

# THE ALCHEMY OF RACISM ON HEALTH: IMPLICATIONS FOR PRACTICE

FRI, SEPT 15, 2023 | IN-PERSON  
THE INGLESIDE HOTEL – PEWAUKEE, WI



## AGENDA

7:30 – 8:15 *Registration / Login*

8:15 – 8:30 **Welcome and Program Overview**

8:30 – 9:30 **KEYNOTE: What is Critical Race Theory and What Does it Have to do with Health Care?**

Gloria Ladson-Billings, PhD – *Author; Professor Emerita, University of Wisconsin–Madison*

While we like to think of medicine as objective, neutral, and color-blind, there is compelling evidence to suggest that race plays a part in the kind of care we receive and the outcomes of that care. Rather than blame people for those disparities, this presentation looks at the systemic ways that “business as usual” keeps us from providing optimal health care for all.

9:30 – 9:40 *Break*

9:40 – 10:40 **Vulnerability and Public Health Emergencies: A Wisconsin Nursing Workforce Initiative**

Kelly Kruse Nelles, MS, RN, APRN-BC – *Executive Director, National RN Practice Development Center; Lead Faculty & Practice Development, Wisconsin Center for Nursing*

Suzanne Bottum-Jones, MA, RN – *Director of Product and Implementation, ABAIT, LLC*

Public Health Emergencies magnify the vulnerability of disadvantaged groups. In this session we will describe the Wisconsin Center for Nursing’s three-year efforts to deconstruct barriers to equitable care for Wisconsin’s most vulnerable populations during public health emergencies including strategies developed to support the nursing workforce providing their care.

10:40 – 10:50 *Break*

10:50 – 11:50 **Seeking Equity through Digital Health Literacy**

Gwenn Weaver, MBA, MS LS - *Independent Consultant*

The session will define and describe the importance of digital equity, digital literacy, and digital health literacy. It will review the barriers to acquisition of digital skills, and specifically to digital health literacy capabilities. Participants will learn how to access a digital literacy assessment to determine digital skill needs of clients/patients, staff and providers, and explore available resources for expanding digital health literacy in the communities that you serve.

11:50 – 12:50 *Lunch served – time to connect!*

12:50 – 1:20 **What do the results of the 2022 Wisconsin RN Workforce Survey reveal about RN Workforce Diversity?**

Susan J. Zahner, DrPH, RN, FNAP, FAAN – *Professor and Associate Dean for Faculty Affairs, University of Wisconsin-Madison School of Nursing*

The 2022 Wisconsin RN Workforce Survey results offer a rich description of a variety of factors affecting the RN workforce. This presentation will provide brief highlights, with a special emphasis on the current diversity of the workforce and future trends.

1:20 – 1:30 *Break*

(over)

1:20 – 1:30

*Break*

1:30 – 2:30

**Strategies to Improve Recruitment and Retention of Diverse Professionals - A Health System's Journey**

Andrés González, MEd, CCDP/AP - *Vice President Community Engagement & Chief Diversity Officer, Froedtert Health*

Thomas Veerer, RN, MS - *Chief Nursing Officer/VP Quality, Froedtert Holy Family Memorial*

Janice Simmons, PhD - *Chief Culture and Learning Officer, Froedtert Health*

Mathew Gnirk, CMIP - *Director of Environmental and Linen Services, Froedtert Memorial Lutheran Hospital*

Jessica Kronenberg, RN, BSN - *Nurse Manager, Maternal Fetal Newborn Unit, Froedtert Hospital*

Sasha Pieper - *Operations Manager – Environmental & Linen Services, Froedtert Hospital*

Brenda Fairfull, MAOD - *Organizational Development Change Management, Froedtert Health*

A review of Froedtert Hospital's journey to recruit and retain more diverse employees in various hospital departments. The presentation will outline the starting metrics and goals they wanted to achieve. The team will highlight successful tactics and outcomes of creating effective solutions.

2:30 – 2:40

*Break*

2:40 - 3:40

**Health Inequities: At the Intersection of Ageism and Racism, Implications for Practice**

G. Adriana Perez, PhD, ANP-BC, FAAN, FGSA - *Associate Professor, Anthony Buividas Term Chair in Gerontology and Senior Fellow, Leonard Davis Institute of Health Economics, University of Pennsylvania, School of Nursing*

Through an intersectional lens, this presentation will describe health inequities experienced by historically marginalized older adults, as well as discuss transdisciplinary collaborations for practice as a priority for promoting health across generations.

3:40 – 4:00

**Closing Thoughts and Review of the Day**

Thomas Veerer, RN, MS - *Chief Nursing Officer/VP Quality, Froedtert Holy Family Memorial*

4:00

**Conference Ends – complete the online evaluation for CE credit**