
- Connect to resources.

Hoff, T. & Dumondson, K. (2020, May 6). What We Can Learn from HIV in Communicating about COVID-19. Kaiser Family Foundation. Retrieved from <https://www.kff.org/coronavirus-policy-watch/what-we-can-learn-from-hiv-in-communicating-about-covid-19/>



“PROGRESS OCCURS WHEN COURAGEOUS, SKILLED LEADERS SEIZE THE OPPORTUNITY TO CHANGE THINGS FOR THE BETTER.”
 -HARRY TRUMAN