

**WISCONSIN NURSING COALITION**  
**Organizational Member Report**

**Organization:** **Wisconsin Center for Nursing (WCN)**

**Submitted By:** Judy Klaver **Date:** September 22, 2011, revised Oct. 5, 2011

**Update:**

**What is the Wisconsin Center for Nursing**

**Vision :** Nurses in Wisconsin speak with one voice for nursing workforce issues .

**Mission:** The mission of the Wisconsin Center for Nursing is to assure an adequate, well-prepared and diverse nurse workforce for the people of Wisconsin.

**History:** In 2001, a dedicated group of visionary nurse leaders came together to discuss strategies that could assure an adequate, well-prepared, and diverse nurse workforce to meet the needs of the citizens of Wisconsin. This early collaboration brought about the creation of the Wisconsin Center for Nursing (WCN) in 2005, with the goal to alleviate a public health crisis caused by a shortage of nurses in the future. These predicted shortages are attributed to an aging nurse workforce, as well as the impending increased demand for nurses to care for an increasingly diverse and aging population.

**Our work:** The work of WCN is focused in four core nursing areas: [data](#), [education](#), [partnerships](#), and **Error! Hyperlink reference not valid.**

**Strategic priorities:**

- A. Strengthen our capacity to bring together multiple nursing interests into one coherent platform and message around nursing workforce issues.
- B. Lead the Wisconsin response to the Institute of Medicine (IOM) Report, *The Future of Nursing Leading Change, Advancing Health*
- C. Critically analyzing and disseminating nursing workforce data.
- D. Improve efficiency, effectiveness, and flexibility of the organization.
- E. Develop a sustainable model for funding.

**Website:** <http://www.wicenterfornursing.org>

## **Wisconsin Center for Nursing becomes a Regional Action Coalition for the National Campaign for Action**

This action is part of our plan for Strategic Goal B: Leading the Wisconsin response to the Institute of Medicine (IOM) report, *The Future of Nursing Leading Change, Advancing Health*.

*Background The Future of Nursing Leading Change, Advancing Health. 4key messages*

- *Nurses should practice to the full extent of their education.*
- Nurses should achieve higher levels of education and training through an improved education system that promotes seamless academic progression.
- Nurses should be full partners, with physicians and other health care professionals, in redesigning health care in the United States.
- Effective workforce planning and policy making require better data collection and an improved information infrastructure.

Notes: for more information on the IOM report go to the WCN website under the Resource Links click on: [RWJF & IOM Report: \*The Future of Nursing: Leading Change, Advancing Health\*](#) or go to [www.iom.edu/nursing](http://www.iom.edu/nursing)

Wisconsin has been selected to join the 15 existing Action Coalitions (ACs). Our application reflected the strength of initial planning, and the state's readiness for change. Important to this effort, and demonstrated by our application, was the array of stakeholders that we brought together for this effort. The RWJF and AARP are confident that our Action Coalition's contributions to the National *Campaign for Action* will make a significant impact as we work to transform health care through nursing.

With technical assistance from the Center to Champion Nursing in America (CCNA), an initiative of AARP, the AARP Foundation and the Robert Wood Johnson Foundation, Action Coalitions will develop and implement a unique set of goals within the framework of the IOM recommendations.

The *Campaign for Action* will provide support and technical assistance to the Action Coalitions to include:

- Strategic planning tools and assistance with capacity building;
- Information resources, including issue briefings, webinars, and access to the Action Coalitions extranet site to review and utilize important information;
- Communication resources, such as template media materials, audience-specific messages, media training, and website design
- Content experts to assist you in issue areas based on the IOM recommendations.

**Action Needed:** Wisconsin Regional Action Team meetings presented by: Yvonne Eide, board member WCN

**GOAL:** The purpose Wisconsin's four Regional Action Group meetings is to identify steps that can be taken to build on the work of nurses from your region who attended the May 2, 2011 conference *The IOM Report - Building the Future of Nursing in Wisconsin*

The Wisconsin Center for Nursing is the organization to lead this initiative.

**Request to Wisconsin Nursing Coalition Members:**

- Consider helping plan a regional event.
- Attend and participate in a regional meeting.
- Suggest ways your organization could give input to Wisconsin's response the Future of Nursing Campaign for Action.
- What other role(s) could WNC members have in Regional Action Team meetings.

**Plans for regional meetings**

**Dates:** Between Mon., Oct. 31 and Fri., Nov. 18, 2011

**Time:** 3 to 4 hours

**Location:** One meeting in each of the four Wisconsin regions.

**Opportunity for both on and off-site participant:**

**Outcomes from first regional action group meeting:**

- Identify at least **one** action to take based on **one** of the *Future of Nursing* key messages.
- Develop a process for the regional action group to take action around at least **one** action.
- Identify non-nurses who should participate.

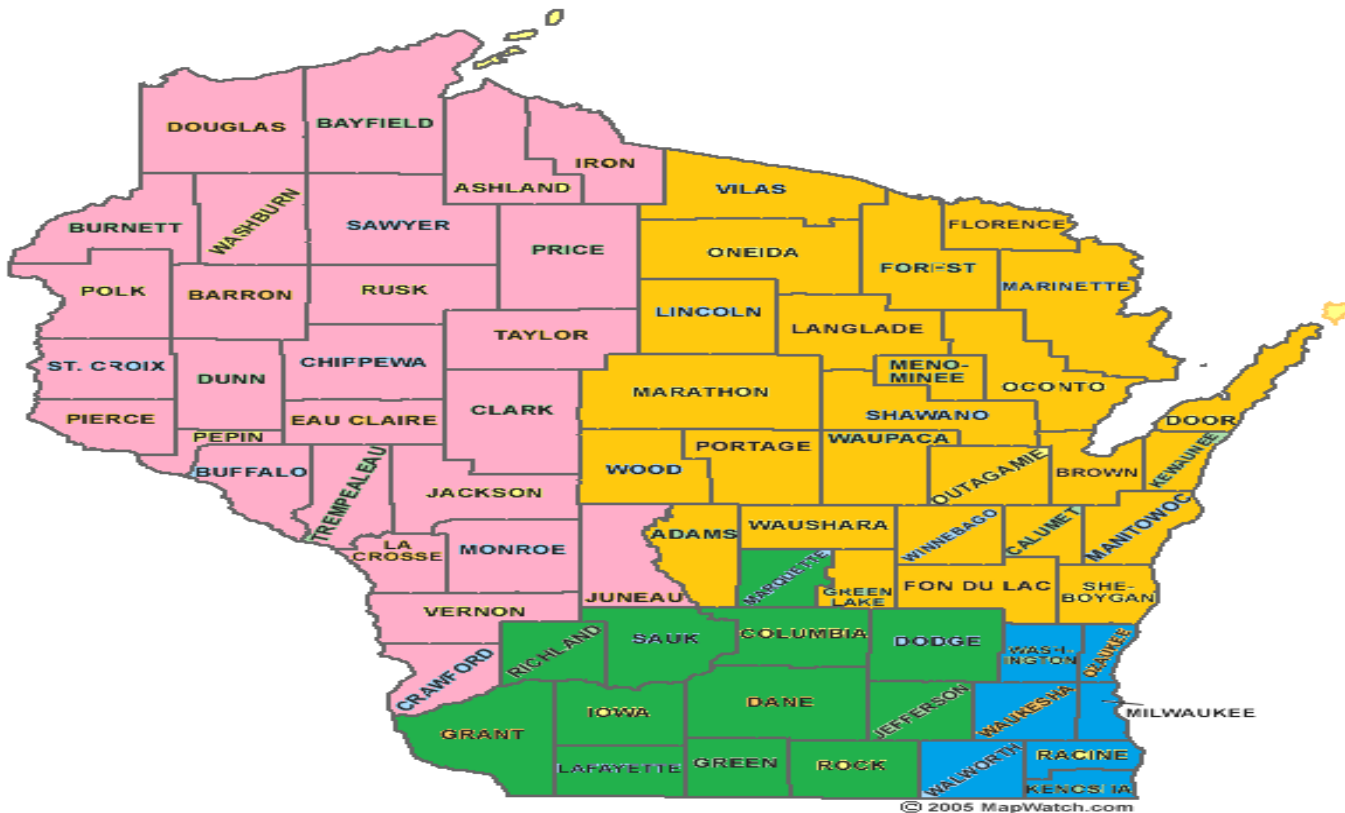
**Invitations:** Will be sent out: October 7, 2011. All WNC members are invited to attend.

**Registration:** Online using the WNA system

**Regional areas for WI and dates of regional meetings**

| <b>Region</b>                              | <b>Meeting Date &amp; Information</b>  | <b>Contacts/Organizers</b>  |   |
|--|--|---|---|
| <b>Northwest<br/>(Pink)</b>                | Thursday Nov. 10, 2011<br><br>Chippewa Valley Technical College<br><br>620 Clairemont Ave.                      Eau Claire 54701   | Jean Surguy, RN, BSN, MAE<br><br><br><br><br><br><br><br>Judi Hansen, RN, BSN, MS | Direct: 608-847-2990<br>Cell: 608-547-3779<br>General/assistant: 608-847-6161, ext.4351<br>Fax: 608-847-3881<br><br><a href="mailto:jsurguy@milebluff.com">jsurguy@milebluff.com</a><br><br>W- 414-229-6014<br><br><a href="mailto:judi@wicenterfornursing.org">judi@wicenterfornursing.org</a> |
| <b>Northeast<br/>(Yellow)</b>              | Thursday Nov. 3, 2011<br><br>Registration:8:30 AM                      Meeting: 9-12:00<br><br>Marion University Appleton Center<br><br>720 W. Association Drive                      Appleton   | Judi Hansen, RN, BSN, MS<br><br><br><br>Julie Luetschwager                        | W- 414-801-6877   |
| <b>Southwest &amp; Central<br/>(Green)</b> | Tues. Nov. 15, 2011<br><br>Registration 8:30 AM                      Meeting: 9:00-12:00<br><br>University of Wisconsin-Madison<br><br>Health Sciences Learning Center(HSLC)      Room<br>1325<br><br>750 Highland Ave.                      Madison 53705 | Yvonne S. Eide, MS, RN<br><br><br><br><br><br><br>Mary Ellen Murray, PhD, RN      | W- 608-266-7743<br><br><a href="mailto:Yvonne.Eide@wisconsin.gov">Yvonne.Eide@wisconsin.gov</a><br><br>W-608-263-6945<br><br><a href="mailto:memurral@wisc.edu">memurral@wisc.edu</a>   |

|                             |   |                      |  |  |
|-----------------------------|---|----------------------|--|--|
| <b>Southeast<br/>(Blue)</b> | Tues. Nov. 1, 2011  | Judy Klaver, RN, MSN | W- 262-928-4494  |  |
|                             | Registration 8-8:30   | Meeting: 8:30-12:00  | <a href="mailto:judy.klaver@phci.org">judy.klaver@phci.org</a> |  |
|                             | Waukesha County Technical College                           |                      | Sandy Stearns, RN,MSN  | W-262-691-5368   |
|                             | Building Q Harry V. Quadracci Education & Technology Center |                      |  | <a href="mailto:SStearns@wctc.edu">SStearns@wctc.edu</a>                       |
|                             | 800 Main Street   | Pewaukee, WI 53072   | Sue Schuler, RN, MSN   | H 262-642-5832<br><a href="mailto:sgschuler@yahoo.com">sgschuler@yahoo.com</a> |



# FUTURE OF NURSING™

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## Campaign for Action

### Draft Agenda

Wisconsin Regional Action Planning Meetings  
**Future of Nursing™ Campaign for Action**  
(suggested title revision)

#### Welcome:

#### Goals:

- Describe best practices, determine research needs, track lessons learned and identify replicable models.
- Build a network of nurses and non-nurses to ensure that the people of Wisconsin have access to high quality care, with nurses contributing to the full extent of their capabilities.

#### Outcomes from first regional action group meeting:

- Identify at least **one** action to take based on **one** of the *Future of Nursing* message.
- Develop a process for the regional action group to take action around at least **one** action.
- Identify non-nurses who should participate.

#### Setting the stage:

- Set the tone of excitement, enthusiasm, inclusion and confidence.
- Overview of the IOM *Future of Nursing* messages.
- Wisconsin is a Action Coalition by the Future of Nursing: *Campaign for Action*  
*The Future of Nursing: Campaign for Action envisions a health care system where all Americans have access to high-quality care, with nurses contributing to the full extent of their capabilities. The campaign is coordinated through the Center to Champion Nursing in America, an initiative of AARP, the AARP Foundation, and the Robert Wood Johnson Foundation, and includes 36 state Action Coalitions and a wide range of health care providers, consumer advocates, policy-makers and the business, academic and philanthropic communities.*
- Summarize the outcome of May 2 event using the action plans developed by the regional groups at the May 2 IOM event.

#### Next Steps:

- Set a meeting date
- Set strategy for taking action.

#### Adjourn

#### Handouts:

S: /WNC/OrganizationalMemberReport

- *The Future of Nursing Leading Change, Advancing Health Report Recommendations*  
<http://www.iom.edu/~media/Files/Report%20Files/2010/The-Future-of-Nursing/Future%20of%20Nursing%202010%20Recommendations.pdf>
- Regional Action Plans developed at the May 2 event.
- Forms to be used in the “Process to identify action to respond to needs.”

Resources:

- The IOM Report: Building the Future of Nursing in Wisconsin 5-2-11 archived web cast.  
<http://dhsmedia.wi.gov/main/Catalog/catalogs/default.aspx>
- Wisconsin Nurses Association Initial Response to Institute of Medicine Report – *The Future of Nursing: Leading Change, Advancing Health*  
<http://www.wisconsinnurses.org/media/IOMWNAResponse.pdf>
- Wisconsin Center for Nursing <http://www.wisconsincenterfornursing.org/>
- Future of Nursing: Campaign for Action <http://www.thefutureofnursing.org/content/partner-collaboration-0>