



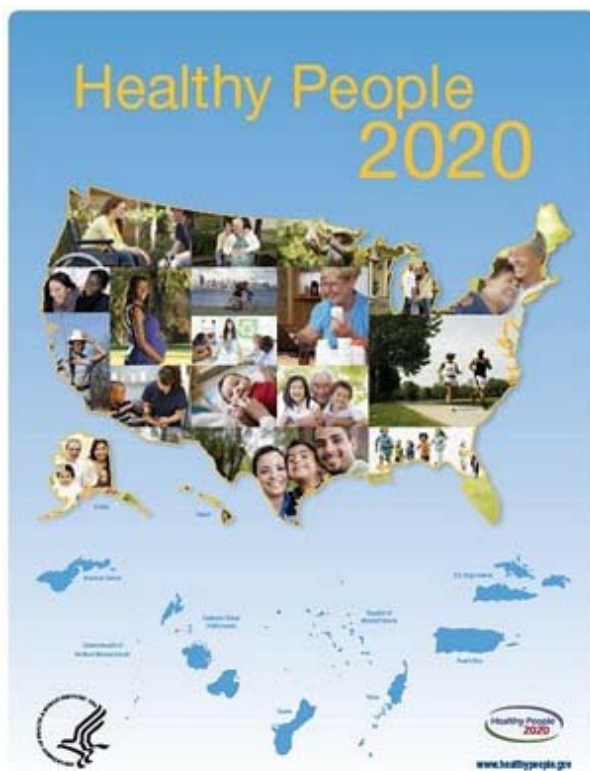
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*The National Nursing Network Organization Web Log*

▶ **Special Interest: HR 4601**

**Monday, January 03, 2011**

**More on the Need for a Visible Nurse Leader for Health Promotion and Prevention**



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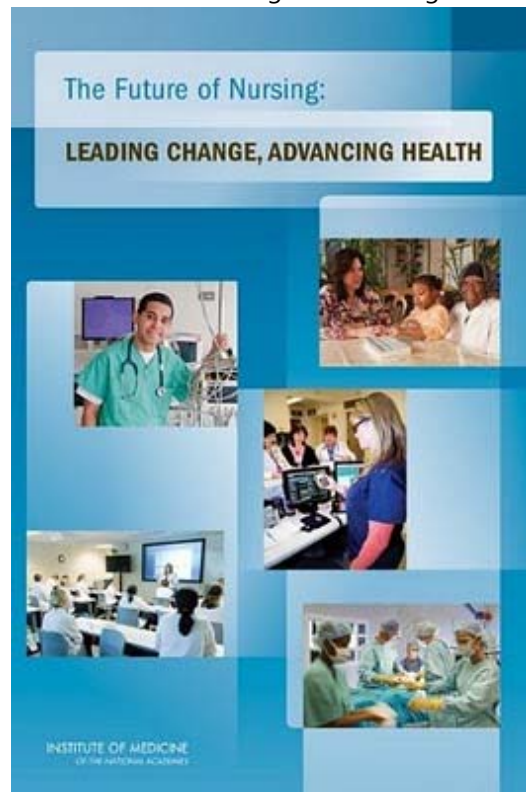
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The Department of Health and Human Services has released its Healthy People 2020 recommendations. The full report can be accessed at <http://www.healthypeople.gov/20200/default.asp>.

"Too many people are not reaching their full potential for health because of preventable conditions," said Assistant Secretary for Health Howard K. Koh, M.D., M.P.H. "Healthy People is the nation's roadmap and compass for better health, providing our society a vision for improving both the quantity and quality of life for all Americans."



[The Future of Nursing : Leading Change, Advancing Health](#) published on behalf of the Institute of Medicine and the Robert Wood Johnson Foundation, also calls for more nurse leaders throughout healthcare. The November/December 2010 issue of *The American Nurse* quotes American Nurses Association President Karen Daley, "If we are indeed successful with health care reform, the model of care will not be based on the disease process, but on disease prevention and health promotion."

The Vice Chair of the 17-member committee that produced this report, Linda Burnes Bolton DrPH, RN, FAAN who is also an ANA member in California states, "This report shows that nursing has done so much for the nation's health, but the opportunity exists for us to do so much more." Burnes Bolton continues, "Nurses have had many opportunities to lead, but often it's been in limited ways. We not only want nurses to be at the table when decisions are being made, but we want nurses to lead (health care and health care system efforts). And if nurses are allowed to lead, they will come up with innovative ways to bring up health care and make the world a better place."

Supporters of efforts to create a National Nurse believe that by making the Chief Nurse Officer of the USPHS more visible to the public and all practicing nurses as our nation's National Nurse will result in a huge window of opportunity to promote a healthier nation.

**The National Nursing Network Organization Team—Monday, January 03, 2011** [Post only](#) 

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**Monday, December 20, 2010**

**Looking Back at 2010**



**National Nurse Newsletter**  
**December 20, 2010**  
<http://nationalnurse.org>

The National Nursing Network Organization - "Promoting wellness and disease prevention through an Office of the National Nurse." Follow the campaign at <http://nationalnurse.blogspot.com>



### **Our Accomplishments In 2010**

As 2010 comes to a close, we take time to reflect on the many accomplishments that would have been impossible to achieve without your support. First and foremost, thanks to the ongoing efforts of hundreds of supporters, [HR 4601 The National Nurse Act of 2010](#) was introduced by Congressman Earl Blumenauer in February, 2010. The bill has amassed the [bipartisan support of 21 members of Congress](#) and plans are already underway for re-introduction in the 112th Congress!

Tens of thousands have visited the [National Nurse website](#) and over 50 new posts have been written on the [News Link](#). The [News Link](#) also received top recognition and was included in a recommended list of websites, this time in [The Top 20 Medical Blogs for Academic Reference](#). Thank you also to [Nursing Programs Online](#) for choosing the [National Nurse News Link/ blog](#) as one of the "Top Rated Nursing Blog" winners.

The Web Nurse rated the [top 20 most influential people](#) in the nursing field for 2010 and NNNO President Teri Mills MS, RN, CNE was recognized among this prestigious group.

The National Nursing Network Organization welcomed two new board members this past year: Sheryl Oakes Caddy RN, JD and Debbie Orre MSN. Additionally, due to the number of enthusiastic nurses and supporters who continue to contact the Board, we are proud to announce that the [NNNO Advocacy Team](#) was formed. The team now has over two dozen members representing at least that many states. These individuals have been instrumental in advocating for their own elected officials to support HR 4601 and also in helping to spread the word about this campaign through publications and presentations. Additionally, they have

helped to increase the membership of the social networking groups on Facebook ([The National Nurse Campaign](#) -over 1480 have signed up) as well as LinkedIn (The National Nursing Network Organization). If you belong to Facebook or LinkedIn, please visit these pages and sign up!

The evidence for an Office of the National Nurse continues to mount up! This campaign becomes even more important than ever, especially with the amount of attention given to health promotion and prevention in the Patient Protection and Affordability Act.

Here's the evidence:

- A new report, Nursing Leadership from Bedside to Boardroom: Opinion Leaders' Perceptions, was released January 2010 by the Robert Wood Johnson Foundation. Based on a Gallup poll survey, this study revealed that an overwhelming majority of the 1,504 opinion leaders who participated believe nurses should have more influence on healthcare and services. 86% of those surveyed they would like to see nurses have more influence in promoting wellness and expanding preventive care.  
<http://www.rwjf.org/pr/product.jsp?id=54350>
- On September 28, 2010, First Lady Michelle Obama was on a conference call with over 1,000 nurses. The administration concurs that nurses are effective communicators when it comes to delivering important health messages. The First Lady's focus on childhood obesity would be helped with a highly visible nurse leader encouraging nurses and other health professionals to become involved with this campaign.
- A recent article in the New England Journal of Medicine, co-authored by the Secretary of Health and Human Services, Kathleen G. Sebelius, reports that *Americans receive only about half of the preventive services that are currently recommended. This finding supports a national need for an increased emphasis on strategies to increase health promotion and disease prevention efforts in this country.*
- In 2007, 24 million Americans who have diabetes cost \$174 billion for the care they received, for an average cost of \$7250 per patient. <http://www.diabetes.org/diabetes-basics/diabetes-statistics/>  
Given 57 million people at risk for diabetes, the resulting cost would be (24 million + 57 million) times \$7250 = \$587.25 billion, an increase of \$413.25. If the National Nurse could engage others in delivering proven successful programs that work to prevent Type 2 DM, and could stop even 1% of those at-risk from developing diabetes, this would represent a savings of 0.01 times \$413.25 billion = \$4.13 billion (this could also be calculated by saying that 1% of 57 million = 570,000 people, which would save 570,000 times \$7250 = \$4.13 billion).
- The proposed language that is written into the HR 4601 calls for the National Nurse to engage in social marketing efforts and health promoting media campaigns combined with health education. These combined strategies are effective as evidenced in California's Tobacco Free campaign. [http://www.tobaccofreeca.com/ca\\_success.html](http://www.tobaccofreeca.com/ca_success.html)
- A March 7, 2010 Parade poll affirms that there is a volunteer boom. Ninety-four percent of Poll respondents (94%) were nearly unanimous in the belief that it is "important to be personally involved in supporting a cause we believe in" in our communities. Most of the poll respondents are motivated toward public service by simple altruism. Sixty percent (60%) want to help other people with "many people moved to act on behalf of their own communities." <http://www.parade.com/news/what-america-cares-about/featured/100307-compassion-counts-more-than-ever.html>
- The U.S. Department of Health and Human Services (HHS) announced March 19, 2010 awards of more than \$372 million to 44 communities, to support public health efforts to reduce obesity and smoking, increase physical activity and improve nutrition. The awards are part of the HHS Communities Putting Prevention to Work (CPPW) initiative, a comprehensive prevention and wellness initiative funded under the American Recovery and Reinvestment Act of 2009.  
<http://www.hhs.gov/news/press/2010pres/03/20100319a.html>

**And, Americans continue to support programs and funding for prevention!**

<http://http://healthyamericans.org/report/70/prevention-survey-ii>

We are especially grateful to the next generation of nurses! Several sent us copies of papers they have written about [HR 4601 The National Nurse Act of 2010](#) and many have been published on the [National Nurse News Link](#).

The National Nurse newsletter goes out to thousands- please email [the NNNO Board](#) if you know of others who are interested in receiving these updates.

Several of you sent us cash donations, via [Click and Pledge](#) or mailed the NNNO checks. Thanks to supporters Shannon Pennisi Dunn RN and Elizabeth McPhee RN who coordinated efforts for fundraising opportunities with the Portland Winterhawks and Portland Beavers. We greatly appreciate this support to help maintain our website, mailing list, and brief travels to educate others about the need for an Office of the National Nurse. As a direct result of your contributions, members of the NNNO Board of Directors traveled to Washington DC last March and again in September to meet with several members of Congress, their staff, key organizational staff, and also with leaders who serve in the USPHS.

For anyone who wishes to take a trip down memory lane, click on the archived months of 2010 found at <http://nationalnurse.blogspot.com> to follow our journey.

We gained the **endorsement** of several organizations and prominent individuals in 2010 including:

- Alberto Godinez, LSW
- Andrea Sloan RN, Esq.
- Ann Promise RN, MSN, NP-c, CCM
- Barbara Hirsch RN, BA, BSN, JD
- Bill Bradbury for Governor (OR) 2010
- Central Oregon Labor Council AFL-CIO
- Community Nursing Network – Oregon
- Debi Williams MS, RN
- Deborah L. Phillips RN, BA, JD
- Diana Swihart, PhD, DMin, MSN, CS, RN-BC
- Duey's Place Assisted Living Facility
- Holly Bedgio RN-BC, BSN, CRNI, CWS, CLNC
- Kathleen Murphy Jones RN, Esq.
- Kathleen Sobczak, RN, BS, CRRN, CNLCP, COHN-S, CCM
- Kathy Anne Mancusi RN, Esq.
- Kerry Roth RN, BSN, CWCN
- Linda M Bertino, RN, MSN
- Madera County Democratic Central Committee (CA)
- Midtown Health Council St Petersburg, Florida
- National American Arab Nurses Association
- National Council of Certified Dementia Practitioners
- Northwest Oregon Labor Council AFL-CIO
- Oakhurst Democratic Club (CA)
- Orpha Ale Mineque BSN, RN, CCRN
- Oregon AFL-CIO
- Oregon School Employees Association, AFT Local 6732
- Preventive Cardiovascular Nurses Association
- Prevention Institute
- Regina Lane RN, BSN, CPUR, MSN, MBA-HCA
- Renee S. Rosomoff, BSN MBA CRRN CRC CDMS QRP
- Sally Cadman, MS, RN, ACNS-BC, CCRN
- Sandra Moritz RN, BS, M.ED PA School Nurse of 2010
- Shepeara Hall MSN, PMH-NP, BC
- Suzanne Gordon BA Author, Lecturer, Patient Advocate
- Tara Candela RN, BSN, JD

A complete list of all endorsers can be found at <http://nationalnurse.org/endorsements.shtmlm>

#### **Presentations:**

1/9/2011

The National Nursing Network Organiz...

Thank you to health reporter Beth Bryant-Barranco BSN, RN who spoke during her weekly television appearance, Healthy U, about [HR 4601 The National Nurse Act of 2010](#). Beth practices as an open heart recovery and transplant nurse in South Carolina. She loves having the opportunity to educate people about ways to live healthy and is very enthusiastic about the potential a National Nurse would have in keeping Americans well. You can read about Beth's interview by visiting [this link](#).

Elizabeth McPhee RN and Craig Grover RN joined NNNO President Teri Mills during a 30 minute television appearance on the Office of the National Nurse featured on Willamette Falls Cable TV. Thank you to Moses Ross, the show's moderator for this opportunity. Callers were 100% in support of a National Nurse and could see the value of a visible and prominent nurse leader to help in the dissemination of health promotion messages.

Here is your chance to learn everything you've wanted to know about [HR 4601 The National Nurse Act of 2010](#). If you prefer to get your news via the radio, please take the time to listen to NNNO Board Member Sheryl Oakes Caddy's [live interview](#) with host Anne Llewellyn, RN-BC, MS, BHSA, CCM, CRRN Editor in Chief, Case Management Products and Services.

Sheryl discusses the merits of The National Nurse Act of 2010, the overwhelming support for this legislation, and how this bill would benefit nursing and the public's health. Thank you to Anne Llewellyn for posting the interview and information about the bill along with information on how to get involved on the [Dorland Health website](#) -there is also a [link to the interview here](#).

#### **Publications:**

Congratulations to writer Laura Stokowski MS, RN for writing a [compelling article in MedScape Nurses](#) for [HR 4601, The National Nurse Act of 2010](#). Ms. Stokowski interviewed NNNO Vice-President Alisa Schneider MSN, RN as the basis of this important story. This turned out to be the first article featured in the American Nurses Association's March 23, 2010 online SmartBrief. Thank you to the many nurses who wrote and continue to write to the NNNO Board after reading Stokowski's piece to request more information and ask how they can help support this important legislation to improve the public's health and increase the visibility of the nursing profession.

RWJF reported that 2010 was a notable year for nurses, yet nurses rarely land in the media's spotlight. One exception covered in [HealthLeaders Media](#) was a [story about the grassroots campaign](#) to create an Office of the National Nurse.

Additional articles published about the Office of the National Nurse in 2010 include:

- American Federation of Teachers Health Wire July/August 2010
- American Federation of Teachers-Oregon newsletter February 2010, February 2010, March-April 2010
- American Journal of Nursing May 2010
- American Journal of Nursing Off the Charts March 2010
- ANA SmartBrief March 2010
- Case In Point February 2010
- Change.org April 2010
- Digital Doorway March 2010
- Emergiblog July 2010
- Homeland Voice March 2010
- Medscape for Nurses March 2010
- Nightingale Declaration March 2010
- NurseTogether.com March 2010
- Nurse Zone July 2010
- Vermont Nurse Connection Jan 2010
- Working Nurse August 2010

#### **Quote for the New Year:**

"We will open the book. Its pages are blank. We are going to put words on them ourselves. The book is called Opportunity and its first chapter is New Year's Day."

Edith Lovejoy Pierce

1/9/2011

The National Nursing Network Organiz...

You are all extremely important in our work to create an Office of the National Nurse- THANK YOU to the all of you who tirelessly provided us with advice, expertise, and support this past year! We wish you the happiest and healthiest of holidays and look forward to 2011!

Until next time,

Alisa, Debbie, Teri, Terri, Sheryl, Susan

**The National Nursing Network Organization Team—Monday, December 20, 2010** [Post only](#) 

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## Monday, December 13, 2010

### The Office of the National Nurse



Pictured: Susan Bowles, RN, DNP Candidate

The following is a policy paper written by Susan Bowles, a DNP candidate in the Class of 2011 who is attending the University of San Diego:

"It is hard to believe that a century has come and gone since Florence Nightingale passed away. This past year, the centennial anniversary of her death, was designated as the 2010 International Year of the Nurse. The purpose of the year was to celebrate and actively engage the world's nurses (more than 3 million in the United States alone), to focus on health care not sick care. By taking a cue from the founder of modern Nursing Florence Nightingale, nurses have an opportunity to lead.

How healthcare is provided to Americans needs to be transformed. Preventable diseases are near epidemic proportions in this country, and despite the fact that on March 23, 2010 President Obama signed into law the Patient Protection and Affordability Care Act (P.L. 111-148) unless a focus on prevention occurs, will there truly be healthcare reform? As a neonatal nurse professional, everyday I see the results of the lack of prevention. One in every eight babies is born too soon, costing us more than 10 times that of a healthy full term newborn. The hidden costs are tremendous as well. The strain on the families can be indescribable.

How do we get focused on prevention? Nurses of course! According to the Gallup Poll, nurses are America's most trusted professionals. As a group nurses have the potential to be a major catalyst in initiating a nationwide shift to prevention and improved health outcomes. Nurses serve on the front line of health care. The Institute of Medicine, after a two year study concluded that it is nurses who will improve our health care system by reducing costs, enhancing care, and making it more accessible. But how?

The answer to the question in this author's mind is the Office of the National Nurse. Too often nurses say "I'm just a nurse". In May 2005 a "just a nurse" person named Teri Mills wrote an op-ed piece in the New York Times in which she called for the establishment of the Office of the National Nurse. The focus of the National Nurse would be prevention, increasing the public's awareness, and encourage individuals to pursue and remain in nursing careers. A five year effort came to fruition on Feb. 4, 2010 when [HR 4601 The National Nurse Act of 2010](#) was introduced by Congressman Earl Blumenauer (OR-3). This three page bill calls for the elevation of the Chief Nursing Officer of the United States Public Health Service to be elevated to the office of the National Nurse. With the elevation more visibility will be brought to the critical role nursing occupies in promoting, protecting and advancing the nation's health. Of equal importance is that this bill doesn't create a new bureaucracy. It redefines and refocuses an existing position: the Office of the National Nurse would work collaboratively with the Office of the Surgeon General.

As with all things in nursing, this bill is not without its detractors, many of them nurses. A letter published on March 18, 2010 in the Nursing Community forum opposing the creation of the National Nurse was signed by 34 individuals or nursing organizations. The gist of the opposition is the belief that by strengthening the existing public health infrastructure and resources, more can be attained.

After five years [HR 4601 The National Nurse Act of 2010](#) sits in committee. Transformation change is never easy, but the lady with the lamp showed us how to do it.

A National Nurse can become a visible symbol of the valuable work nurses do every day. What happens next? The first nurse and the second woman to serve as president of the Tournament of Roses starts her term in 2012, culminating with the nurses float in the 2013 parade. Will the National Nurse be on it?"

Susan Bowles, RN, (DNP, Class of 2011)  
University of San Diego (CA)

*The National Nursing Network Organization Team*—Monday, December 13, 2010 [Post only](#) 

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**Monday, December 06, 2010**

**Support Continues for A National Nurse!**





1/9/2011

The National Nursing Network Organiz...

The Board of Directors of the [National Nursing Network Organization](#) continue to be inundated with emails from those who wish to support and further the efforts to have a visible and prominent nurse leader for health promotion and prevention. Here is a sample of some letters that were recently received.



Larry Cohen, the Executive Director of the [Prevention Institute](#) writes, "the notion of a national nurse is a new idea to me and one I think is extremely innovative and important and we are most happy to support this effort."



We also heard from Rebecca Frank, the Online Network Analyst Coordinator for [www.PreventObesity.NetOn](#) who said, " On behalf of leaders in the movement to reverse the epidemic of childhood obesity, I want to thank you. Thank you for your interest in this important issue, and thank you for using [your blog](#) to help publicize efforts to make sure the next generation lives longer, healthier lives. I also wanted to take the opportunity to let you know about a new resource to help in the battle against childhood obesity, [PreventObesity.net](#). This site is a hub for tools and services, to help leaders in their organizing and communications efforts. It's the center of an effort to build a nationwide network of activists and allies. A project of the Robert Wood Johnson Foundation, the site was created to harness the power of online networks, like yours to reverse the epidemic of childhood obesity."

"The Democratic Club of Silicon Valley (CA) voted to endorse [HR 4601 The National Nurse Act of 2010](#) and plans to contact our Congressman to inform him & solicit his support for it and its successor." Carolyn Curtis

And, this came from an RN continuing her education. "I am currently a senior student at Winston-Salem State University, North-Carolina. I am writing a paper plus participating in a debate on the National Nursing Network Organization (NNNO). The debate went really great. My classmates were so thrilled and excited to hear about the NNNO. At the end of the debate we had a class vote between the position of the ANA and the NNNO. To my surprise only 1/3 of the class voted with ANA while 2/3 of the students voted in support of the efforts for a visible and prominent nurse leader for health promotion and prevention. I would really love to be a strong member of the NNNO. Thanks and let me know how I can help in North Carolina." Ngozi Nnaji RN

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**Monday, November 29, 2010**

**Working to Prevent Obesity**

preventobesity.NET

Rebecca Frank, Network Analyst and Coordinator for [www.preventobesity.net](http://www.preventobesity.net) writes:

On behalf of many in the movement to reverse childhood obesity, I'd like to say thank you.

You are often on the front lines of the fight against childhood obesity, working to help children and families understand the connection between food and activity choices now and healthy, productive lives in the future. You are an essential part of the support network for families and communities working on childhood obesity. Increasingly, nurses are engaged in not only treating obese children but also asking why are so many kids are becoming obese. Nurses like you are looking beyond the bedside and the patient out to the policy and environment that makes it even harder to eat well or be active.

Now there is a new resource to help in these efforts: [www.preventobesity.net](http://www.preventobesity.net), a hub of tools and services for leaders who are working to organize others to help the next generation live healthier. The focus of the services are to help leaders in the field "build the base" with online activity AND to foster connections among leaders so you can share, collaborate and take action together.

Does this sound like something that would help you do your work in the community? Would this help you proactively keep kids healthy, and keep them from needing treatment?




[Join the map](#). Join the movement.

The premiere service of our site is a "[Map of the Movement](#)." This innovative map is a visual representation of the network of leaders fighting childhood obesity, and is a great way to connect you with other leaders working on your specific issue, in your community, or across the country.

A leader is someone working at any level to change policies and environments to help children and families eat well and move more, especially in communities at highest risk for obesity. If you organize others -- be it 10 to 10,000,000 -- to change policies and environments, we hope the team and the services will aid your efforts. If you're not organizing others, we'd like to invite you to register as an Individual, to help show there is a network of activists who are concerned about child obesity nationwide.

One other thing - all the [services and tools](#) -services are free, to help you do your work better.

Please check out the [site](#), register as a [leader](#) or [individual](#), sign up to be on the map, and let us know what you think. You can reach our team at 800-399-9590 or [info@preventobesity.net](mailto:info@preventobesity.net). We're excited for you to join us, and can't wait to hear what you have to say!

**The National Nursing Network Organization Team—Monday, November 29, 2010** [Post only](#) 

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