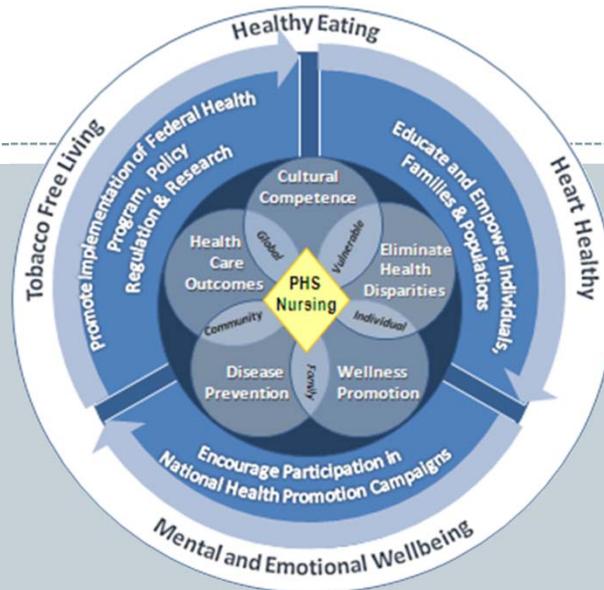


# Federal Public Health Service Nursing Strategic Plan



## THE IMPLEMENTATION PROCESS, BENCHMARKING & BEYOND

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FEBRUARY 2013

# Federal Public Health Service Nursing (FPHSN) Strategic Plan Implementation Process, Benchmarking & Beyond



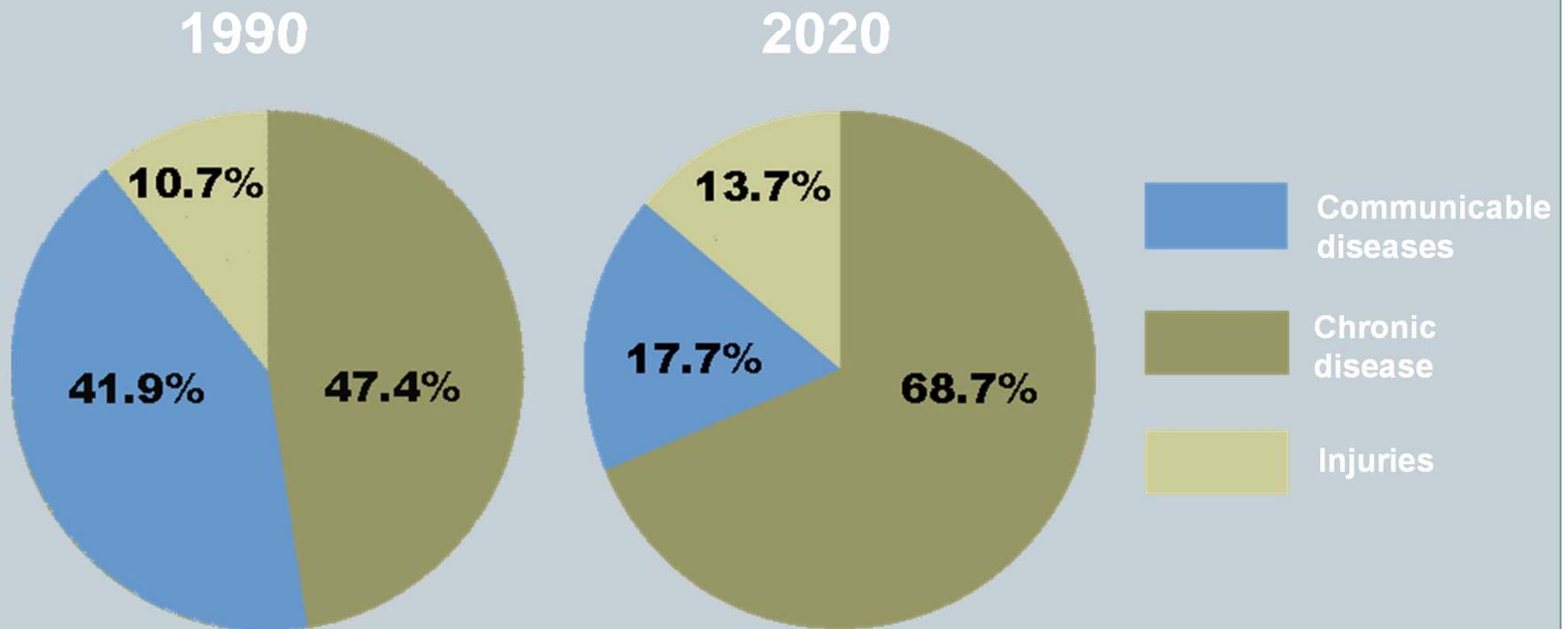
- **Overview of the Strategic Plan**
  - Background of Need
  - Call to Action
- **National Prevention Strategy - Framework**
- **FPHSN Strategic Plan**
  - Draft Mission, Vision, Values - Goals
  - Strategic Impact Areas
  - FPHSN Strategic Plan - Framework
- **Implementation Strategy**
- **Evaluation/Benchmarking**
- **Marketing Plan**

# Call to action- Strategic Discussions Globally



- **United Nations High-level Meeting on Prevention and Control of Non-Communicable Diseases - 19-20 September 2011**
  - Only the 2<sup>nd</sup> such meeting addressing diseases of burden (2001: HIV)
  - 133 country delegations were represented– including 34 heads of state
  - Outcome- Developed the Political Declaration of the High-level Meeting of the General Assembly on the Prevention and Control of Non-Communicable Diseases
    - ✦ includes strong call for partnership working, including with the health sector
- **WHO Global Forum for Government Chief Nursing and Midwifery Officers (GCNMO) Meeting -17-18 May 2012**
  - Forum to address Non-Communicable Diseases
  - Over 100 Chief Nurse Officers from around the world in attendance
  - Outcome- Chief Nurses signed on to the commitment and agreement.

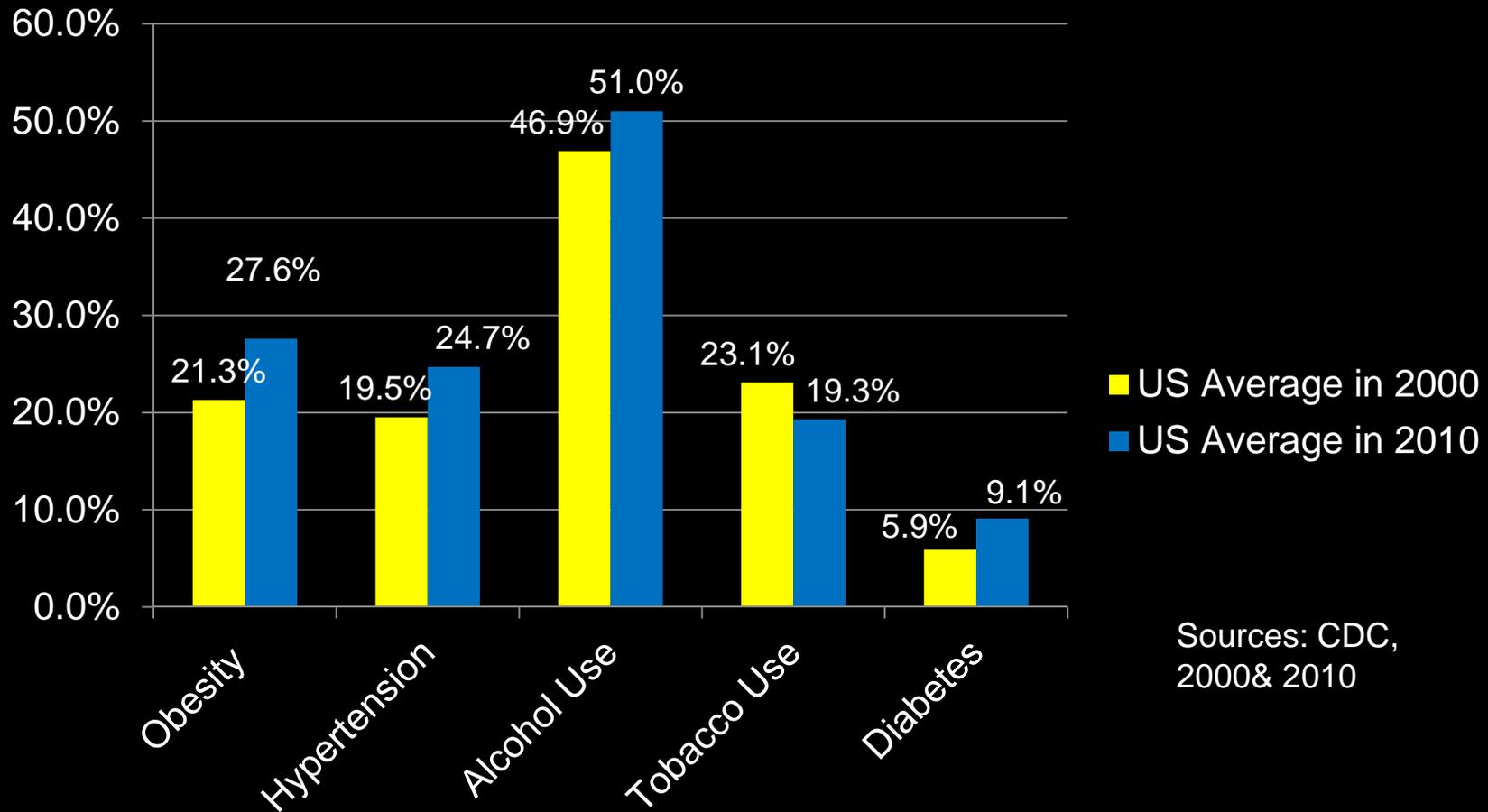
# Global Burden of Disease 2010 Study



The Global Burden of Disease Study 2010 (GBD 2010) is the largest ever systematic effort to describe the global distribution and causes of a wide array of major diseases, injuries, and health risk factors

# Background- Call to Action

## Non-Communicable Diseases (NCDs) in the United States



# Background- Call to Action



## The New York Times

Judge Rejects Obese Teenagers' Suit Against McDonald's

Published: January 22, 2003



Thumb by YourWebsite.com

# National Prevention Strategy Framework



**FPHSN  
Vision**

Health outcomes are optimal and health disparities are eliminated for all people through the promotion of wellness and disease prevention efforts

**FPHSN  
Mission**

To enhance and improve health and safety outcomes through leadership, education and research by providing exceptional culturally competent holistic nursing services to all people

**FPHSN  
Values**

**Commitment, Education, Research, Leadership, Compassion, Excellence, Integrity**

**GOAL 1 HEART HEALTHY**

Improve cardiovascular health through prevention, detection, and education of risk factors associated with coronary heart disease and stroke.

**GOAL 2 HEALTHY EATING**

Improve overall healthy eating and reduce obesity throughout the lifespan through awareness of early prevention, detection, and education of the health risks and conditions associated with obesity.

**GOAL 3 MENTAL AND EMOTIONAL WELL BEING**

Improve the mental health resilience and emotional well being through early detection, prevention and education focused on violence and suicide risk reduction.

**GOAL 4 TOBACCO FREE LIVING**

Enhance comprehensive and evidenced-based efforts to prevent, reduce and eliminate tobacco use.

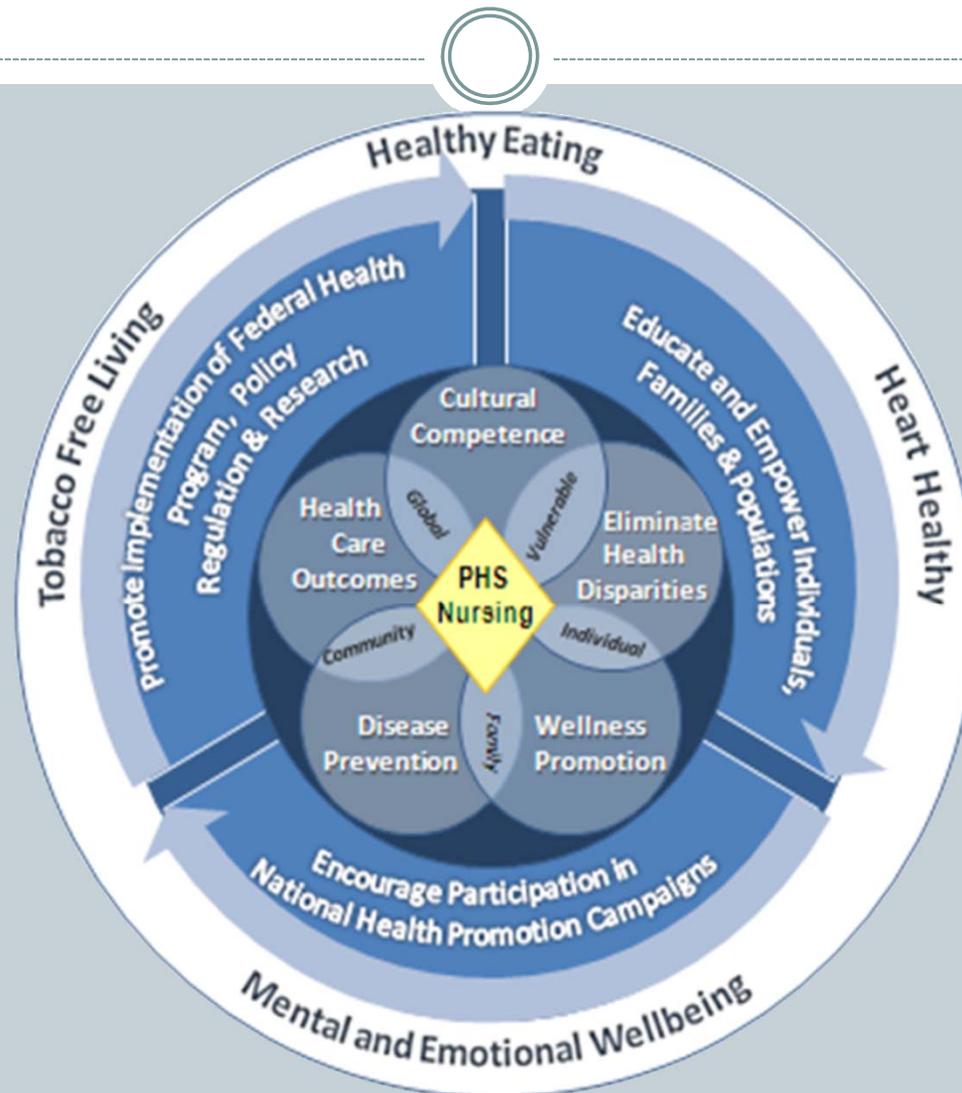
# FPHSN Strategic Plan: Framework



## Three Strategic Impact Areas

- 1. Education and empower individuals, families and populations**
  - ✦ Direct or Indirect
- 2. Promoting the implementation of Federal Health Programs, policy, regulations and research**
  - ✦ Enhancement of nursing practice and impact across all agencies
- 3. Encourage participation in National Health Promotion campaigns.**
  - ✦ MyPlate, Million Hearts

# FPHSN Strategic Plan: Framework



# Implementation Stages



## Phase 1

- Stage 1: Communication/Dissemination Plan
- Stage 2: Needs Assessment Survey
- Stage 3: Benchmarking

## Phase 2

- Stage 4: Marketing Plan
- Stage 5: Revise dissemination plan to include social media, Facebook and [www.phs-nurse.org](http://www.phs-nurse.org)

## Phase 3

- Stage 6: Ongoing Evaluation and Monitoring
- Stage 7: Repeat survey or integrate into evaluation process

# Evaluation



- **Purpose**
  - Benchmarking: Process of comparing performance to best practice
    - ✦ Component of performance = implementation of NSP
    - ✦ Best practice = Statement of Progress
- **Process**
  - Performance indicator (survey) collection
- **Dissemination**
  - PHS Nurses
  - DHHS and Nurse Partners

# Survey Methods



- **Sample**
  - HHS Employees
  - Nurses
  - CORPS officers at non HHS agencies e.g. DOD
- **Distribution**
  - 11/5/2012 thru 12/14/2012 (included extension)
  - Listserv advertisement x 2; Agency advertisement at least once; COA Newsletter; Facebook x 2; Website advertisement (e.g. banner)
  - Survey Monkey

# Survey Methods



## **Level of Participation in Agency Role and in Community related to:**

### 4 health initiatives:

- Healthy eating; Heart Healthy ; Emotional and Mental Well-being; Tobacco Free Living

### 3 strategic impact area:

- Education and empower individuals, families and populations
- Promoting the implementation of Federal Health Programs, policy, regulations and research
- Encourage participation in National Health Promotion campaigns.

### **Example:**

In the past 12 months, how often were you involved in the *education and empowerment* of individuals, families, and populations about health risks or health awareness?

To reduce and/or prevent complications and improve heart health?

- In your agency position? [ 4-always; 3-sometimes; 2-occasionally; 1-never]
- In your community (not part of your job; e.g. faith community)?
  - ✦ \_\_\_\_\_ number of opportunities in the past 12 months

# Participant Demographics



Demographics (N=292)	n (%)
<b>Gender</b>	
Female	238 (81.5)
Male	54 (18.5)
<b>Rank or GS Level</b>	
LTJG/LT/LCDR - GS 7/8/9/10	111 (38.0)
CDR - GS 11/12	103 (35.3)
CAPT - GS 13 or above	72 (24.7)
Other	6 (2.1)
<b>Education</b>	
Bachelor's degree	107 (36.6)
Master's degree	164 (56.2)
Doctorate	21 (7.2)
<b>Nursing Role</b>	
Direct Care Provider	153 (52.4)
Advanced Practice Nurse	75 (25.7)
Program/ Supportive	64 (21.9)
<b>Employee Type</b>	
Commissioned Officer (yes)	212 (73.4)
Years Nursing: <i>Mean, (SD)</i>	19.6 (10.2)
<i>Median [min-max]</i>	18.0 [1-52]

*Note:* Non-commissioned officers: HHS civilian (n=75), contractor (n=1), tribal (n=1)

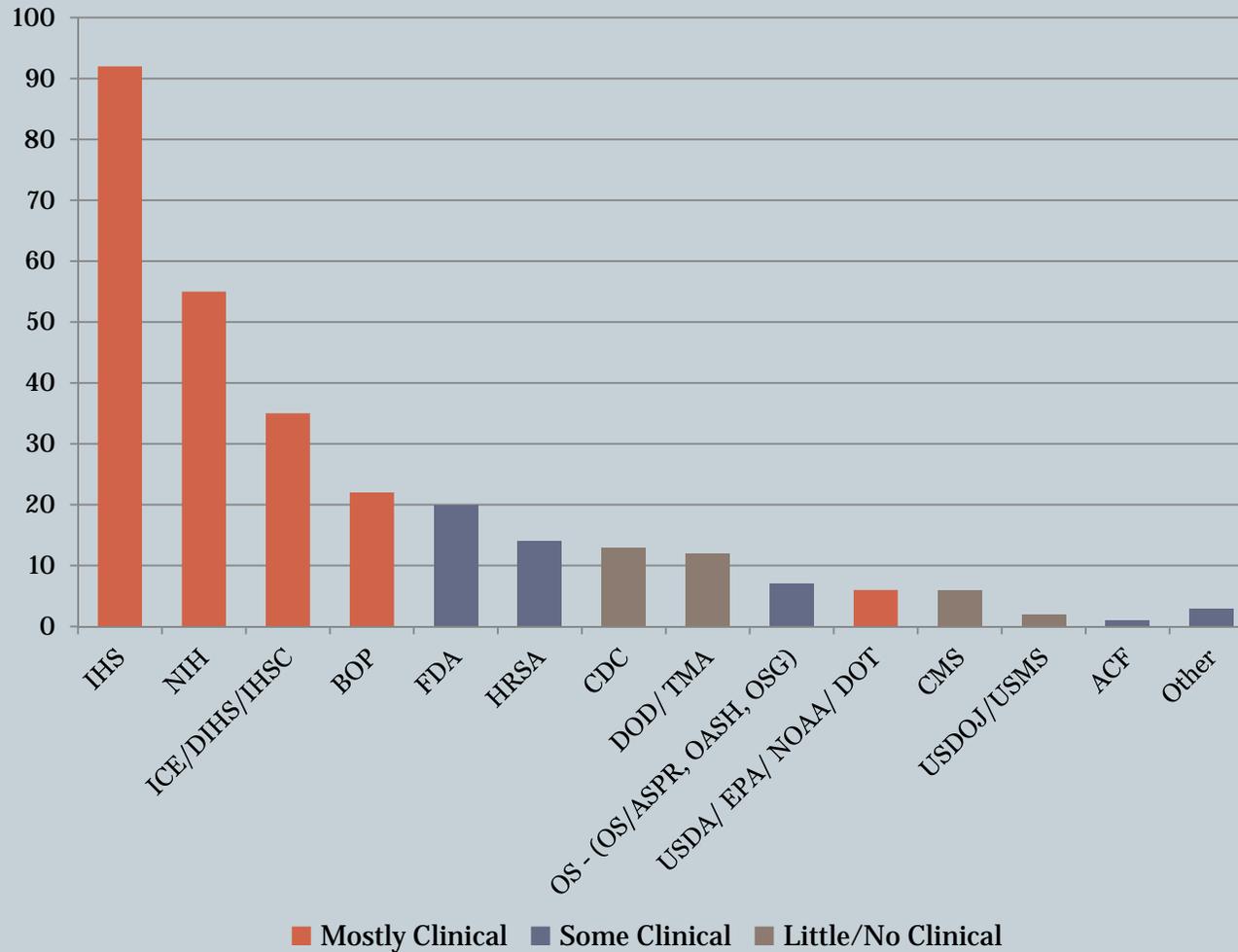
# Participant Agency Characteristics



Agency Characteristics	n (%)
<b>Region<sup>1</sup></b>	
Northeast	7 (2.4)
South (includes Maryland)	173 (59.9)
Midwest	17 (5.9)
West	92 (31.5)
<b>Work Location Type</b>	
Mostly Clinical	209 (72.3)
Some Clinical	33 (11.4)
Mostly Administrative	47 (16.3)

<sup>1</sup> Regions obtained from US Census Bureau; 3 missing cases.

# Participation by Agency (N=292)



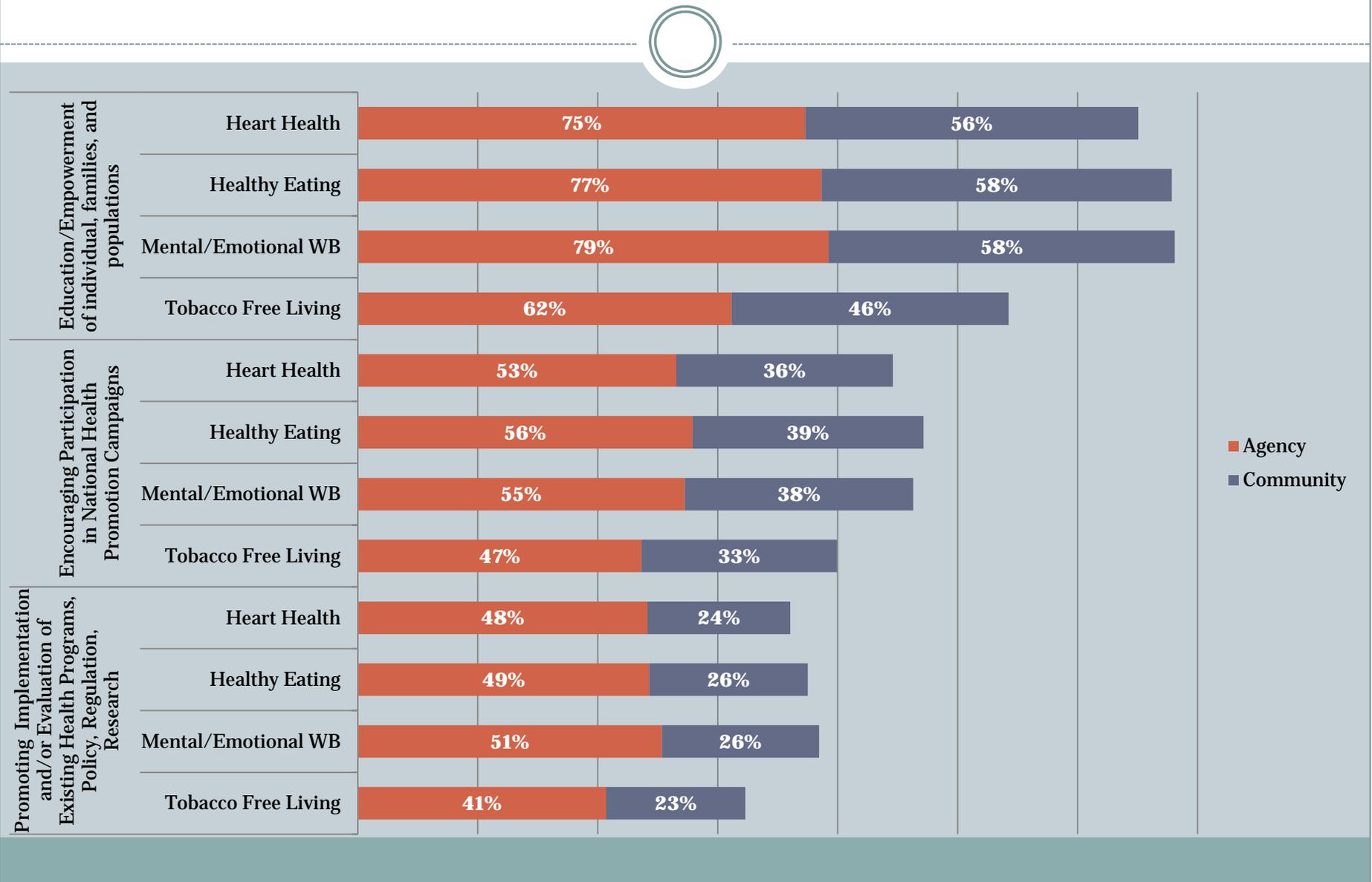
# Agency Participation & FPHNSP Awareness



Familiar with the Federal Public Health Nurse Strategic Plan, Yes,  $n=155$  (53.3%)



# Participation in Activity by Topic: Agency Role and Community



# Level of Participation by FPHSNP Awareness



	Agency	Community	
<b>Education/Empowerment</b>			
Heart Health			
Healthy Eating			
Mental/Emotional WB			
Tobacco Free Living			
<b>Encouraging Participation in National Campaigns</b>			
Heart Health			
Healthy Eating			
Mental/Emotional WB			
Tobacco Free Living			
<b>Promoting Implementation/Evaluation of Programs</b>			
Heart Health			
Healthy Eating			
Mental/Emotional WB			
Tobacco Free Living			
	No difference		More active

# Level of Participation by Agency's Level of Clinical Focus



		Agency			Community		
		CP	CP <sub>occ</sub>	CP <sub>no</sub>	CP	CP <sub>occ</sub>	CP <sub>no</sub>
<b>Education Empower</b>	Heart Health***	↑↑	--	--	--	--	--
	Healthy Eating***	↑↑	↑	--	--	--	--
	Mental/Emotional WB***	↑↑	--	--	--	--	--
	Tobacco Free Living	--	--	--	--	--	--
<b>Encourage National Campaigns</b>	Heart Health***	↑↑	--	↑	--	--	--
	Healthy Eating***	↑↑	--	↑	--	--	↑↑
	Mental/Emotional WB***	--	--	--	--	--	--
	Tobacco Free Living	--	--	--	--	--	--
<b>Promote Implement Evaluation of Programs</b>	Heart Health***	--	--	--	--	--	--
	Healthy Eating***	--	--	--	--	--	↑↑
	Mental/Emotional WB***	--	--	--	--	--	--
	Tobacco Free Living	--	--	--	--	--	--

Note: CP = Mostly Clinical; CP<sub>occ</sub> = Occasional Clinical; CP<sub>no</sub> = Little/No Clinical; \*\* p<0.01; \*\*\* p<0.001

↑↑=significantly more than other two, ↑ significantly more than lowest, (--) no difference by agency focus

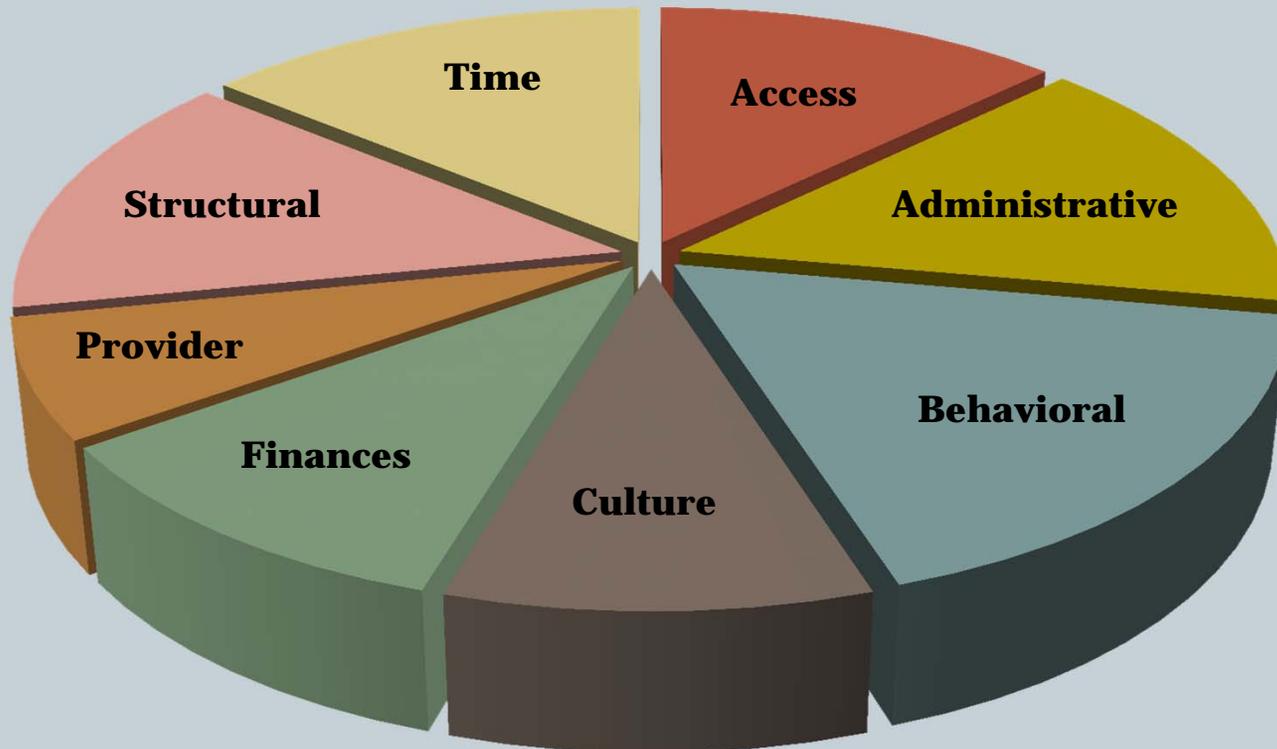
# Level of Participation by Nursing Role



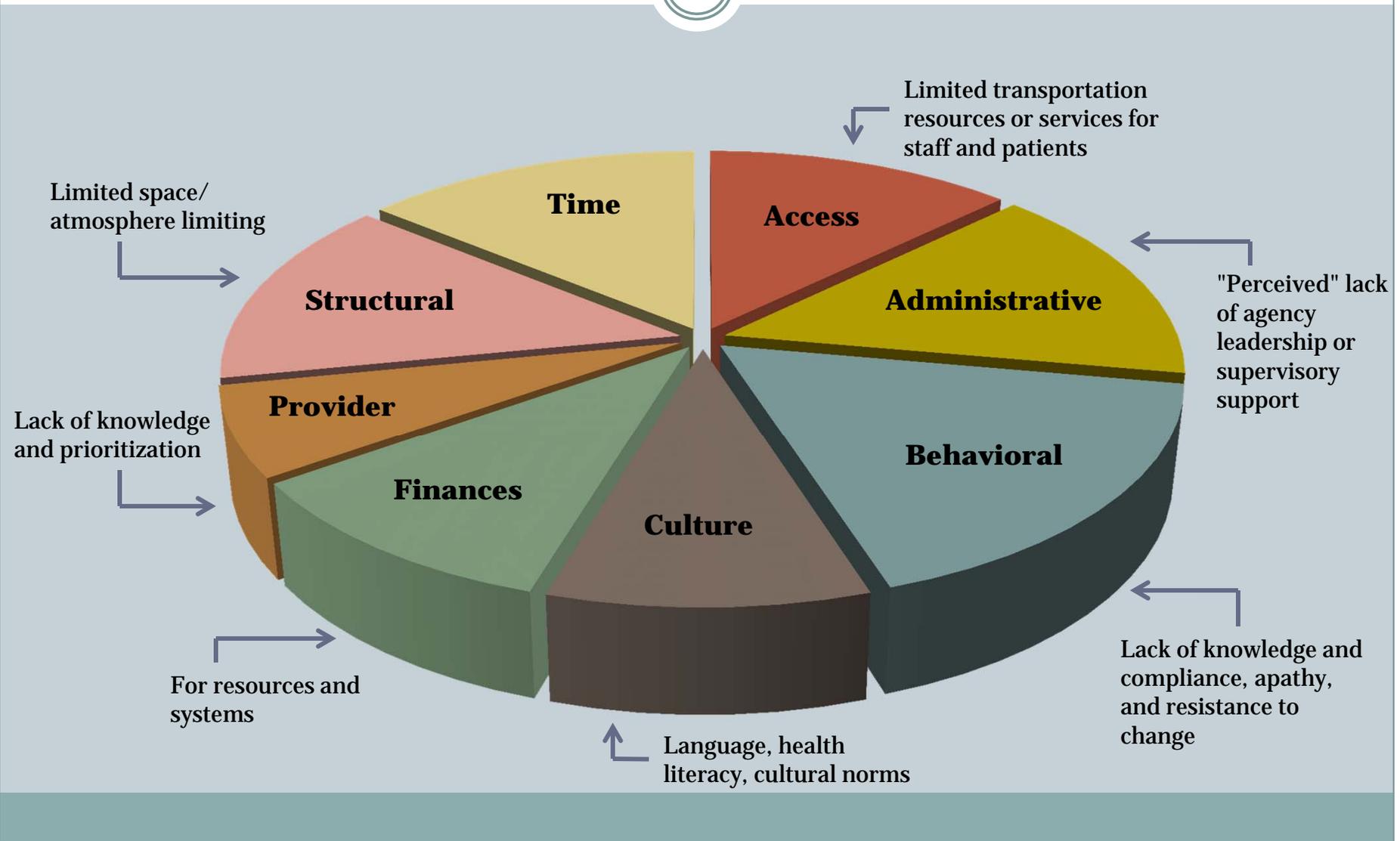
		Agency			Community		
		DCP	APN	PM	DCP	APN	PM
<b>Education Empower</b>	Heart Health***	↑↑	--	--	--	--	--
	Healthy Eating***	↑↑	--	--	--	--	--
	Mental/Emotional WB***	↑↑	--	--	--	--	--
	Tobacco Free Living	↑↑	--	--	--	--	--
<b>Encourage National Campaigns</b>	Heart Health***	↑↑	--	--	--	--	--
	Healthy Eating***	↑↑	--	--	--	--	--
	Mental/Emotional WB***	↑↑	--	--	--	--	--
	Tobacco Free Living	↑↑	--	--	--	--	--
<b>Promote Implement Evaluation of Programs</b>	Heart Health***	--	--	--	--	--	--
	Healthy Eating***	--	--	--	--	--	--
	Mental/Emotional WB***	--	--	--	--	--	--
	Tobacco Free Living	--	--	--	--	--	--

Note: DCP = Direct Care Providers (n=155; 52.4%); APN = Advanced Practice Nurse (n=75; 25.7%); PM = Program Management (n=64; 21.9%).  
 \*\*\* p<0.001, \*\* p<0.01. \* p<0.05; ↑↑=significantly more than other two, (--) no difference

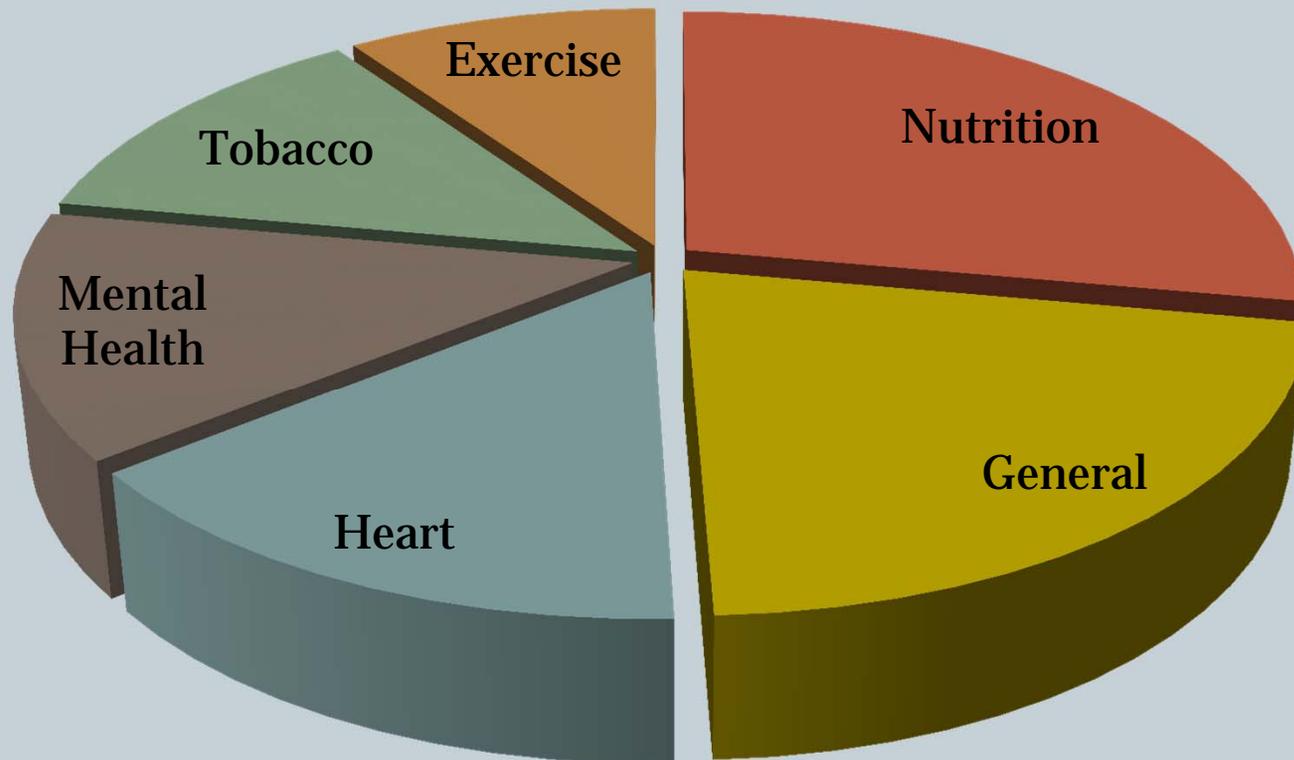
# Barrier Categories



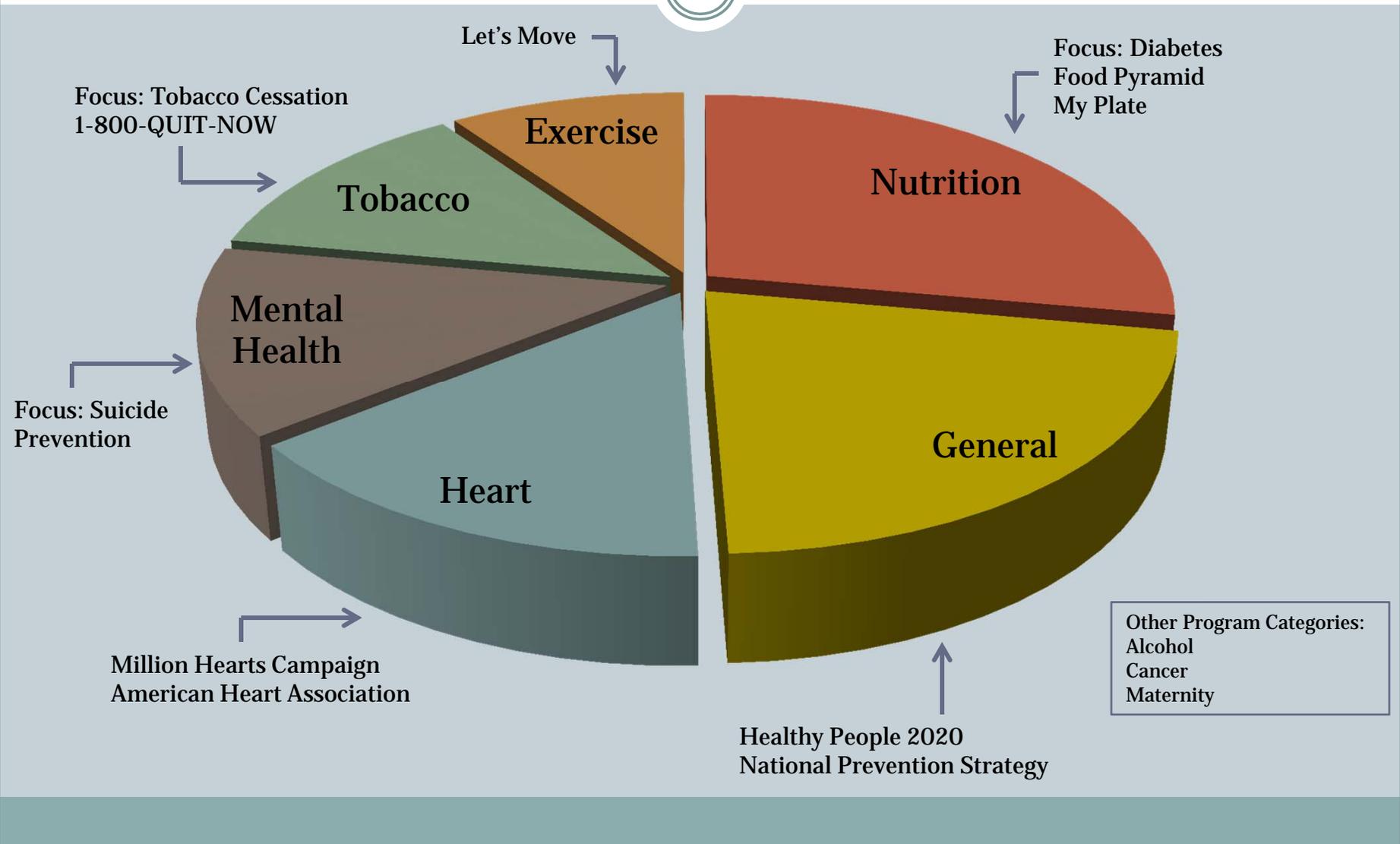
# Barrier Categories



# Program Categories

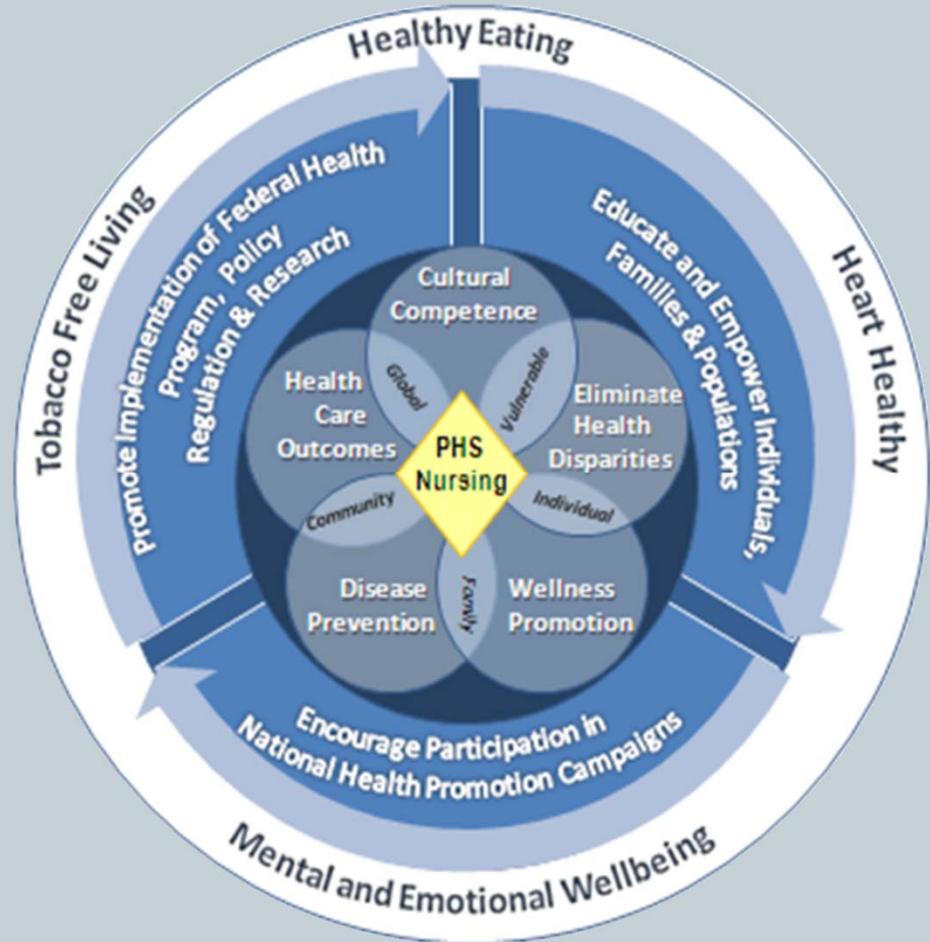


# Program Categories

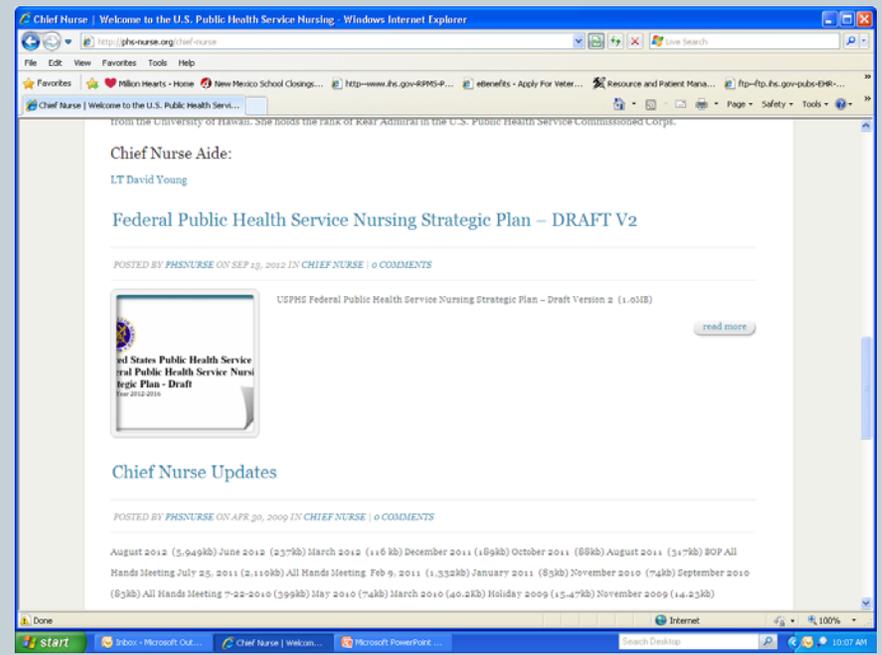


# Strategy Management

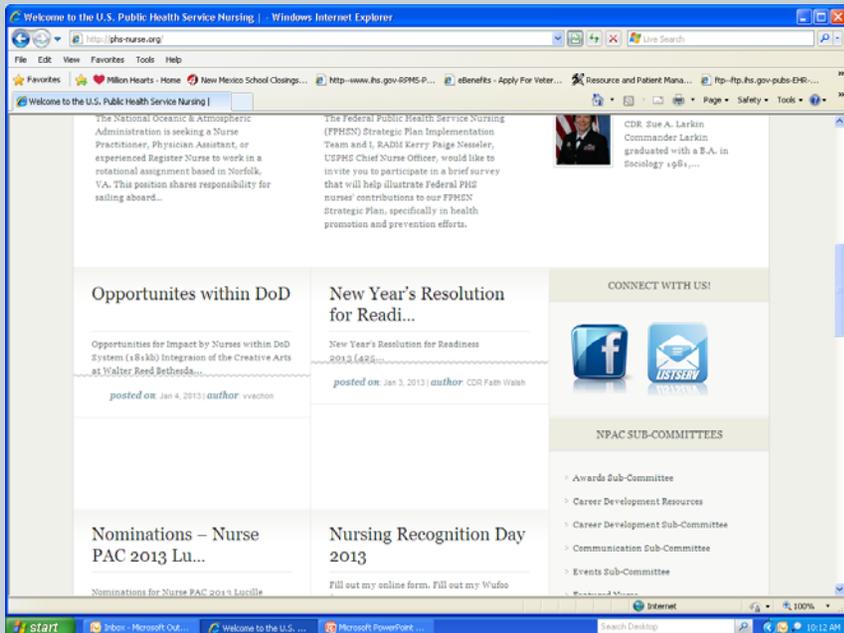
- Completing the benchmarking activities
- Diffusion of findings/information
- Adoption of benchmark information



# Website Adaptation

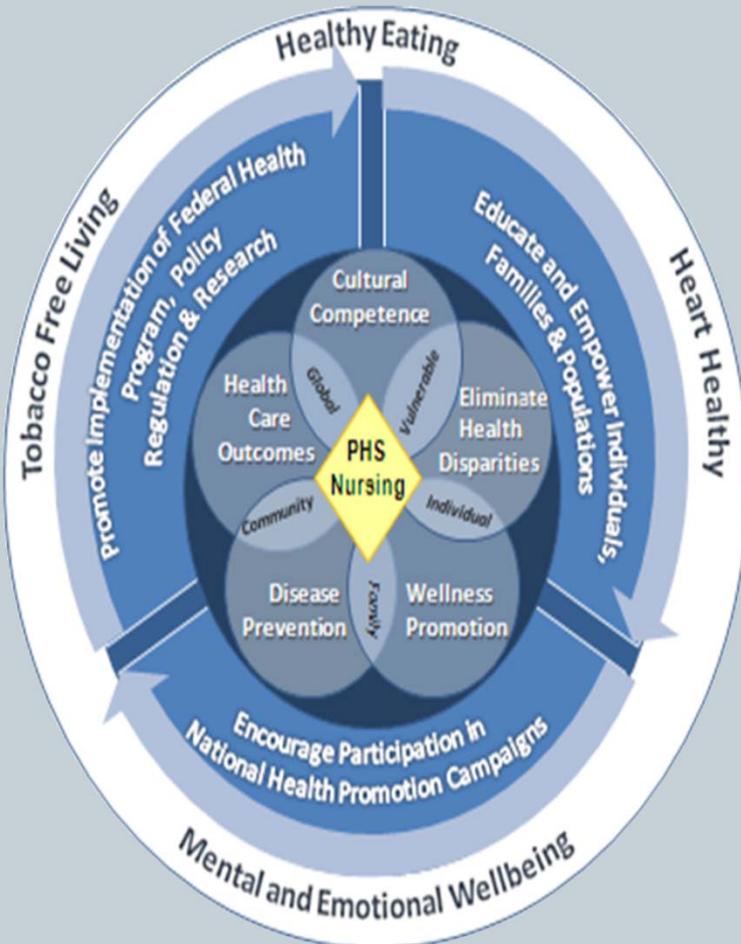


# Social Media Strategy



- Facebook, Listserv – expands message delivery. While Facebook is a self-selective process, the Listserv offers immediate access to nurses who are registered users
- [www.phs-nurse.org](http://www.phs-nurse.org) is an NPAC sponsored site

# Social Media Strategy



Hyperlinks to best practice tools: MyPlate, Million Hearts Campaign, Just Move, Growing Power Initiatives. We can also link to the SG National Prevention Strategy videos.



1-800-273-TALK (8255)  
suicidepreventionlifeline.org

<http://WWW.surgeongeneral.gov/videos/2012/03/next-generation.html>

[http://WWW.surgeongeneral.gov/videos/2012/11/we\\_all\\_have\\_a\\_role\\_to\\_play.html](http://WWW.surgeongeneral.gov/videos/2012/11/we_all_have_a_role_to_play.html)

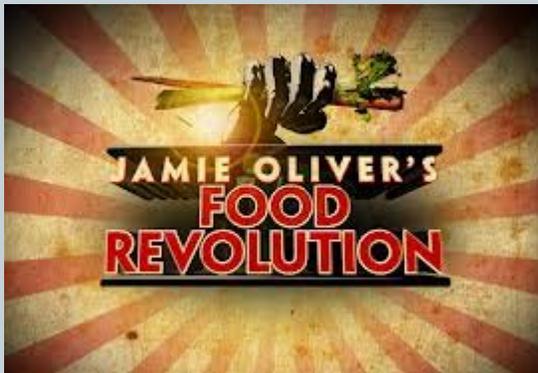
Linking as a webpage supports:

1. Ability to track volume of webpage “views”
2. This allows the team to be evaluate marketing plan , adjust and reassess continuously

# Social Media Strategy



- <http://www.youtube.com/watch?v=oLgmk323H6k>



# PHS Acknowledgement of FPHSN Strategic Plan Development Team (April – August 2011)

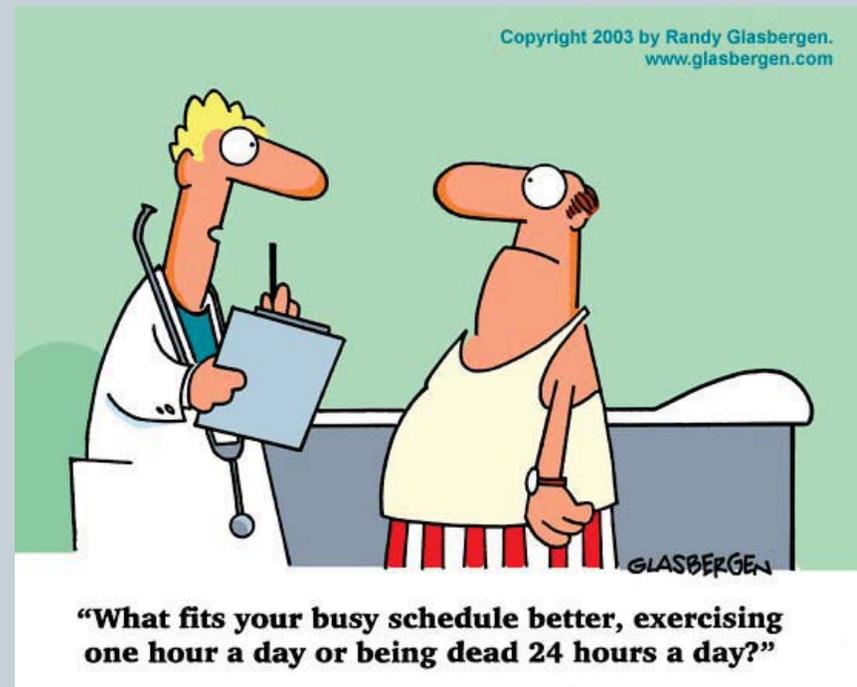


- **RADM Kerry Nessler - Chair**
- **CAPT Susan Orsega - Vice-Chair**
- **CAPT Amy Anderson**
- **CAPT Cheryl Borden**
- **CAPT Mary Lambert**
- **CAPT Lynn Slepski**
- **CDR Amy Webb**
- **CDR Nancy Bartolini**
- **CDR Wendy Blocker**
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- **LT Belinda Rooney**
- **LT David Young**
- **Dr. Irene Sandvold**
- **Mr. Joseph Bertulfo**
- **Mr. Kirk Koyama**

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## February 2012 –February 2013

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- CDR Sophia Russell, TMA
- CDR Laura Wall, NIH
- CDR Amy Webb, IHS
- LCDR Sara Anderson, FDA
- LCDR Margaret Bevans, NIH
- Dr. Irene Sandvold, HRSA
- Mr. Kirk Koyama, HRSA



# Questions/ Recommendations



**THANK YOU**

