

Summary

The WNA Organizational Affiliate Dialogue Forum on *“Increase awareness of the role and responsibilities of nurses and the value they bring to health care and population health.”* took place on Monday December 18 from 6:30 – 8:30 pm via Zoom.

Summary

The agenda item for the Dialogue Forum included discussion on Clarity of the Issue, What is Known About the Issue and Identification of Ideas increase awareness.

1. Clarity of the issue focused on nurse visibility and recruitment into the profession.

A. Visibility discussion, what is known

Advocacy and Education: Nurses can engage in advocacy efforts to promote their profession and highlight their role in healthcare. Education on how to be spokesperson for the profession.

Professional Organizations: Active participation in nursing associations and professional organizations can increase visibility. These organizations often have platforms for members to share their expertise, research, and experiences.

Public Speaking: Nurses can participate in conferences, seminars, and workshops as speakers or panelists. This not only highlights their expertise but also provides an opportunity to engage with a diverse audience.

Community Engagement: Nurses’ contributions to improved health are viewed as important. Visibility at the community, local, state, and national level.

Leadership Roles: Leadership positions within healthcare organizations allow nurses to influence decision-making and contribute to the strategic direction of healthcare delivery. Leadership roles also provide visibility within the organization and beyond.

Recognition Programs: Can showcase the achievements and contributions of nurses within and outside of their place of employment.

Patient Advocacy: Being strong advocates for patients can also increase visibility.

B. Recruitment into the Nursing Profession, what is known

Self-Assessment: Assess whether the nursing-related qualities align with your own. Nursing requires compassion, empathy, patience, a strong sense of responsibility, knowledge, thinking, science, curiosity, adaptability, and life-long learning.

Research: Educational pathways to become a nurse. Explore the various types of nursing careers available, such as registered nursing (RN), licensed practical nursing (LPN), Advanced Practice Nurse, Nurse Educators, Public/population health, Leadership, Policy, and Nurse Researchers

Educational Requirements: Determine the educational path you need to take.

Gain Relevant Experience: Seek opportunities to gain knowledge and experience, employment or shadowing.

Networking: Connect with nurses and other healthcare professionals to learn more about the profession.

Lifelong learning: Stay informed about changes in the healthcare industry, new technologies, and advancements in nursing practice. Transforming health care. Join professional organizations and attend conferences to stay connected and updated in your field.

Presenting nursing in a positive light: Engage nurses in seeing the value and positive impact of nursing. The ability of nursing allows for a high degree of satisfaction and career mobility. Why we practice, our roots are based on common values.

Supply chain: Create the connection. Students with colleges, students with health systems. Presentations, HOSA's, guidance counselors. School (begin with 4th – 6th grade, and begin to add on. Faith community nursing connection to parishioners, School nurses, Corrections.

2. Ideas Generated

A. Visibility of the nursing profession

What should the visibility of nursing look like today and into the future?

- Diversity of the workforce,
- Variety of work setting and work
- Image needs to be transformed.
- We have our own brand.
- Social level – nurses depict they are proud to be a nurse.
- Social level- Public opinion polls say nurses are the most trusted.
- Nurses' voices need to be more vocal than those nurses and others who are not proud of their career.
- The public believes that nurses are the most trusted, but this does not play out in the health care setting.
- Need to support and advocate for transformation leadership within nursing that includes investment in education, skill building, trust what nurses say and what they can develop. No longer a “consultant” but a valued and equal member of the team in creating new care delivery.

B. Nurses have the most connection to patients.

C. Visibility of the individual nurse

How can we promote the visibility of the individual nurse who can represent the profession.

- Support nurses who are willing to take a risk in representing the profession. Opportunities include media interviews, writing op-eds, serving on a board, presentations to the public or key stakeholders.
- If we are asking nurses to take the risk to be a spokesperson, serve on a board. Skills are needed.
- Provide a package of products that support nurses developing skills related to
 - Create a safe space for learning and training for building confidence.
 - Becoming a spokesperson concepts and content development
 - Interviewing skills
 - Presenter/speaker skills
 - Use of presentation tools (Powerpoint, YouTube, virtual platforms)
 - Facilitator skills
 - Mentor
 - Creating your message.
 - Getting invited to provide information at important meetings.
- Develop a formal recognition platform where nurses have stepped up to present, serve on a board etc. Recognize thank, those who provided an interview,

C. Recruitment into the nursing profession and information.

What Tactics Are Needed

- Develop a toolkit that can be used to describe nursing.
- Be a resource for teachers or nurses invited to present to students of all ages.
- Plug and play.
- Describe diversity of the workforce
- Describe practice settings and avenues open for nurses.

Possible partnerships

- Health Occupation Students of America (HOSA) - Future Health Professionals
- Area Health Education Centers (AHEC)
- WNA Organizational Affiliates

Write a children's book. Resources for children, middle and high school.

Example: *Nice to Meet You Again* Written by Suzanne Bottum-Jones (Wisconsin Nurse) A nurse helps a child to understand communication with his grandfather who has dementia.