



Media Engagement:
Essential for Improving
Population Health and
Enhancing Nurses
Contributions to Health
Reform

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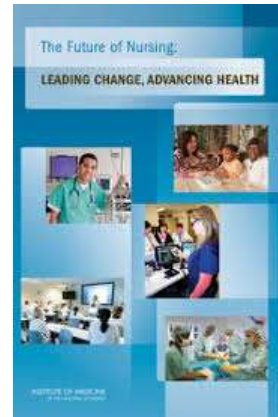
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**Building capacity to better address
population health**

2010



- ACA improved access to health care coverage.
- Understood that meeting demands for care and the care delivered were issues that needed to be addressed.



Future of Nursing 2010: Key messages

Improve access to care

Foster interprofessional care

Promote nursing leadership

Transform nursing education

Increase diversity in education

Collect workforce data

Future of Nursing: Drivers

- Aging
- Increased diversity
- Complex evolving health care system

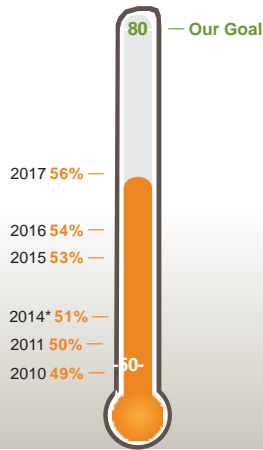


campaign progress

Indicator 1: Education

IOM Recommendation:
Increase the
proportion of nurses
with a baccalaureate
degree to 80
percent by 2020

Percentage of employed nurses
with a baccalaureate (or higher)
degree in nursing



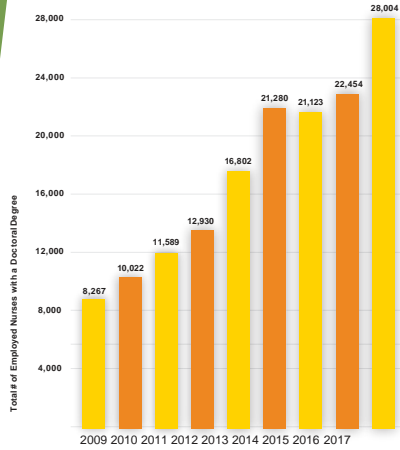
Updated: July 9, 2019

campaign progress

Indicator 2: Doctoral Degrees

IOM Recommendation:
Double the number of nurses with a doctorate by 2020
THIS RECOMMENDATION HAS BEEN ACHIEVED

Number of employed nurses with a doctoral degree



Updated: July 9, 2019

Data Source: American Community Survey, Public Use Microdata Sample (series)

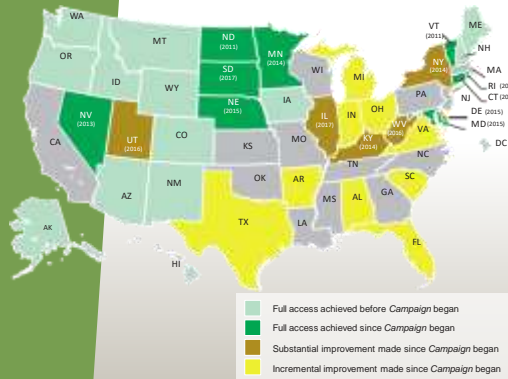


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Indicator 3: State Practice Environment

IOM Recommendation:
Advanced practice registered nurses should be able to practice to the full extent of their education and training

State progress in improving access to care provided by nurse practitioners



Data source: Center to Champion Nursing in America
*View definition criteria at <https://campaignforaction.org/resource/state-progress-removing-barriers-practice-care/> Years denote when laws were passed.



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Indicator 5: Leadership

IOM Recommendation:
Health care
decision-makers
should ensure
leadership positions
are available to and
filled by nurses

The number of nurses who
report serving on boards to the
Nurses on Boards Coalition

Our goal: to get 10,000 nurses on boards by 2020

OUR GOAL
10,000 nurses
on boards



As of 7/9/19
6,311 nurses
have reported
serving on
boards*

Data Source: Nurses on Boards Coalition, NursesonBoardsCoalition.org.
In 2014, the Campaign convened more than 20 national nursing organizations and others working to build a healthier America to form the Nurses on Boards Coalition (NOBC). The NOBC launched as an independent organization in August 2015 and is working toward the goal of seeing 10,000 nurses on boards by 2020.

*The Nurses on Boards Coalition updates these numbers on a regular basis.

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Making population health a priority

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What is a population?

Collection of individuals who have one or more personal or environmental characteristics in common



(Williams & Highriter, 1978)

What is health?



“A state of complete physical, mental, and social well-being, and not merely the absence of disease or infirmity”

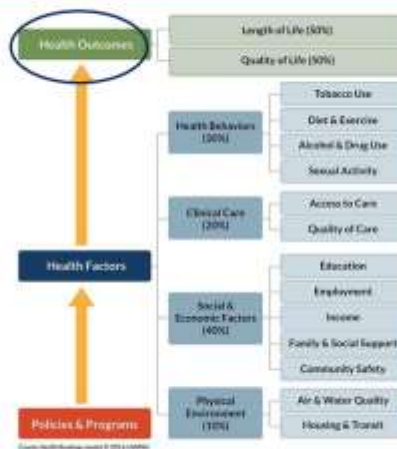
(World Health Organization)

Health is more than health care and personal choices.



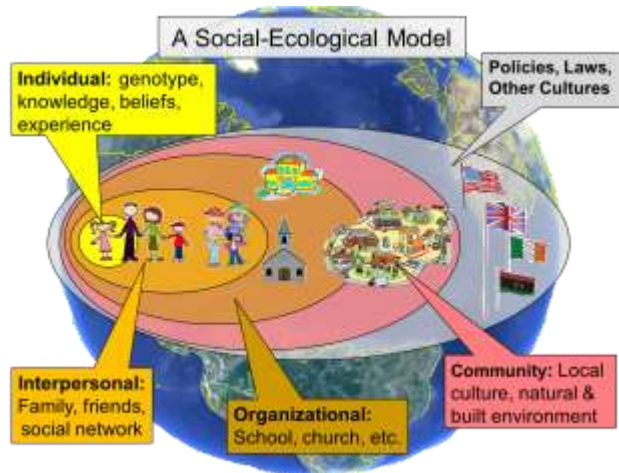
To measurably improve health status and reduce inequities, we must address social determinants of health.

County Health Rankings Model





Improving health requires a broad-based cross-sectoral view and collaboration.



**If social change supports individual change,
it is more self-sustaining.**

Key ideas

- Factors at multiple levels affect human behavior
- Essential to understand and address barriers and constraints to behavior change at multiple levels
- Unrealistic to expect individuals to change behavior if barriers at higher levels are insurmountable

What is population health?

“The health outcomes of a group of individuals, including the distribution of such outcomes within the group”

(Kindig, 2007; Kindig & Stoddart, 2003).

“An approach to health that aims to improve the health of an entire population and to reduce health inequities among population groups. In order to reach the objectives, it looks at and acts upon the broad range of factors and conditions that have a strong influence on our health”

(Population Health Agency of Canada).



Population health foci:

Wellness, prevention and health promotion

Upstream causes of health problems

Social determinants of health

Community conditions

All people

Partnerships between health and other sectors

Population health-based practice: Key characteristics

- Focused on entire population
- Grounded in an assessment of the population's health status
- Considers broad determinants of health
- Emphasizes all level of prevention
- Intervenes with communities, systems, individuals, and families

Source: Minnesota Department of Health, 2003

Population health-based practice: Goals

Provide evidence-based care to targeted groups of people with similar needs in order to improve outcomes and reduce disparities.



Health disparities

What is a disparity?

disparity

n.

pl. disparities

1. inequality or difference, as in rank, amount, quality, etc.
2. unlikeness; incongruity



What are health disparities?

- **Differential outcomes in health and health care according to:**
 - Race
 - Ethnicity
 - Personal attributes –age, sex, gender
 - Socioeconomic status
 - Educational level
 - Geographic location
- **Disproportionate burden of poor health status and premature mortality**

Building an understanding

The common denominator of various definitions of health disparities is *differences*...

Population differences in:

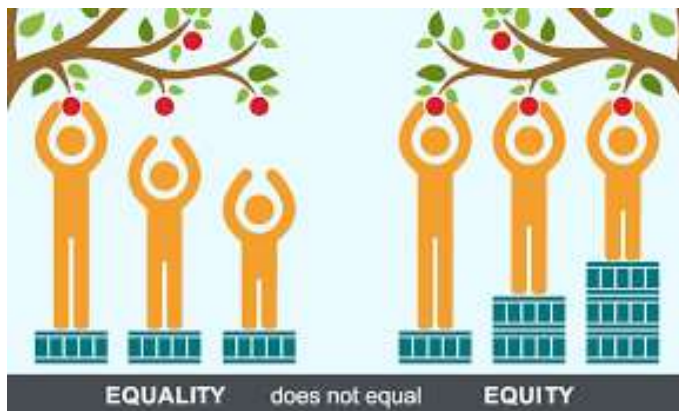
- Environmental exposures
- Health care access, utilization or quality
- Health status
- Health outcomes
- Other



Social justice



- The concept of health disparity has also taken on the implication of *injustice*.
- Whitehead (1991) defines a health disparity as: *“differences in health which are not only unnecessary and avoidable, but, in addition, are considered unfair and unjust”*



Allies for Reaching Community Health Equity

Principles health equity

- Focus on needs marginalized people
- Create fair social environment
- Recognize intersection of issues
- Value all human life
- Promote authentic relationships
- Leverage community power
- Work with & in community

Allies for Reaching Community Health Equity

Social determinants of health (SDOH)

- One group of factors that shape population health
- Affect whole population, not just poorest and most vulnerable

SDOH positively influence health in certain populations and cause harm in others

(Green & Zook, 2019)

Embracing a population health perspective

- Words matter
- Nursing actions and goals must be congruent
- Not business as usual
- Population health care is in addition to long-established care of individuals, groups, and communities



SDOH

Upstream social factors that shape population health
(Green & Zook, 2019)



Social needs

Downstream manifestation of the impact of SDOH



Social risk factors

"Specific adverse social conditions associated with
poor health" (Alderwick, 2019; WHO)

SOCIAL DETERMINANTS AND SOCIAL NEEDS: MOVING BEYOND MIDSTREAM

Castrucci & Auerbach
Jan. 16, 2019

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Using media to enhance efforts to improve population health

Woodhull studies (1997 & 2018)

Nurses	1997	2018
% quotes newspapers	4%	2%
% quotes weekly & industry pubs	1%	
% mentioned in article	14%	13%
% identified in photographs	0%	4%

Nurses wholly absent from many stories despite relevancy of nursing perspective to topic.

Mason DJ, Nixon L, Glickstein B, Han S, Westphaln K, Carter L. (2018).

Woodhull studies (1997 & 2018)

10 journalists interviewed; key findings:

- Infrequently reach-out to nurses & other people not in position of authority
- Asserted they have to justify using nurses
- Journalists confused about what nurses do
- Nurses not viewed as experts or key leaders
- Nurses not promoted as subjects or sources

Mason, D.J., Glickstein, B., and Westphaln, K. (2018).

How can media be used to advance population health?

- Educate stakeholders
- Network with current and future collaborators
- Advocate for change



Questions?



References available upon request.



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