



**NATIONAL  
NURSE-LED CARE  
CONSORTIUM**  
a PHMC affiliate

# **Nurse-Led Advocacy Learning Collaborative Series**

**Session 2**  
*April 28, 2022*



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a **PHMC** affiliate



The National Nurse-Led Care Consortium (NNCC) is a non-profit membership organization that supports nurse-led care and nurses at the front lines of care.

NNCC, in partnership with the CDC, works to support efforts to build COVID-19 vaccine confidence among nurses and the communities they serve.

Learn more at [NurseLedCare.org](https://NurseLedCare.org)

# ABOUT THE SERIES

- Free 4-part learning collaborative series for nurses on advancing health equity.
- Sessions will be held every other **Thursday from 1:00PM-2:30PM ET**
- 1.5 CEU will be offered for each session **attended live**. An evaluation will be sent out to attendees following each session, complete the brief questionnaire to receive CEU credit. *Please allow up to 4 weeks for receiving your certificate.*

*This project was funded in part by a cooperative agreement with the Centers for Disease Control and Prevention (grant number NU50CK000580). The Centers for Disease Control and Prevention is an agency within the Department of Health and Human Services (HHS). The contents of this resource center do not necessarily represent the policy of CDC or HHS, and should not be considered an endorsement by the Federal Government.*

# SERIES COMMUNICATIONS

- Session materials – slides, handouts, and any other resources shared during the series will be provided via a good drive shared out following this session.
- Session details will also be posted to our series page.

# SCHEDULE

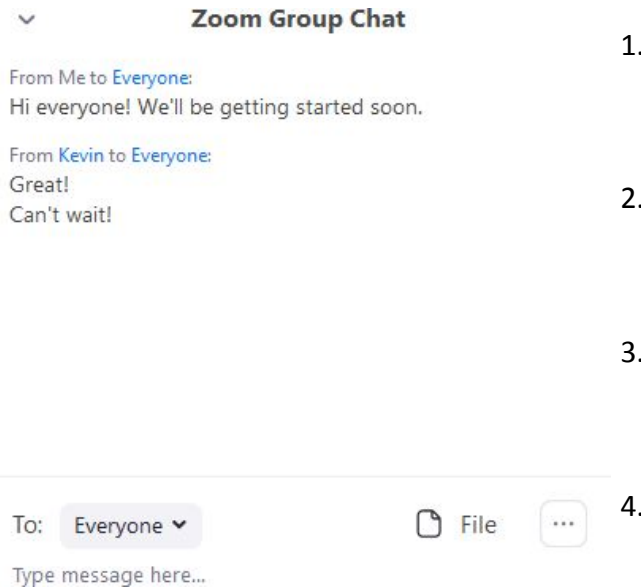
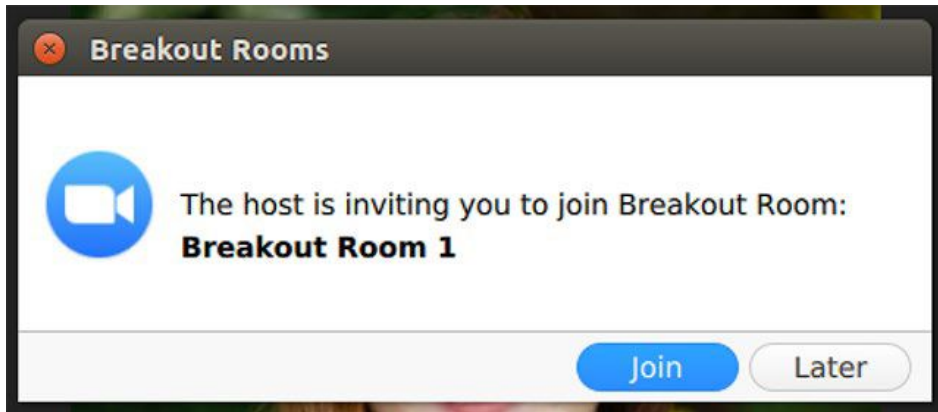
All sessions will take place via Zoom. Please use the link provided to you via Zoom once registered.

- **Session 1: April 14** → Nurses' role in policy and the legislative process
- **Session 2: April 28** → Grassroots Advocacy: advocating for patients at the local level and testifying/informing stakeholders
- **Session 3: May 12** → Coalition and network building
- **Session 4: May 26** → Systems Change Through Action

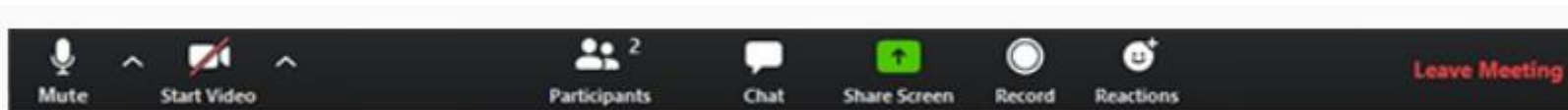
# EXPECTATIONS FOR THE SERIES

- To complete the pre-series survey and be willing to participate in post-series surveys.
- We strongly encourage you to attend as many sessions of the series as you are able.
- Through this series, we intend to create a space where we can facilitate supportive conversations and learning across the nurse-advocacy community.

# ZOOM ETIQUETTE



1. Share your video during breakouts.
2. Snacks and lunch are okay!
3. Take breaks when you need
4. Respond and participate to breakout discussions.



# Session 1 Recap



**Lacey Eden**

MS, FNP-C

**C: Collect** information and data needed to support the problem in need of new policy.

**H:** The solution to problem, or the language of the new policy is the **Hinge**.

**A:** collaborate with **Associations** or other stakeholders to support the new bill.

**N:** Learn the importance of **Negotiating** and how to find a sponsor for the bill.

**G:** Gather support using social media and other avenues to increase response to “call-to-action” items

**E:** Expect to be the expert. You must know both the opposition and support for the new bill.



# AGENDA

- **NNCC Welcome/introduction**
- **Didactic Presentation**
- **Discussion**
- **NNCC Wrap-up**

# SPEAKER INTRODUCTION

- Director of Nurse Advocacy and Resources. Works as an advocate to push for client voices to be heard through policy and program efforts.
- Started her nursing career as a Nurse-Home Visitor with the Philadelphia Nurse-Family Partnership.
- Sparked interest in advocacy to address systemic issues as a primary factor in increasing vulnerability for family health.



**Erin Blair**

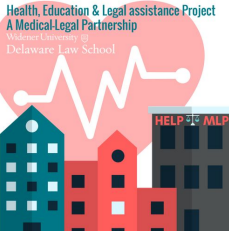
BSN, RN



# Grassroots Advocacy

Nurse Voice and Vision In  
Enacting Change

# Affiliations



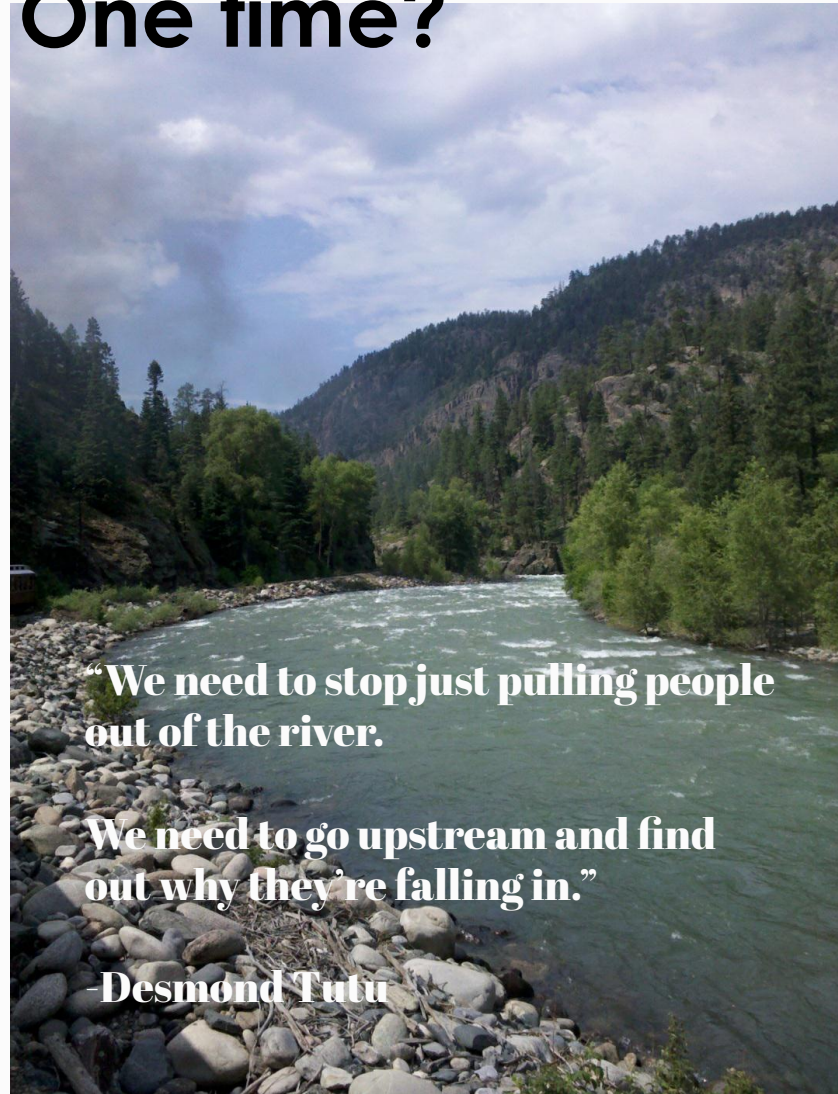
## Today's Presenter



Erin Blair, BSN, RN  
Director of Nurse Advocacy and Resources,  
National Nurse-Led Care Consortium

Erin graduated from LaSalle University in 2008. As a new Nurse she was lucky enough to land her dream job as a Nurse-Home Visitor with the Philadelphia Nurse-Family Partnership. When Philadelphia NFP received a grant to incorporate civil legal aid attorneys into their practice Erin jumped right on board. She is a founding member of the Nursing-Legal Partnership's Policy Team and assisted creation of their policy agenda. Now as the Director of Nurse Advocacy and Resources, Erin is instrumental to ongoing systemic policy activities. She works as an advocate to ensure that client voices are heard by policymakers and project leadership and that client views and perspectives are incorporated into program development and implementation. Beginning in the Spring of 2020 Erin also became the manager/administrator of the NNCC Family Emergency Fund to directly support families experiencing instability related to financial need.

# Systemic Advocacy: One Patient at a Time to All the Patients at One time?



**“We need to stop just pulling people out of the river.**

**We need to go upstream and find out why they’re falling in.”**

**-Desmond Tutu**

# Advocacy at All Levels

- Individual Patient Advocacy
- Institutional and Organizational Advocacy
- Community Education and Engagement

## Jada's Story

**19 Yr. Old AA Client. G2 P2**  
2 weeks post partum seeking care at a local emergency room for a severe headache. She presented with an elevated blood pressure which stabilized after lying down in the hospital bed for an hour or 2 while waiting for the physician. She was sent home with ibuprofen and told to get more rest. She insisted to the treating physician that she felt like something was wrong. After being discharged the client went to another hospital and was immediately admitted treated for post-partum eclampsia.

**What went wrong?**

**What are the opportunities for advocacy at all levels?**

# Advocacy at All Levels

## Direct Client Services

Assessing Need

Origin, Impact and additional factors

Offering Information and Supports

Centering the Client

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## Community & Organizational Partnerships

Introducing your Organization & Bi-Directional Support

Concrete Contacts

Warm Handoffs

Closed-Loop Referrals

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## Advocacy to Address Community Needs

Look for Patterns

Client Stories Matter

Who Cares?

Talking to Leadership

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## Change Within Your Organization

Education

Elevate Voices

Pay Clients as Experts

Staff Supports

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# Direct Client Services with and Eye Towards Advocacy

## Assessing Need

Use Your Senses  
Screening Tools  
Unanticipated  
Consequences  
Client Consent

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## Allaying Client Concerns

Building Trust  
Why Are you  
Screening?  
Who Are you Going  
to Tell?

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## Offering Information & Resources

Screening Client  
Resources  
Teaching about  
Resources  
Calling Together  
Warm Hand-Offs

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## Centering the Client

Right Time  
Right Place  
Right Person  
Right Resource  
Whose Problem Is It?

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# Community & Organizational Relationships

## Introducing Your Organization & Bi-Directional Support

Resource Building Is Outreach

Better Understanding Creates Better Outcomes

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## Concrete Contacts

Who's Taking Notes

Organizational Memory

Don't re-Create The Wheel

Go-To's Save Time

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## Warm Hand-Offs

Call Together

Make Sure Info Shared is Approved by Client

Teamwork

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## Closed-Loop Referrals

Did They Connect

Assess Client Experience

Report Back If Appropriate

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# Advocacy To Address Structural Determinants of Health

## Look For Patterns

Patterns Tell Stories

Story Banking

Momentum for  
Research

Helps Create Better  
Policy

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## Client Stories Matter

Legislators are Moved By  
Constituent Stories

Clients Are The Experts on  
Their Own Lives

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## Who Cares?

Is Someone Already  
Working on The Issue

Coalition Building

Community Organizing

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## Talking To Leadership

Be Yourself

An Offer Not an Ask

Know Your Audience

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# Change From Within Your Organization

## Education

Education

Elevate Voices

External Experts

Shared Learning  
Experiences

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## Elevate Voices

Recognize Clients as  
Experts

Support Frontline Staff in  
Advocacy  
& Decision Making

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## Building Equity Internally

Implicit Bias Training for  
ALL Staff

Hiring Practices

Fair Pay

Who Is At The Table

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## Staff Supports

Listen to Frontline Workers

The Right Supports

Finding the Money

MOU's

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# Policy Team

The Policy Team was formed with the task of creating a Policy Agenda that was client centered, relying on Nurse Home-Visitors experiences and expertise and informed by the client's voice through our signature event, Community Action Day

Comprised of Nurse Home-Visitors, Administrators, Supervisors, Lawyers, Interns, NNCC staff and program partners

Initial Policy Agenda translated into purposeful partnerships with local politicians, community leaders, and city agencies leading to tangible outcomes



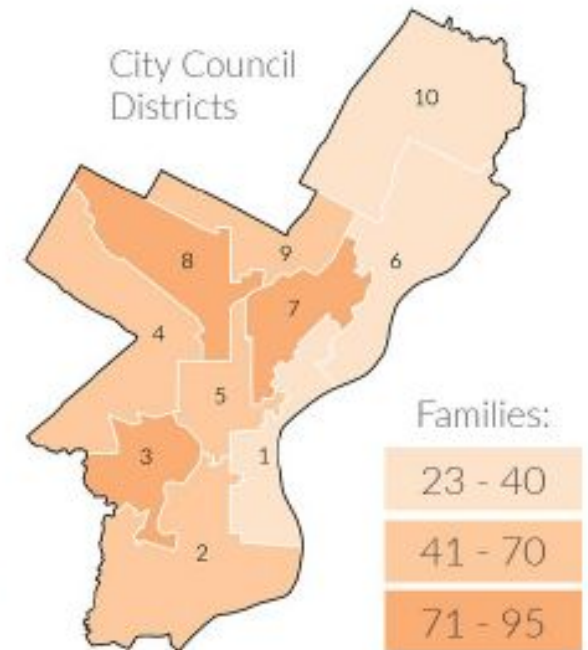
# Strategies for Policy Work

## An OFFER

- not an ASK for legislators
- Sharing our agenda and asking how we can help them get the work they are doing
- Bidirectional collaboration
- Flexibility and prioritizing

## Families Served in Philadelphia, 2018

The Philadelphia Nurse-Family Partnership and Mabel Morris Family Home Visit Program serve hundreds of families every year. The map on the right shows the impact that our home visiting nurses had in our communities in 2018.







# Community Action Day



**What is most important to you?**

**How Can You Make Your Voice HEARD?**

**City Council**

- 1. To speak up for someone
- 2. To speak up for yourself
- 3. To speak up for your community

**Mayor**

- 1. To speak up for someone
- 2. To speak up for yourself
- 3. To speak up for your community

**Judgeships**

- 1. To speak up for someone
- 2. To speak up for yourself
- 3. To speak up for your community

**My Child's Health**

**Access to Healthy Foods**

**Access to Education**

**Opioid Prevention**

**Equality**

**Affordable Child Care**

**Affordable Housing**

**Safe & Clean Communities**

**Employment**

**MU Health**

**Environment Protection**

**Transportation**

**Maternity Issues**

**The Importance of...**

**Instructions...**



# Education IS Advocacy!

## Brunch and Learn

- A strategy to turn the volume up on issues that we are working on
- Bringing enthusiasm and knowledge of systemic issues to Home Visitors and Maternal Child Health Community providers

## Building Food Security: A Shared Vision

Tuesday, January 29, 2019  
Philadelphia, PA

Presented by the National Nurse-Led Care Consortium,  
Nursing-Legal Partnership, and HELP:MLP



# Coalition For A Lead-Free Philly

- Submitted Testimony for many families injured by Lead
- 2 Nurses Testified at Hearings and participated in press conferences
- 1 Client Testified, was interviewed by 3 reporters and spoke at 1 press conference
- Working with Local and State Legislators on Multiple Bills





Advocacy

Vs.

Lobbying

# Story Banking

## Considerations:

Who's Story is it?

Confidentiality and HIPPA

Getting Permission

Power Balance

Compensation

# Testimony

Written- As much detail as you want

Oral- Keep it simple and focused

Listen to others as they speak and tweak your testimony as needed

It is OK to read your written testimony but it is not required.

- When you arrive, fill out the sign-in sheet and indicate if you wish to testify.
- At the appropriate time, go to the witness table, turn on the microphone, and introduce yourself: "Chair, and members of the committee, my name is . . ."
- Explain your position clearly and simply, and do not repeat earlier testimony.
- Be brief (testimony may be limited to 3 minutes).
- If you have written materials to present, bring enough copies for the committee members, for the committee secretary, other staff, and members of the public.
- If you believe a change in the law is needed or some other action should be taken by the committee, be specific about your recommendation (for example, written material explaining changes to wording in the law are encouraged).
- Be ready to answer questions from the committee members. If you don't know, say so. Say you will follow up with the information, and do so.
- Check the committee deadline for providing a written copy of your testimony to the committee secretary (some committees require all written material to be submitted electronically 24 hours in advance).

# Saumya Ayyagari – A Nurse Advocate in Action



Nurse Advocate

Lead Free Promise Project Coalition

Education across the State to stakeholders

Informing Legislators

Video of Press Conference




Thank you!

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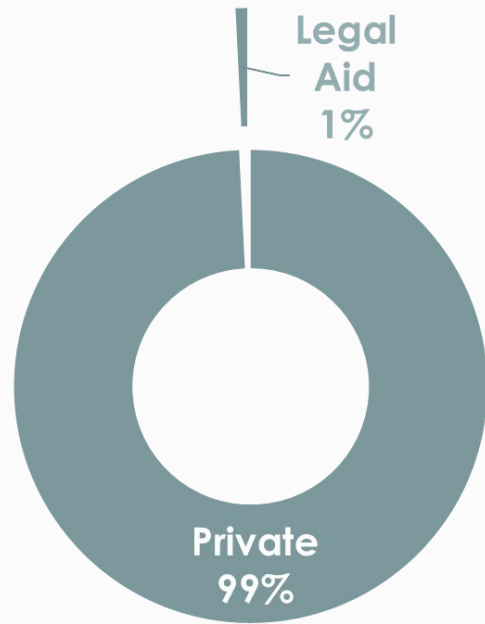
Contact info:

Erin Blair, BSN RN  
Director of Nurse Advocacy  
and Resources  
[eblair@phmc.org](mailto:eblair@phmc.org)



# Discussion





# Access to Justice

- In 2017, 71% of low-income households in the U.S. experienced a civil legal problem
  - 25% of low-income households experienced 6+
  - 67% of households with domestic violence survivors experienced 6+
- More than 80% of the legal needs of low-income individuals go unmet

# The Cascade

## **Child Care Loss Leads to...**

Loss of Income  
Loss of Utilities  
Loss of Food  
Loss of Housing  
Loss Of Job  
Loss of Community  
Loss of Childcare Subsidy  
Loss of Benefits

Loss of Connections  
Loss Of Routine  
Increased Parental Stress  
Relationship Instability  
Difficulty Learning  
Loss Of Security  
Loss of Developmental Gains  
Loss of Access to Supports

## **What are Structural Determinants at Play?**

Insecure Scheduling  
Employment Discrimination  
Structure of Childcare Subsidies  
High Barrier Supports  
Required Suffering to Become Eligible  
Underpaid Childcare workers  
Lack of Emergency Housing

**What Is the  
Justice Gap?**

**If you have any questions prior to or following  
each session, please submit them through this  
[Google Form](#)**

# NNCC EVENTS

**Session 3: Thursday, May 12, 2022 1:00-2:30 pm ET**

## ***Coalition Building***

***Creating networks of support, expertise, and resources to move advocacy efforts forward.***



**Debra A. Toney, PhD, RN, FAAN**

**Vice President of Quality Management, Nevada Health Centers**

Current President of the National Coalition of Ethnic Minority Nurse Associations and co-lead for the National Commission to Address Racism in Nursing

# NNCC PROGRAMMING AND RESOURCES

- For other training opportunities check out our resource library.

<https://nurseledcare.phmc.org/>

- To keep up with upcoming events and communications follow us on social media **#Nursesmakechange happen**



Nurses make  
change happen.

Be a part of history.

This toolkit was created to give nurses the tools to do their part in the national vaccine effort. It is designed to help you decrease vaccine hesitancy and increase vaccination rates in your community.



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