

Judith R. Katzburg, PhD, MPH, RN<sup>1</sup> & Kelly A. Wolgast, DNP, RN, FACHE, FAAN<sup>2</sup><sup>1</sup> Veterans Emergency Management Evaluation Center (VEMEC), North Hills, CA; <sup>2</sup> Penn State University, University Park, PA**PURPOSE**

Society for the Advancement of Disaster Nursing (SADN) (2016, U.S.) formed to advance solutions to complex issues surrounding disaster nursing preparedness in the U.S.

- Building upon 2014 Veterans Emergency Management Evaluation Center (VEMEC) initiative (Nurses as Leaders in Disaster Preparedness and Response: A Call to Action)
- **Vision:** "To create a national nursing workforce with the knowledge, skills, and abilities to respond to disasters and public health emergencies in a timely and effective manner."
- **Collaboration:** national nursing leaders and disaster management experts

**CRITICAL GOAL: EFFECTIVE COMMUNICATION**

Dissemination Workgroup (DW) formed

- Identify processes to support internal and external communications
- Promote SADN including Practice, Education, Policy and Research products
- Members: PhD/DNP prepared nurses representing years of experience in nursing practice, policy, academia and federal service

**DESIGN**

This is a national quality improvement project.

**Identify Critical Audiences:**

- Internal: SADN Committees and Workgroups
- External: 3.3 million Registered Nurses, Professional Nursing Organizations, Schools of Nursing, Government Agencies, Policy Makers, Media, Public, etc.

**Develop Detailed Communication Plan:**

- Facilitate effective approach to dissemination
- Articulate SADN goals and objectives

**Identify Communication and Social Media Tools:****Specific communication tools****Social media tools:**

- ✓ Twitter: @disasternur
- ✓ Facebook: @DisasterNursing
- ✓ Webpage: [www.disasternursing.org](http://www.disasternursing.org)
  - ❖ Post information on pertinent topics
  - ❖ Promote dialogue and collaboration
    - Comments on blog topics
    - Catalog shared personal experiences to enrich value of the social media site as a collaboration venue

**Expansion of social media tools anticipated****Evaluation of social media using data analytics****RESULTS/OUTCOMES****Communication plan developed**

- Standardize internal and external communications: Processes for dissemination and promotion of activities and outcomes/outputs
- Two year plan identifies stakeholders including:
  - Current stakeholders (committee and workgroup members, and current collaborating partners)
  - Potential future stakeholders (non-profit, academic, and professional organizations as well as government agencies)

**Internal communication tools**

- Tools in the adoption phase; uptake to date has been limited

**Social media platforms established and in use**

- Actively promoting SADN conferences and workgroup products (e.g. publications, conference presentations, etc.)

**Ongoing messaging of key points for advancement of disaster nursing****Social media data analytics**

- Indications of an increasing interest in social media outputs

**SADN messaging gaining presence at conferences, on-line, and through professional publications****IMPLICATIONS**

The advancement of the practice of disaster nursing, including activation of a new organization with national impact is an enormous and critical undertaking.

The Dissemination Workgroup's efforts to promote this endeavor may serve as a model for advancement of large initiatives in the field of disaster nursing.