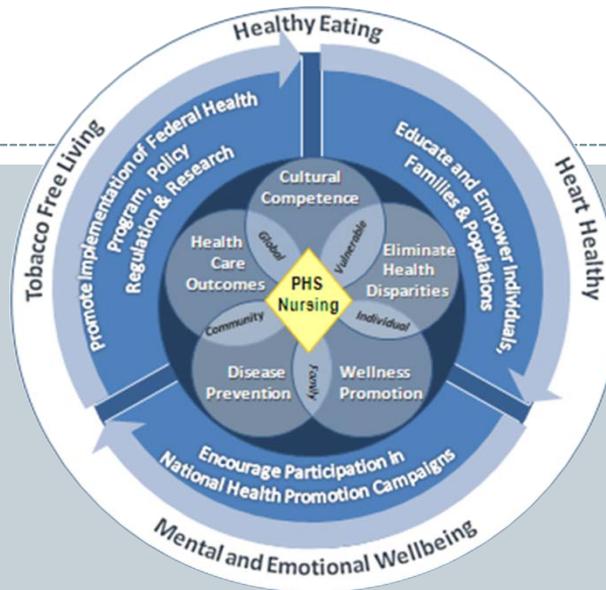


Federal Public Health Service Nursing Strategic Plan



THE IMPLEMENTATION PROCESS, BENCHMARKING & BEYOND

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CDR AMY WEBB, IMPLEMENTATION TEAM LEAD
LCDR MARGARET BEVANS, NURSE RESEARCH CONSULTANT

FEBRUARY 2013

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



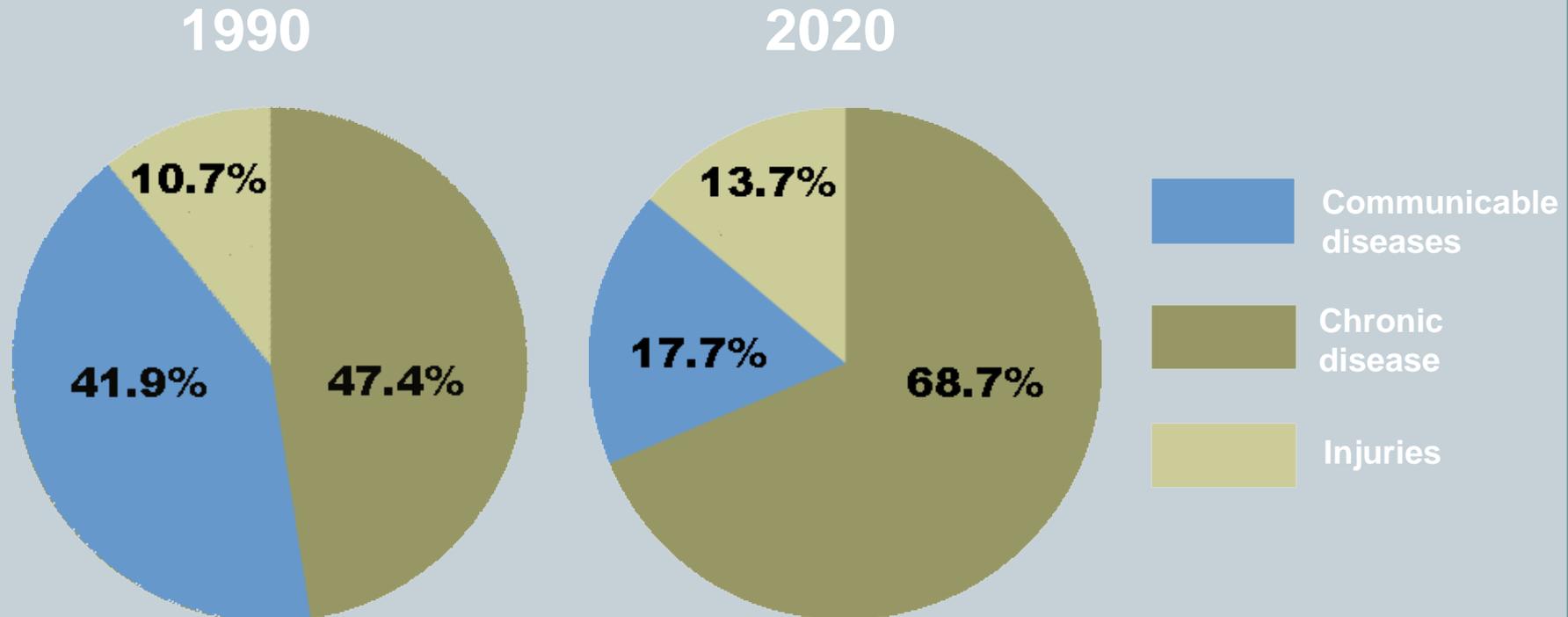
- **Overview of the Strategic Plan**
 - Background of Need
 - Call to Action
- **National Prevention Strategy - Framework**
- **FPHSN Strategic Plan**
 - Draft Mission, Vision, Values - Goals
 - Strategic Impact Areas
 - FPHSN Strategic Plan - Framework
- **Implementation Strategy**
- **Evaluation/Benchmarking**
- **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 2nd 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.

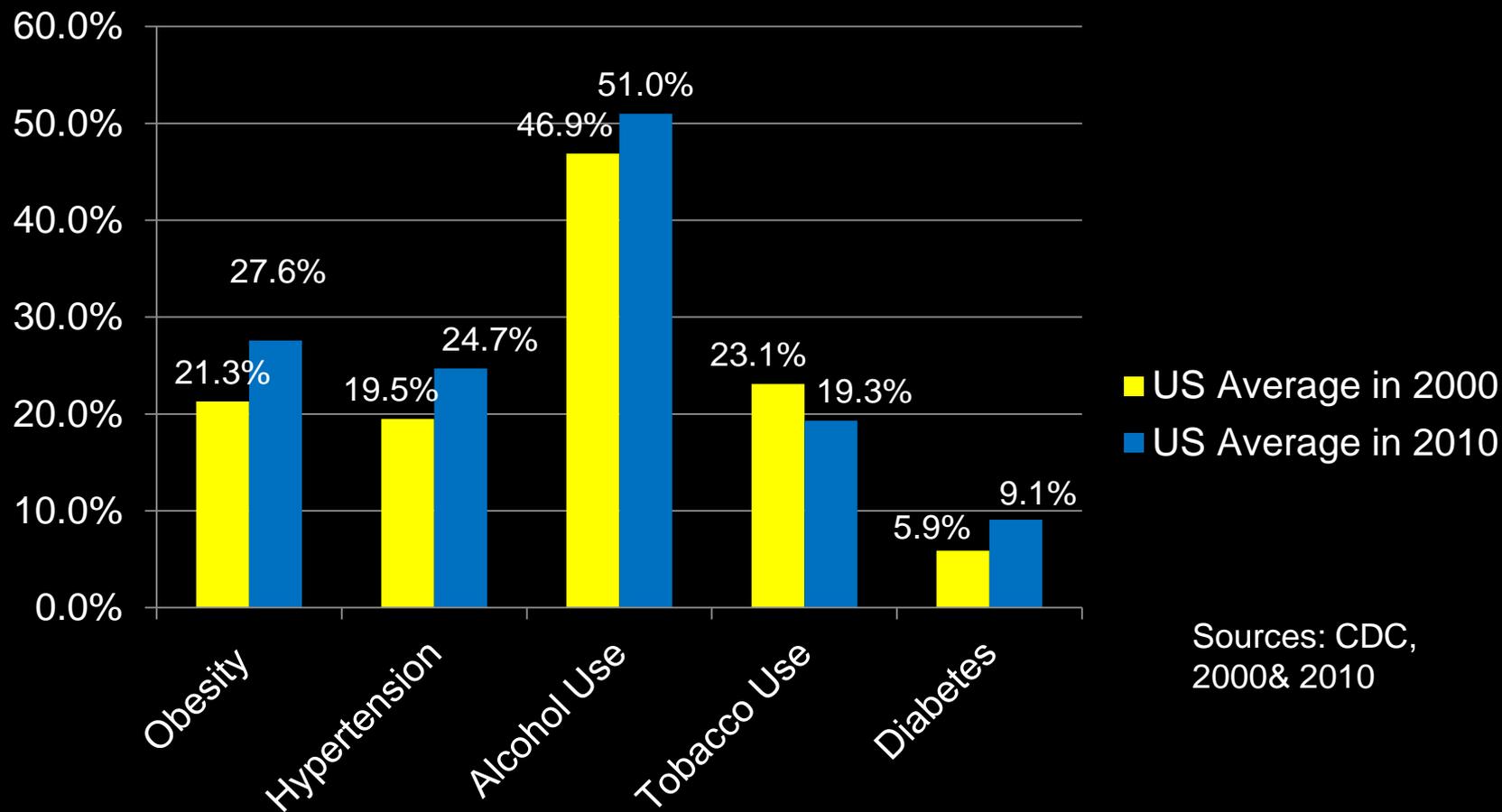
Global Burden of Disease 2010 Study



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



Sources: CDC,
2000& 2010

Background- Call to Action

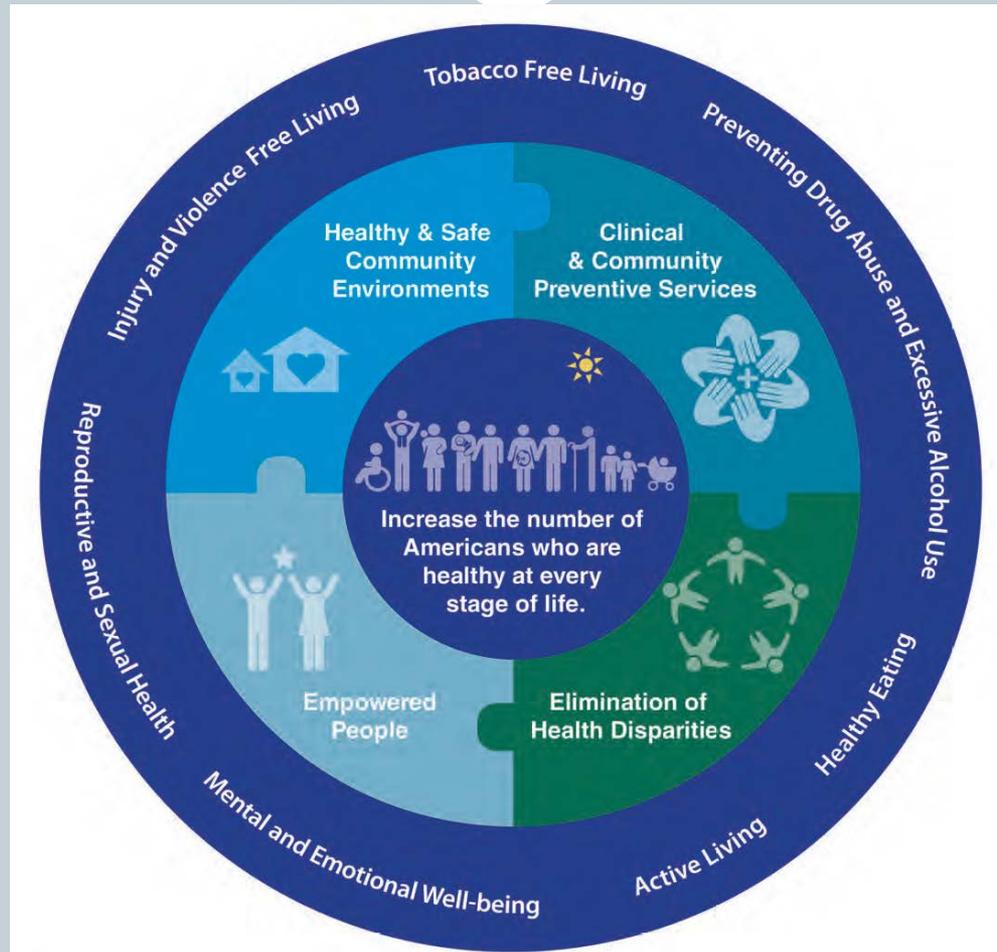


The New York Times
Judge Rejects Obese Teenagers' Suit Against McDonald's
Published: January 22, 2003



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.

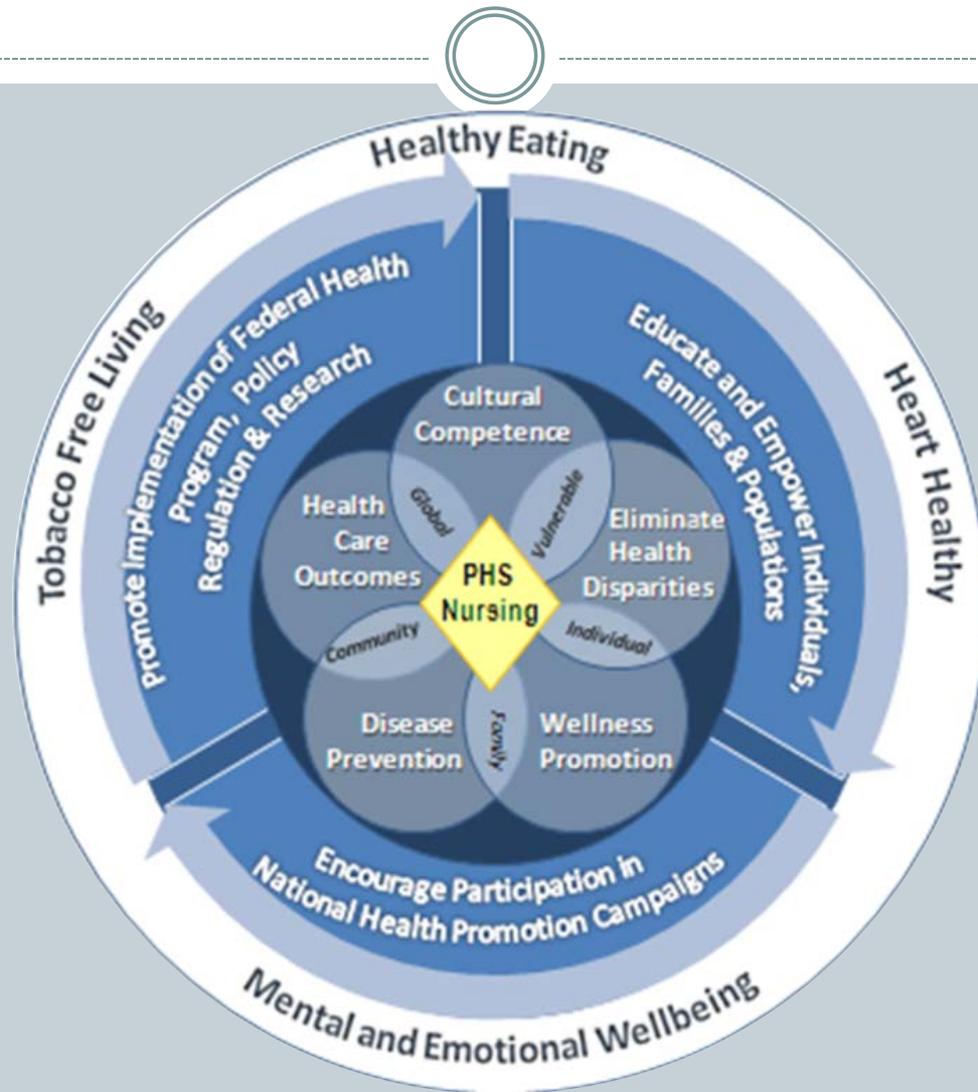
FPHSN Strategic Plan: Framework



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

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 (%)
Gender	
Female	238 (81.5)
Male	54 (18.5)
Rank or GS Level	
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)
Education	
Bachelor's degree	107 (36.6)
Master's degree	164 (56.2)
Doctorate	21 (7.2)
Nursing Role	
Direct Care Provider	153 (52.4)
Advanced Practice Nurse	75 (25.7)
Program/ Supportive	64 (21.9)
Employee Type	
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)

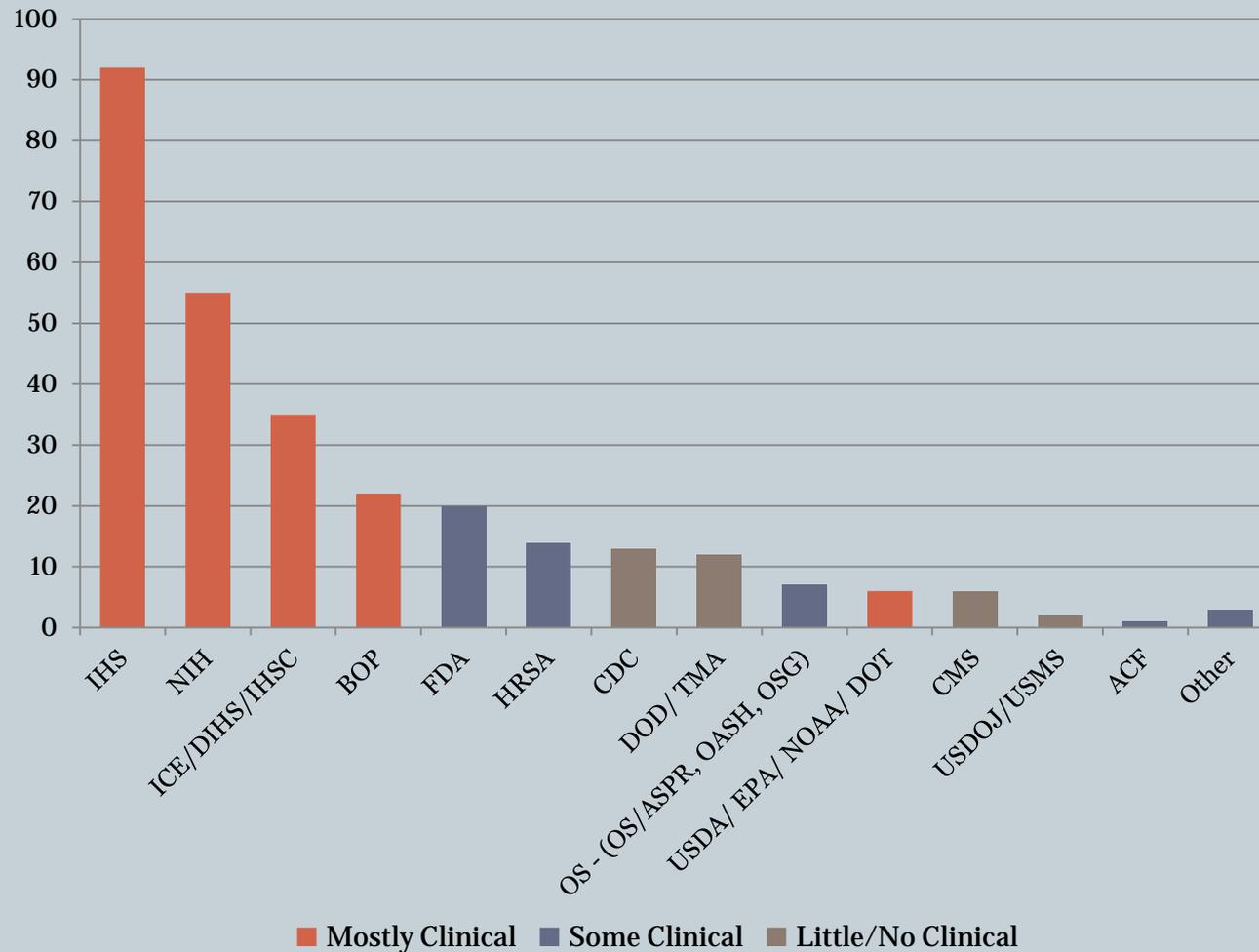
Participant Agency Characteristics



Agency Characteristics	n (%)
Region¹	
Northeast	7 (2.4)
South (includes Maryland)	173 (59.9)
Midwest	17 (5.9)
West	92 (31.5)
Work Location Type	
Mostly Clinical	209 (72.3)
Some Clinical	33 (11.4)
Mostly Administrative	47 (16.3)

¹ Regions obtained from US Census Bureau; 3 missing cases.

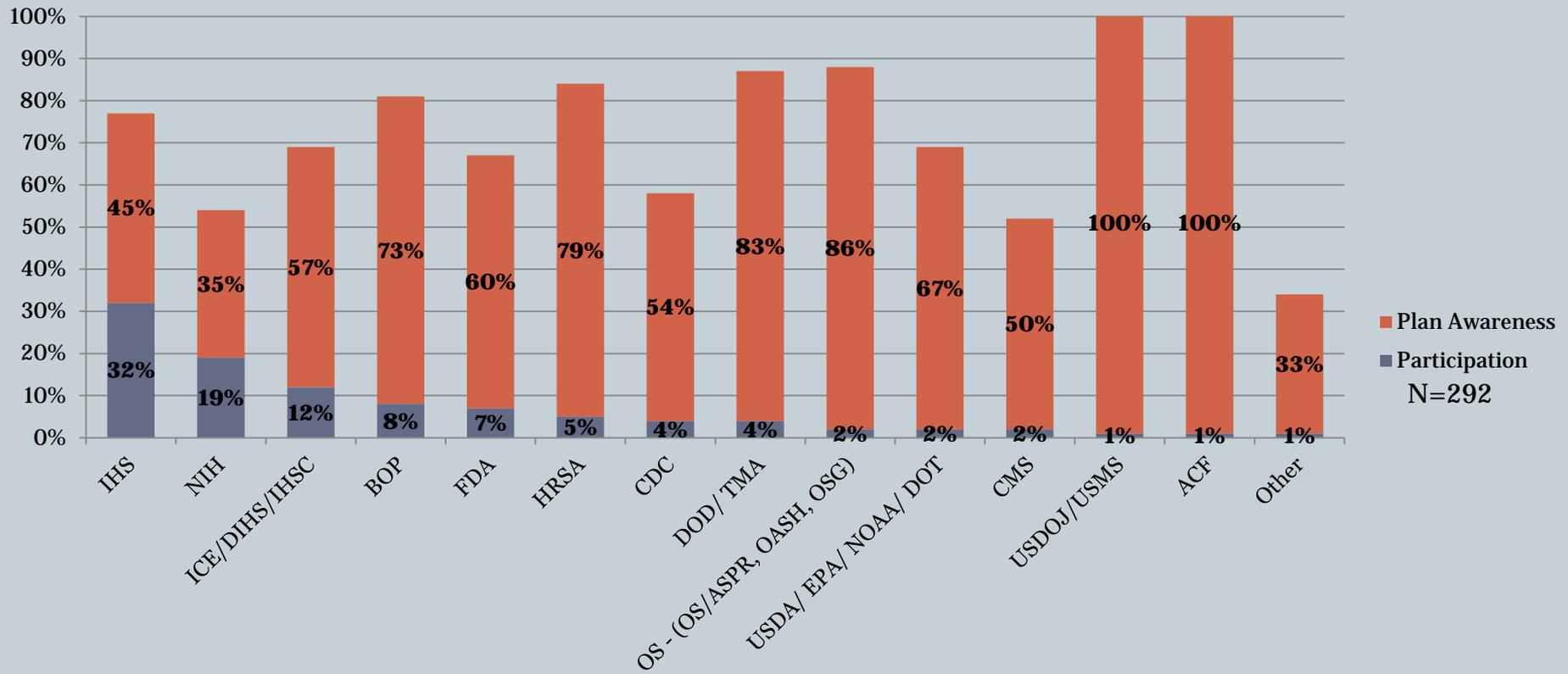
Participation by Agency (N=292)



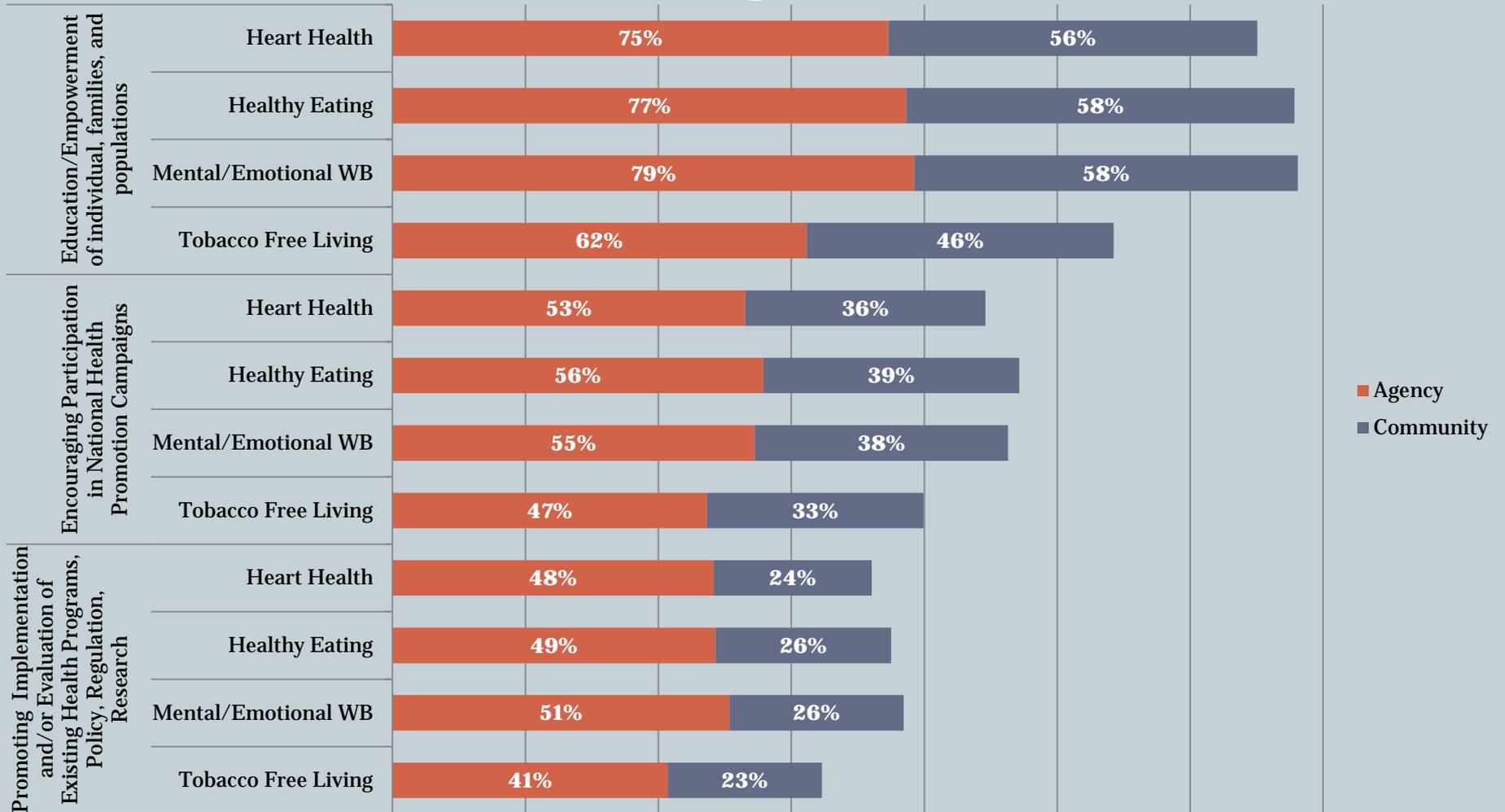
Agency Participation & FPHNSP Awareness



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



Participation in Activity by Topic: Agency Role and Community



■ Agency
■ Community

Level of Participation by FPHSNP Awareness



	Agency	Community
Education/Empowerment		
Heart Health		
Healthy Eating		
Mental/Emotional WB		
Tobacco Free Living		
Encouraging Participation in National Campaigns		
Heart Health		
Healthy Eating		
Mental/Emotional WB		
Tobacco Free Living		
Promoting Implementation/Evaluation of Programs		
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 _{occ}	CP _{no}	CP	CP _{occ}	CP _{no}
Education Empower	Heart Health***	↑↑	--	--	--	--	--
	Healthy Eating***	↑↑	↑	--	--	--	--
	Mental/Emotional WB***	↑↑	--	--	--	--	--
	Tobacco Free Living	--	--	--	--	--	--
Encourage National Campaigns	Heart Health***	↑↑	--	↑	--	--	--
	Healthy Eating***	↑↑	--	↑	--	--	↑↑
	Mental/Emotional WB***	--	--	--	--	--	--
	Tobacco Free Living	--	--	--	--	--	--
Promote Implement Evaluation of Programs	Heart Health***	--	--	--	--	--	--
	Healthy Eating***	--	--	--	--	--	↑↑
	Mental/Emotional WB***	--	--	--	--	--	--
	Tobacco Free Living	--	--	--	--	--	--

Note: CP = Mostly Clinical; CP_{occ} = Occasional Clinical; CP_{no} = Little/No Clinical; ** p<0.01; *** p<0.001

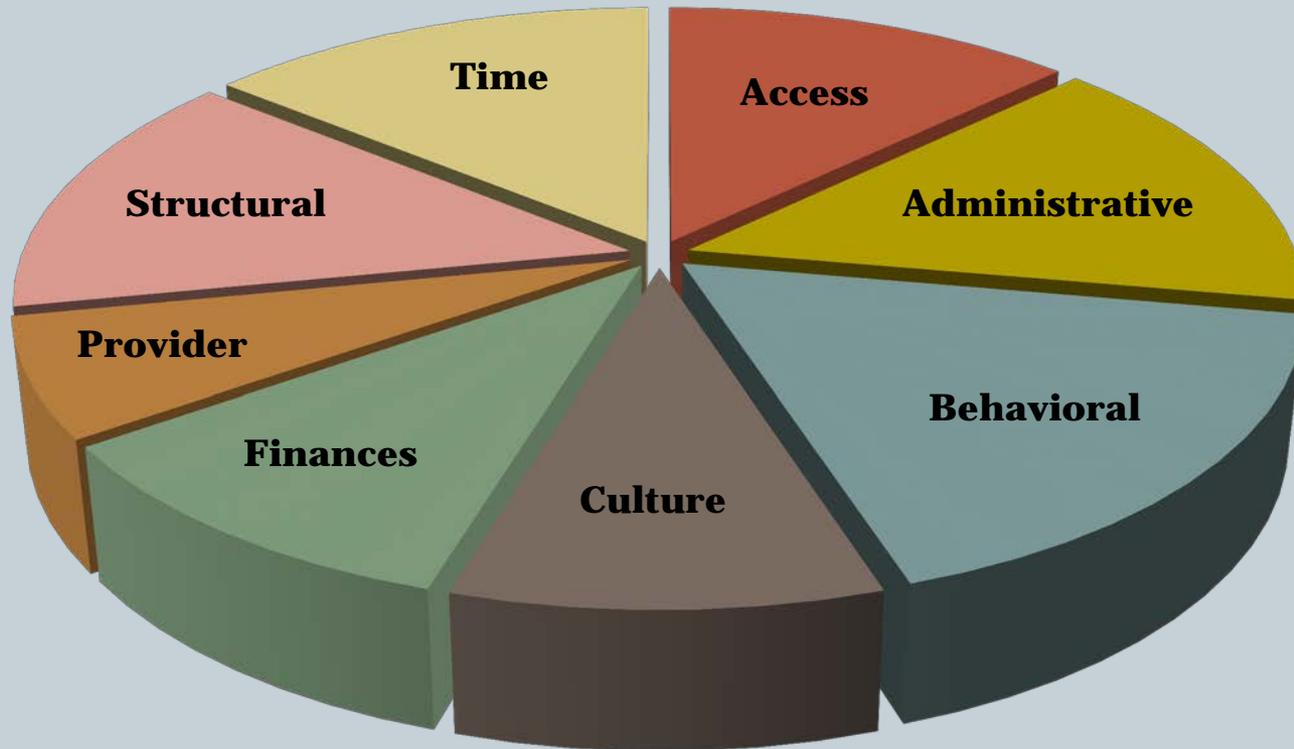
↑↑=significantly more than other two, ↑ significantly more than lowest, (--) no difference by agency focus

Level of Participation by Nursing Role

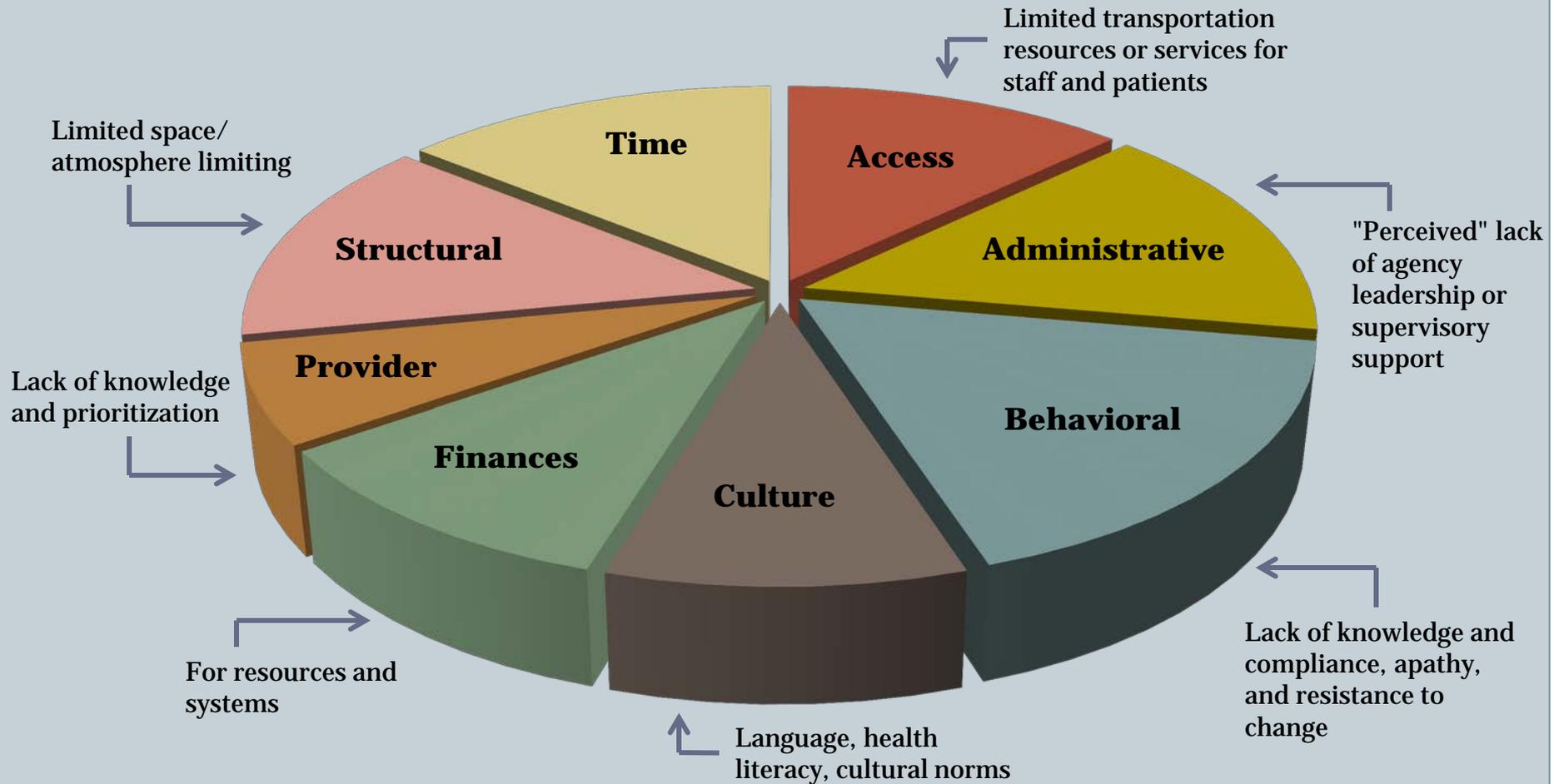
		Agency			Community		
		DCP	APN	PM	DCP	APN	PM
Education Empower	Heart Health***	↑↑	--	--	--	--	--
	Healthy Eating***	↑↑	--	--	--	--	--
	Mental/Emotional WB***	↑↑	--	--	--	--	--
	Tobacco Free Living	↑↑	--	--	--	--	--
Encourage National Campaigns	Heart Health***	↑↑	--	--	--	--	--
	Healthy Eating***	↑↑	--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

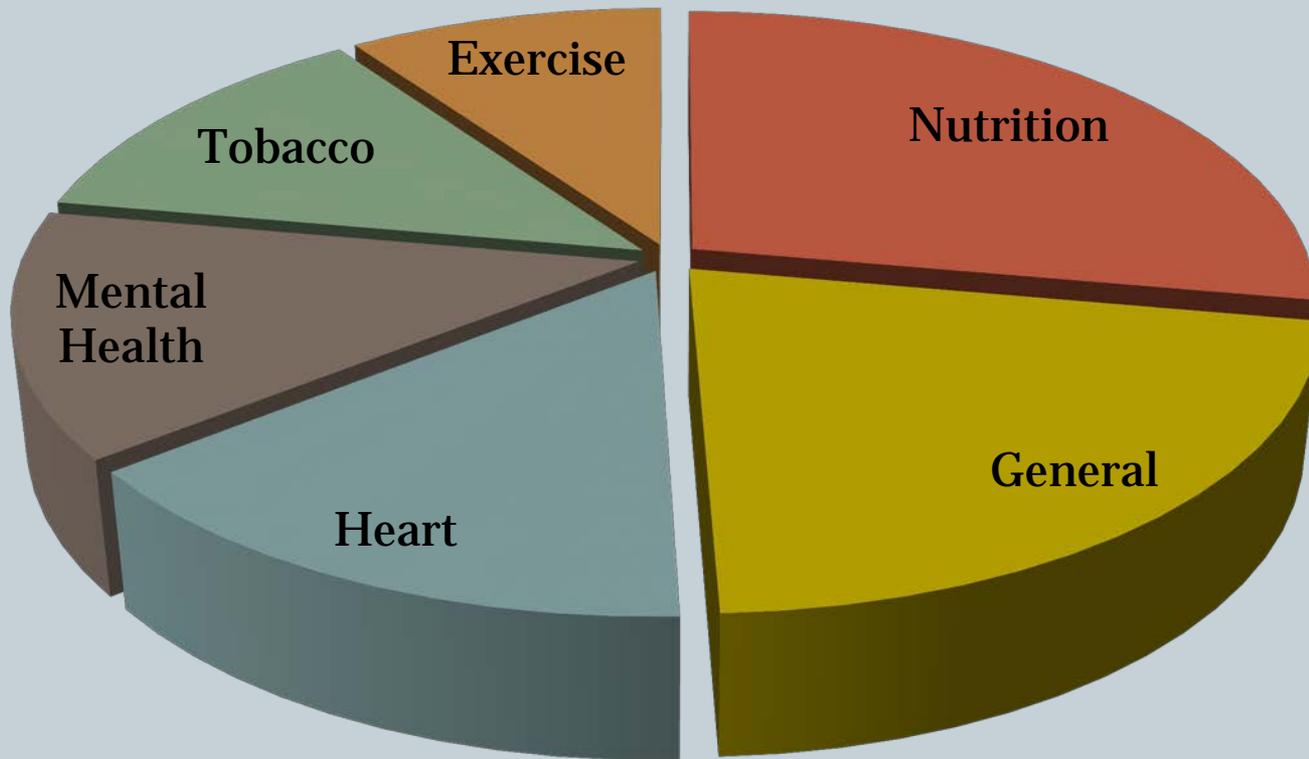
Barrier Categories



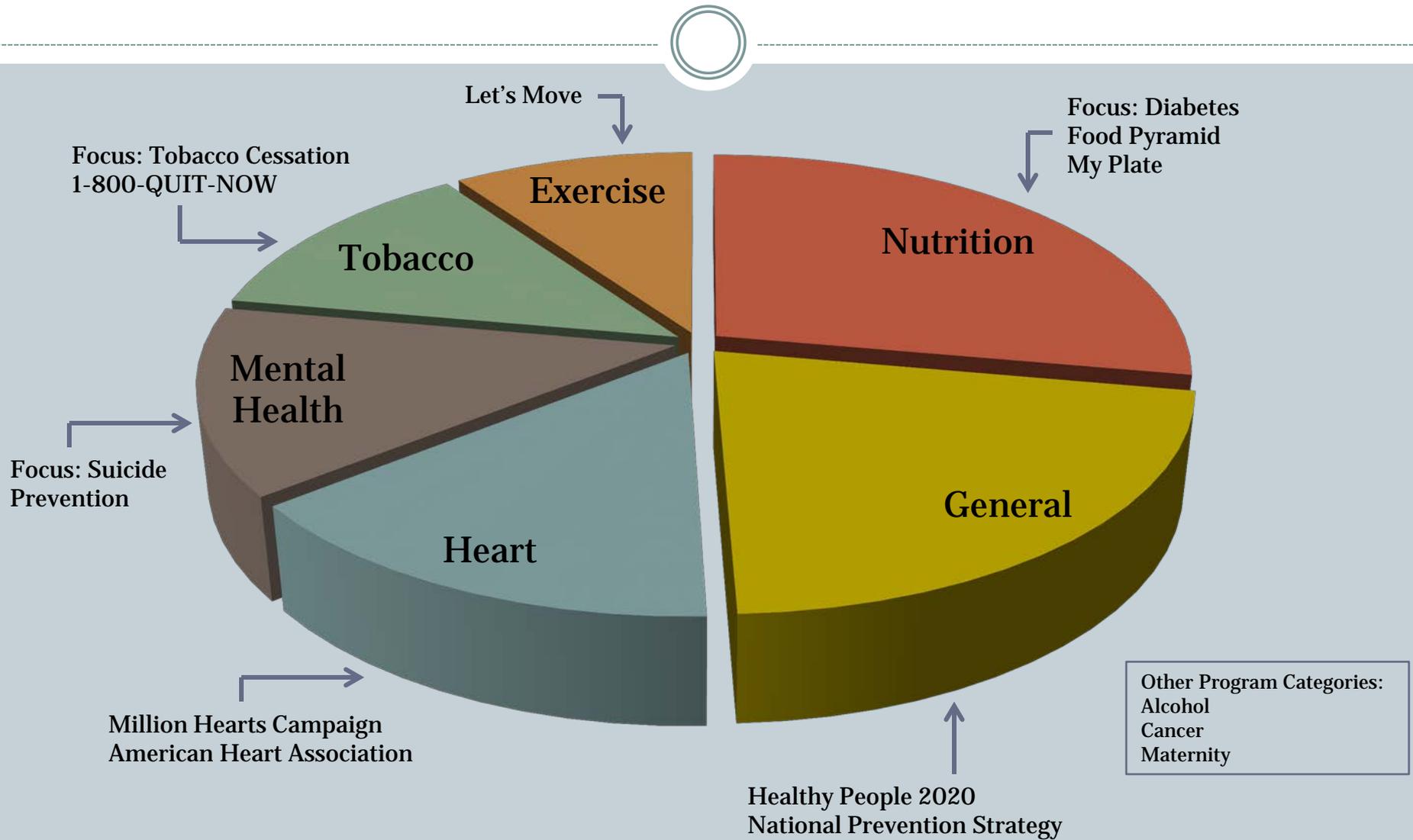
Barrier Categories



Program Categories



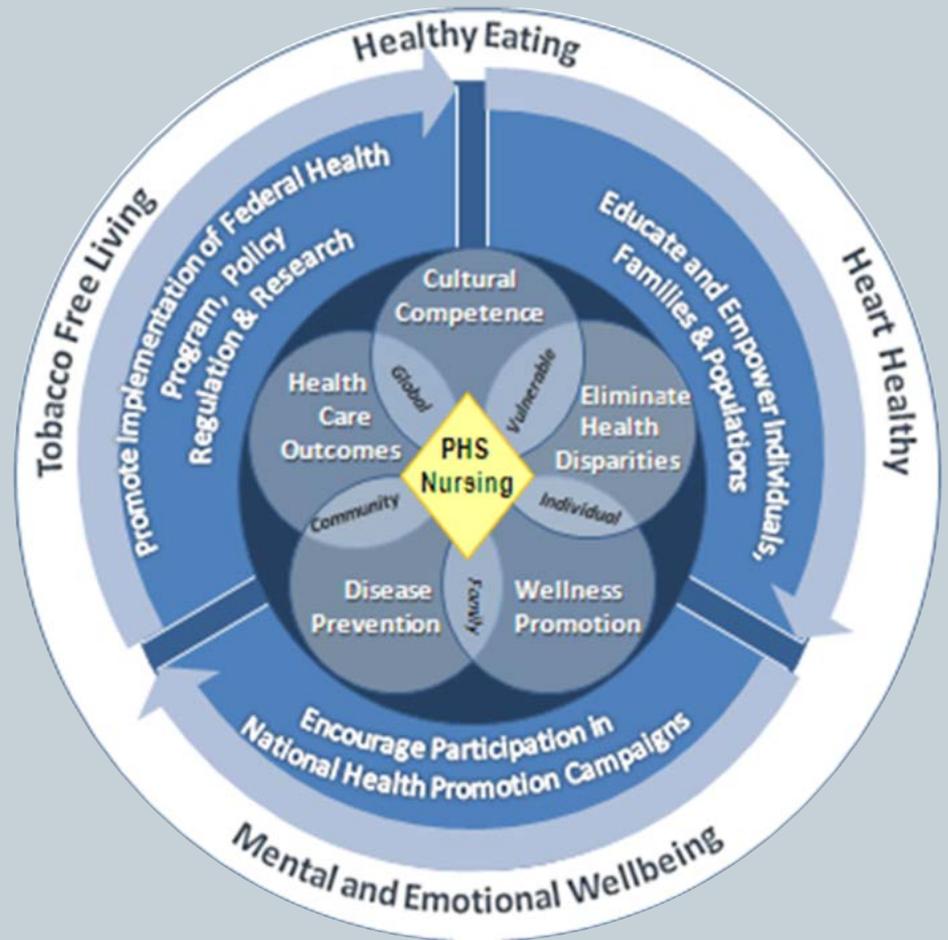
Program Categories



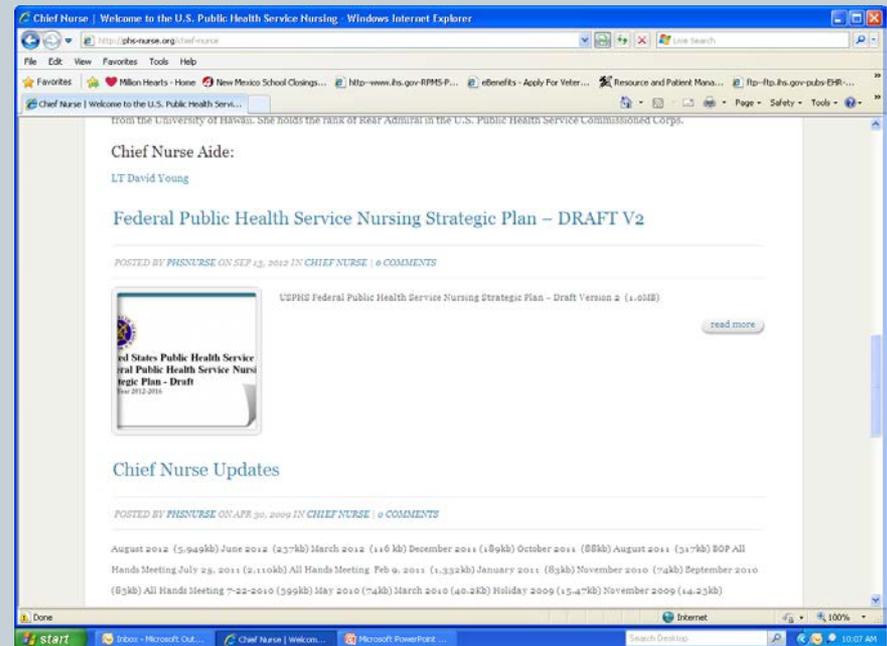
Strategy Management



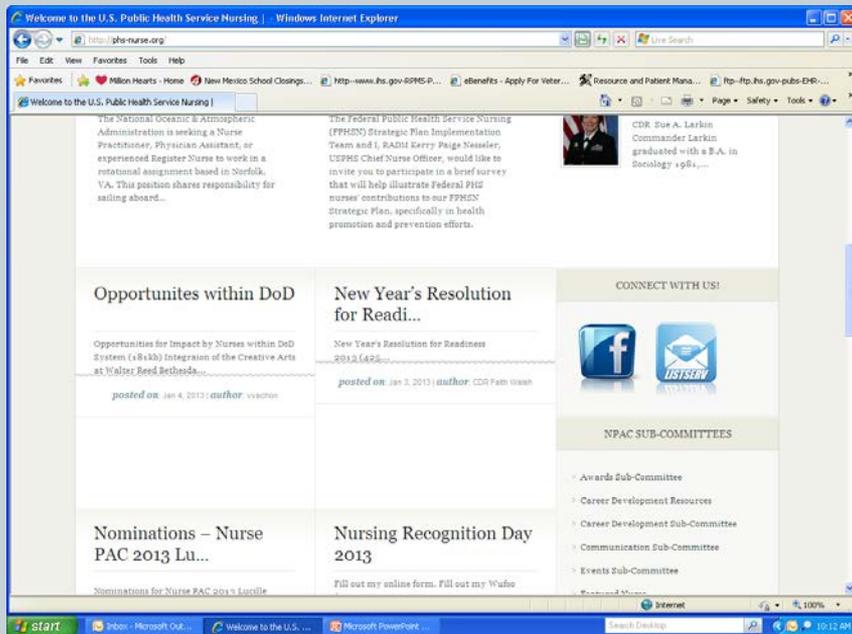
- Completing the benchmarking activities
- Diffusion of findings/information
- Adoption of benchmark information



Website Adaptation

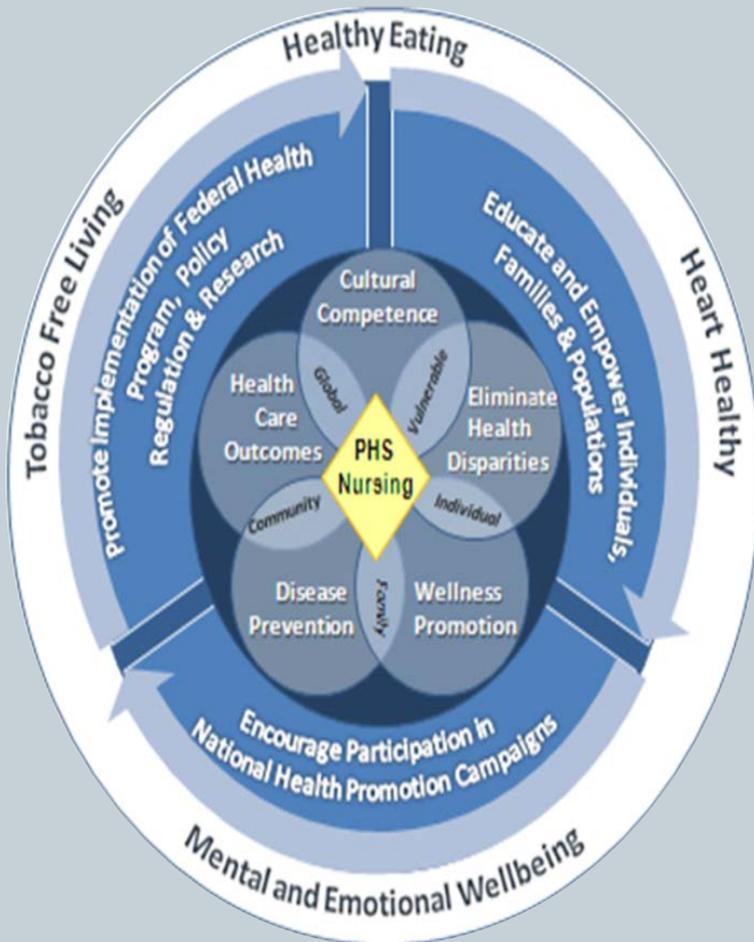


Social Media Strategy



- 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 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)



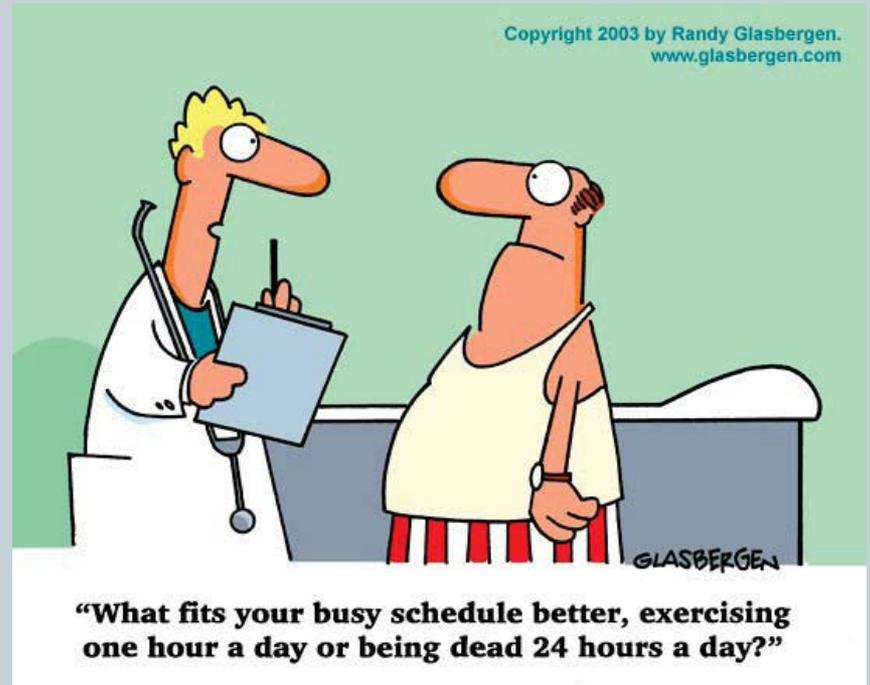
- **RADM Kerry Nessler - Chair**
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- **LT Pattama Ulrich**
- **LT Belinda Rooney**
- **LT David Young**
- **Dr. Irene Sandvold**
- **Mr. Joseph Bertulfo**
- **Mr. Kirk Koyama**

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- LCDR Margaret Bevans, NIH
- Dr. Irene Sandvold, HRSA
- Mr. Kirk Koyama, HRSA



Questions/ Recommendations



THANK YOU

