Nurse-Led Advocacy Learning Collaborative Series

Session 2
April 28, 2022
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
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.

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• 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.
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
• 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.
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.
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.

Lacey Eden
MS, FNP-C
○ NNCC Welcome/introduction
○ Didactic Presentation
○ Discussion
○ NNCC Wrap-up
➢ 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

- Public Health Management Corporation
- National Nurse-Led Care Consortium (a PHMC affiliate)
- Parents as Teachers, Model Affiliate
- Mabel Morris Family Home Visit Program
- Philadelphia Nurse-Family Partnership
- Healthy Families & Legal Assistance Project (a Medicaid Partnership)
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?
Introducing your Organization & Bi-Directional Support
Concrete Contacts
Warm Handoffs
Closed-Loop Referrals

Direct Client Services
Assessing Need
Origen, Impact and additional factors
Offering Information and Supports
Centering the Client

Community & Organizational Partnerships
Introducing your Organization & Bi-Directional Support
Concrete Contacts
Warm Handoffs
Closed-Loop Referrals

Advocacy to Address Community Needs
Look for Patterns
Client Stories Matter
Who Cares?
Talking to Leadership

Change Within Your Organization
Education
Elevate Voices
Pay Clients as Experts
Staff Supports

Advocacy at All Levels
Direct Client Services with and Eye Towards Advocacy

Assessing Need
- Use Your Senses
- Screening Tools
- Unanticipated Consequences
- Client Consent

Allaying Client Concerns
- Building Trust
- Why Are you Screening?
- Who Are you Going to Tell?

Offering Information & Resources
- Screening Client Resources
- Teaching about Resources
- Calling Together
- Warm Hand-Offs

Centering the Client
- Right Time
- Right Place
- Right Person
- Right Resource
- Whose Problem Is It?
Community & Organizational Relationships

Introducing Your Organization & Bi-Directional Support
- Resource Building Is Outreach
- Better Understanding Creates Better Outcomes

Concrete Contacts
- Who's Taking Notes
- Organizational Memory
- Don’t re-Create The Wheel
- Go-To’s Save Time

Warm Hand-Offs
- Call Together
- Make Sure Info Shared is Approved by Client
- Teamwork

Closed-Loop Referrals
- Did They Connect
- Assess Client Experience
- Report Back If Appropriate
Advocacy To Address
Structural Determinants of Health

Look For Patterns
Patterns Tell Stories
Story Banking
Momentum for Research
Helps Create Better Policy

Client Stories Matter
Legislators are Moved By Constituent Stories
Clients Are The Experts on Their Own Lives

Who Cares?
Is Someone Already Working on The Issue
Coalition Building
Community Organizing

Talking To Leadership
Be Yourself
An Offer Not an Ask
Know Your Audience
Change From Within Your Organization

**Education**
- Education
- Elevate Voices
- External Experts
- Shared Learning Experiences

**Elevate Voices**
- Recognize Clients as Experts
- Support Frontline Staff in Advocacy & Decision Making

**Building Equity Internally**
- Implicit Bias Training for ALL Staff
- Hiring Practices
- Fair Pay
- Who Is At The Table

**Staff Supports**
- Listen to Frontline Workers
- The Right Supports
- Finding the Money
- MOU’s
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.

City Council Districts

Families:
- 23 - 40
- 41 - 70
- 71 - 95
Engaging Families in Advocacy

OUR LEGISLATORS
OUR VOICE
OUR FUTURE
Community Action Day
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
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.
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!

Contact info:
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Director of Nurse Advocacy and Resources
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Discussion
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](https://example.com/form)
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
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 #Nursesmakechangehappen