



Nurses Leading Transformation

The Significant Role and
Importance of Public
Health Nursing

Is PHN an endangered specialty?

- Canales, M. K., & Drevdahl, D. J. (2014, DECEMBER). Community/public health nursing: **Is there a future for the specialty?**. *Nursing Outlook*, 62(6), 448-458.
- Swider, S.M., Levin, P.F. and Kulbok, P. (2014). *Quad Council of Public Health Nursing Organizations Invitational Forum on the **Role and Future of Nurses in Public Health**: Final Report.*
- *University of Michigan, center of Excellence in Public Health Workforce Studies, Enumeration and Characterization of the Public Health Nursing Workforce Findings, 2013*

Why is PHN at risk?

What **Makes**
Us Healthy



What We **Spend**
On Being Healthy



- Focus on the downstream
- Focus on direct patient care
- Lack of evidence
- Education capacity
- Focus on what's important

Roots of PHN



Strategies to Optimize Opportunities for Public Health Nursing

- ❖ Build and communicate a shared vision for the role and value of public health nursing
- ❖ Develop and test new models for public health nursing practice
- ❖ Develop and disseminate new educational models
- ❖ Forge new strategic partnerships
- ❖ Expand leadership development opportunities
- ❖ Expand the evidence base for public health nursing practice

* RWJF Forum on the Future of Public Health Nursing Report 2013



Quad Council Priorities

Priority 1: Identify and support current and emerging roles of public health nurses

Priority 2: Create innovative models of PHN practice and PHN interventions and find sustainable funding for such models/intervention

Priority 3: Develop and support leadership skills in PHNs at all levels of practice, education and research

PHN Research Agenda

- PHN intervention models
- Quality of population focused practice
- PHN metrics
- Effectiveness of PHN outcomes
 - Isseel et al.: Public Health Nursing Research Agenda 2012



Health Transformation

○ Triple Aim

- ✓ Population health improvement
- ✓ Better care
- ✓ Lower costs

○ Nurse's Role

- ✓ Advocacy
- ✓ Quality
- ✓ Innovation
- ✓ Chronic care management
- ✓ Care coordination
- ✓ Workforce development
- ✓ Change management

Leadership



Leadership Competencies

- Analytic skills
- Communication
- Systems thinking
- Cultural responsiveness and sensitivity
- Collaborative interpersonal skills – ability to lead inter-professional (sector) teams
- Political
- Empowering others (community, patients and workforce)
- Self-care/balance

Nurses Leading Health Transformation

- Serve in leadership positions including governing boards
- Manage health systems and lead transformation



Leadership Ethics of the Most Trusted Profession

Lean In

- Share your knowledge, skills and ability
- Demonstrate caring through advocacy
- Empower the under-served
- Participate in qualitative and quantitative evaluation

Get Involved

- Collaborate
- Surround your self with experts/community and listen!
- Understand power and privilege
- Evidence based practice



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