

ASSESSING YOUR POLICY IQ: STEPS TO ENHANCE YOUR ADVOCACY AND POLICY

Rebecca M. Patton, DNP, RN, CNOR, FAAN¹
Margarete L. Zalon, PhD, RN, ACNS-BC, FAAN^{1,2}
Ruth Ludwick, PhD, RN.C, APRN-CNS, FAAN^{1,3,4}

¹Case Western Reserve University Frances Payne Bolton School of Nursing, Cleveland, OH

²University of Scranton Department of Nursing, Scranton, PA

³Kent State University, College of Nursing, Kent, OH

⁴Northeast Ohio Medical University, Rootstown, OH

OBJECTIVES AND DISCLOSURE

▶ Objectives

- ▶ Describe a policy self-assessment process
- ▶ Identify action steps to develop one's own policy competencies

▶ Disclosures and Conflicts of Interest

Rebecca M. Patton, Margarete L. Zalon and Ruth Ludwick have no disclosures and no conflicts of interest to report.

Heroically
and
historically
been there
for patients

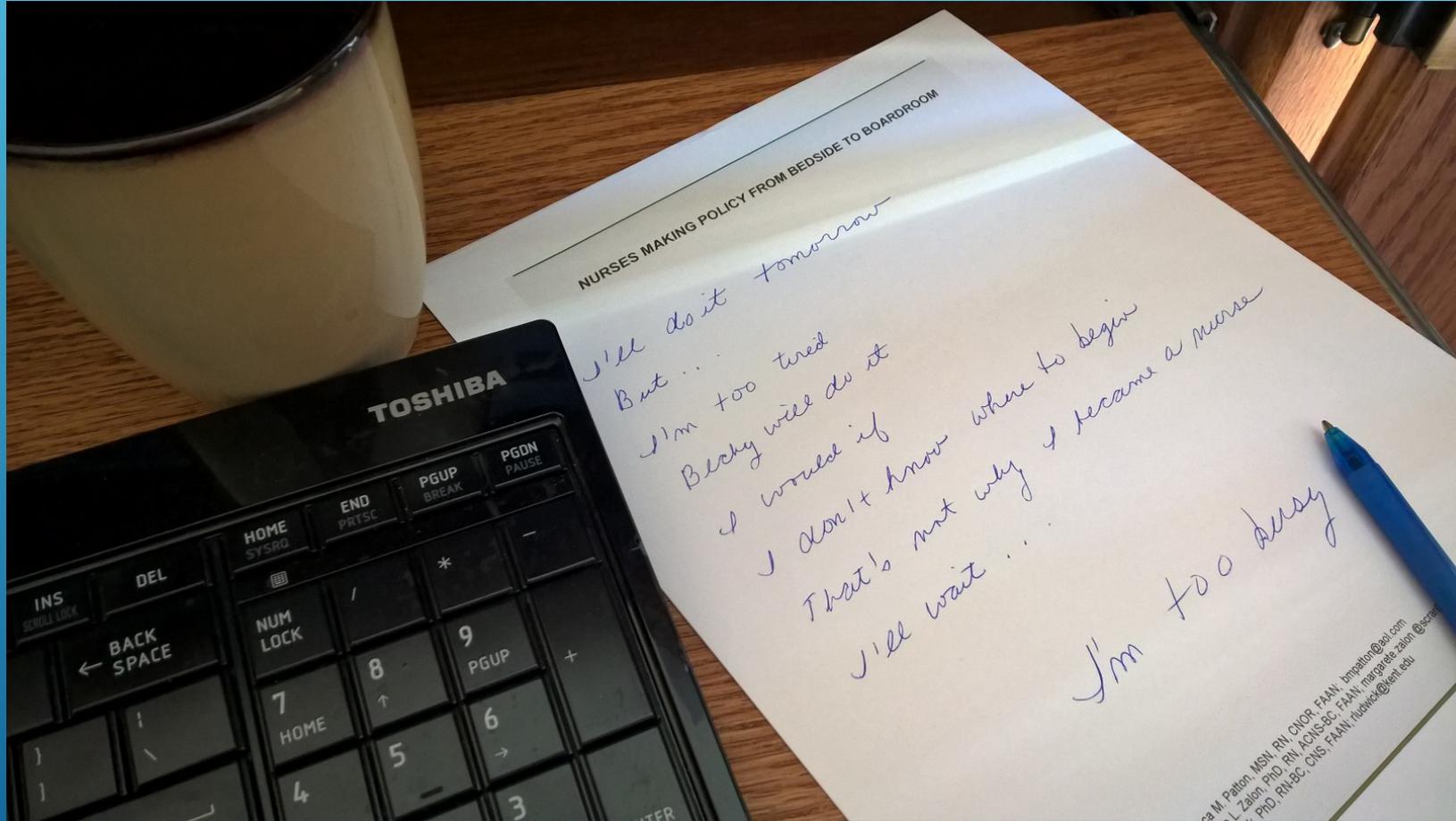


Nurses Making Policy: Where Do You Fit In?

".... nurses must see policy as something they can shape rather than something that happens to them."

Institute of Medicine, 2011

MOVE PAST EXCUSES



- ▶ Not being political
- ▶ Nurses should be neutral
- ▶ Taking a position on a controversial issue limits subsequent influence

MYTHS ABOUT POLICY

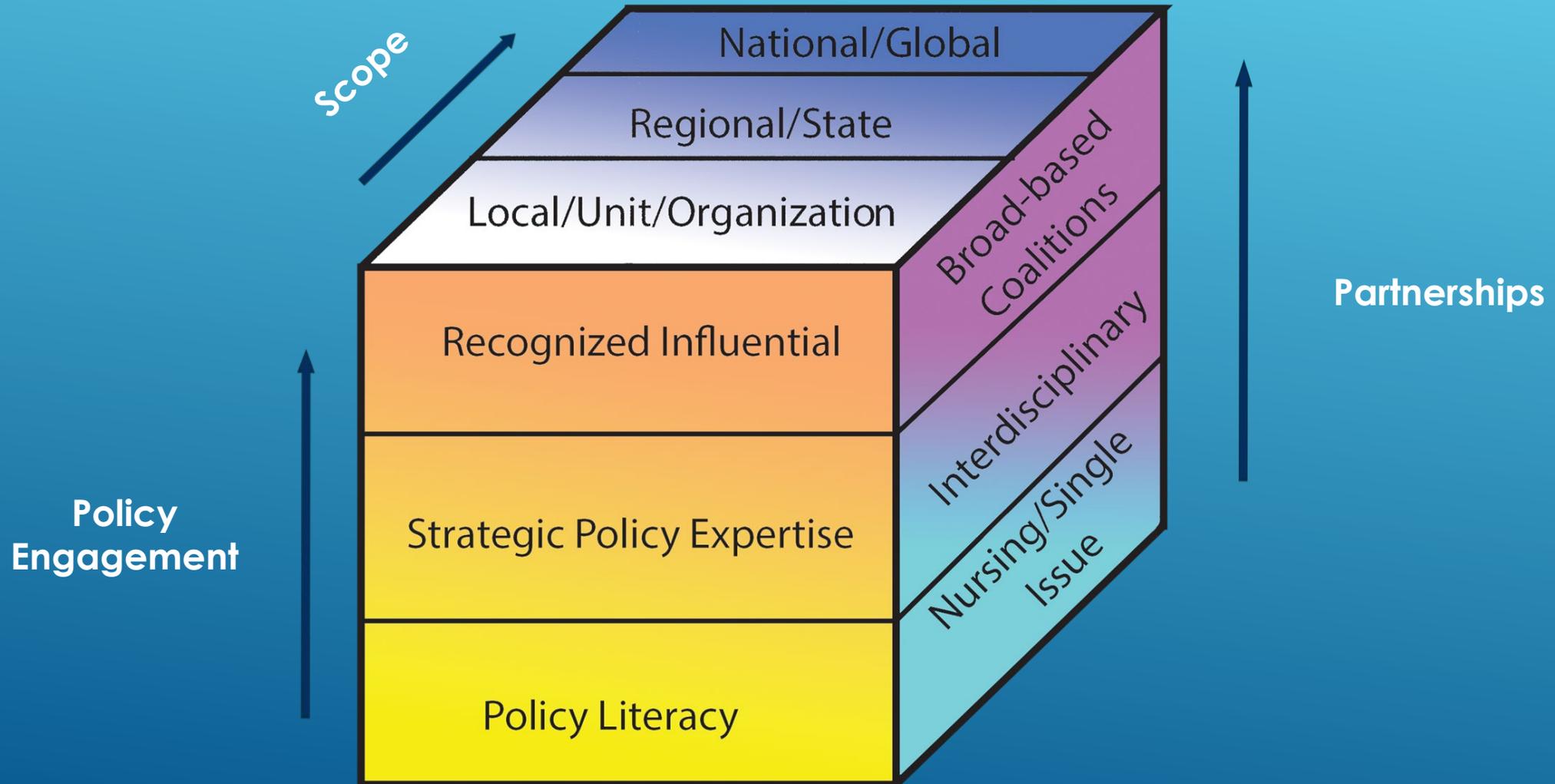
- 
- ▶ We are not practicing to our full capabilities
 - ▶ We allow others to speak for us
 - ▶ We do not fulfill our ethical contract with society
 - ▶ We may compromise patient safety or outcomes
 - ▶ We may negatively impact the workplace environment

IF WE DON'T TAKE PART IN POLICY...

- ▶ Investing in nurses associations
- ▶ Valuing the importance of policy and nurses' roles in policy
- ▶ Developing and honing policy skills
- ▶ Applying policy from direct care to the board room

EVERY NURSE HAS A ROLE IN POLICY

Assessing your Policy Capital: the PZL Model



SCOPE : BIG “P” AND little “p”



“P”



“p”



INTELLECTUAL



SOCIAL



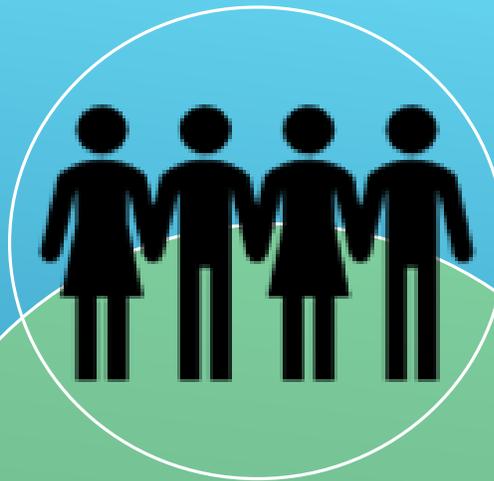
FINANCIAL



POLITICAL

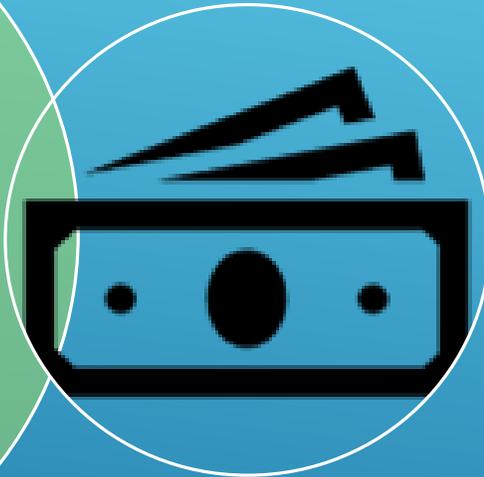
ASSESSING YOUR CAPITAL FOR
POLICY AND ADVOCACY

Build Intellectual Capital to establish credibility as the expert in both content and process. Investigate the issue from all angles.



Build Social Capital to create a network of supporters. Make friends by coming early and often as well as by being a resource.

NURSE Advocate



Build Political Capital to make nursing's voice heard and influence the process. Don't be a "free rider." Respond to nursing's call to action.



Build Financial Capital to engage at a higher level in the process. Consider becoming a Grass Top.



Capital	Activity	Current	P or p
Intellectual			
	Civic knowledge		
	Professional competency		
	Publication, testimony		
Social			
	Professional associations		
	Mentoring		
	Networking		
Political			
	Legislative visits		
	Campaign work		
	Organizational leadership		
	Activism		
Financial			
	Donations		
	PAC participation		
	Volunteering		

Capital	Activity	Current	P or p
Intellectual			
	Civic knowledge		
	Clinical competence		
	Professional competence		
	Publication, testimony		
	Specialty certification		
Social			
	Mentoring		
	Networking		
	Professional association		
	Social media		

Capital	Activity	Current	P or p
Political			
	Activism		
	Campaign work		
	Legislative visits		
	Organizational leadership		
Financial			
	Donations		
	PAC participation		
	Volunteering		

CREATING YOUR ACTION STEPS

POLITICAL LITERACY... STARTS WITH INFORMED VOTING



<https://www.usa.gov/how-to-vote>

RNAction ANA

Candidates Nursing Priorities Voting Center How to Get Involved

Nurses Vote 2020

The American Nurses Association strongly promotes well informed and politically engaged nurse advocates to support and educate the 2020 presidential candidates on the issues important to nurses and patients.

REGISTERED NURSE VOTER

Candidates

Learn about every presidential candidate's work to advance the nursing profession and health care.

Nursing Priorities

Learn about the issues impacting nurses and the patients they care for, as well as the policy solutions that ANA proposes.

Voting Center

Enter some basic information to check and verify your registration status, party affiliation, registered address, and other important details.

How to Get Involved

Registered nurses are over 4 million strong and ensuring their voices are part of the 2020 presidential election starts on the campaign trail.

<https://nursesvote.org/>



<https://www.idea.int/data-tools/country-view/137/40>

Gaining	Gaining civic knowledge
Pursuing	Pursuing a formal degree
Becoming	Becoming certified in a specialty
Disseminating	Disseminating work
Writing	Writing articles

INTELLECTUAL CAPITAL



Participating

Participating in professional associations and community groups

Mentoring

Mentoring colleagues at work and beyond

Developing

Developing relationships with policy makers

Harnessing

Harnessing the power of social media

SOCIAL CAPITAL



Providing

Providing expertise to an organization

Contributing

Contributing time, talent and treasure

Becoming

Becoming an influential

Serving

Serving on a board, committee or task force

FINANCIAL CAPITAL



Visiting	Visiting legislators' offices
Working	Working on a campaign
Running	Running for elected office
Seeking	Seeking appointed office
Becoming	Becoming a board member

POLITICAL CAPITAL



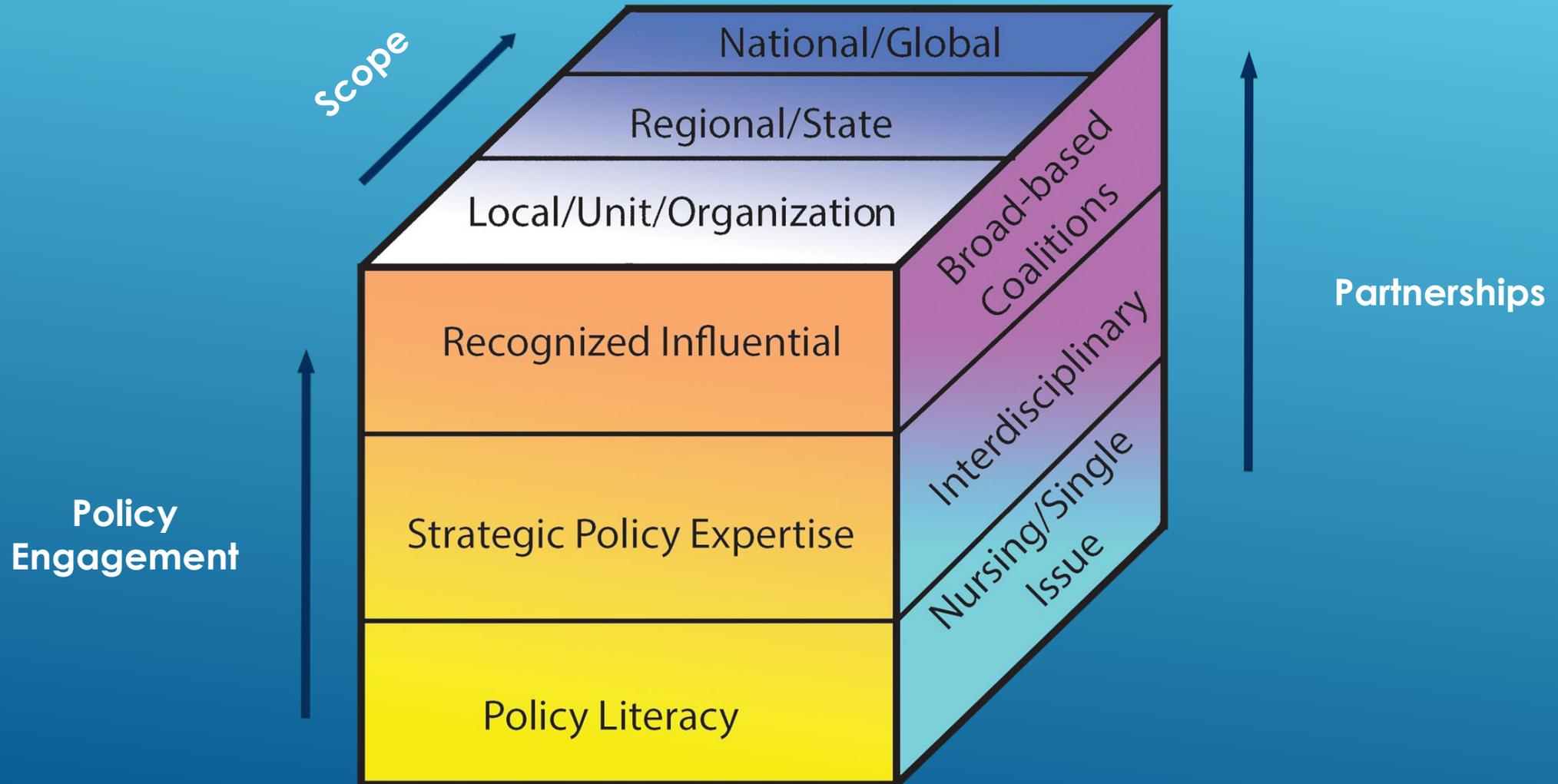
Short-Term Action Steps

- **Building capital assets**
 - Join a professional association
 - Visit a legislator's office
 - Take part in an advocacy workshop
 - Publish your work
 - Use social media to disseminate policy positions
 - Join a community or workplace task force
 - Identify policy implications of research or quality improvement projects

Long-Term Action Steps

- **Expanding policy involvement**
 - Assume leadership role in a professional or community organization
 - Become an expert in content area or on policy issue
 - Serve on legislator's committee/ policy group
 - Develop a relationship between a policy stakeholder and/or legislator
 - Develop a plan for policy adoption or implementation
 - Obtain a policy or legislative fellowship
 - Write a policy brief for a professional association or community group

Call to Action: Next Steps, the PZL Model



CONTACT INFORMATION / QUESTIONS

Rebecca M. Patton

Email: rmp9@case.edu

Margarete Zalon

mail: margarete.zalon@scranton.edu

Ruth Ludwick

Email: rludwick@kent.edu

