The Future of Public Health Nursing: What Will Your Role Be?

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Outline

- Overview of Public Health and PH Nursing
- Local, State and National
- Let’s Look at Your MA PHN Colleagues
- Professional Practice Standards, Credentials and Certification
- Quad Council
- National PHN Organizations
- First “Future of PH Nursing” Summit
- National PH Reports, Initiatives and Strategies
What is Public Health?

Systematic approach to preserve, protect and improve the health of an entire population through the prevention and control of communicable disease, injury and disability prevention, promotion of health status improvement for all and universal access to preventative services.
Public Health Nurse
(Defined ANA 2007)

“Public health nursing is the practice of promoting and protecting the health of a population using knowledge from nursing, social and public health sciences. The practice is population-focused with the goals of promoting health and preventing disease and disability for all people through the creation of conditions in which people can be healthy.”
Principles of Public Health Nursing

- The client “unit of care” is the population
- Achieve the greatest good for the greatest number
- Health promotion and protection are the priorities
- Select strategies that create healthy environmental, social and economic conditions
- Actively reach out to all who might benefit
- Use available resources
- Collaborate with other professions and organizations
FOCUS ON ENTIRE POPULATION
Vulnerable and Aging Populations
The Roles of Today’s Public Health Nurses

Public health nurses practice as:
❖ Generalists (covers all areas of public health)
   \textit{AND/OR}
❖ Specialists (some examples listed)
   • Communicable disease
   • Vaccine Preventable Disease
   • Required and recommended immunizations
   • Homelessness & Social Medicine
   • Environmental health
   • Maternal-child health
   • Emergency Preparedness
   • Health Screening
   • Public Health Education
   • Public Health Liaison
Public Health Nursing Work Settings/Partnerships

- Clinics
- Coalitions
- Community centers
- Correctional Facilities
- Daycares
- Faith Communities
- Government
- Group Homes
- Health Depts.
- Homes
- Hospitals
- Schools
- Shelters
- Worksites
Public Health Nurses are vital participants in the community emergency preparedness planning process. They play an important role in emergency response!
LOCAL

Think Globally, Plan Locally!
Public Health Nurses
Working with MRCs

Upper Merrimac Valley
Medical Reserve Corp.
“Operation Stand down”

- National initiative
- Massachusetts PHNs across the state (local & state) volunteer to assist homeless veterans each August.
- Organized by MAPHN
MA Association of Public Health Nurses (MAPHN)

www.maphn.org
MA PHN Local PHN Survey

Objectives

- Enumerate the MA local PHN workforce
- Analyze changes of MA PHN workforce 2006-2010
Survey Methods

- 2006 First Survey
  - Baseline data
- 2010 Second Survey
  - Identify trends
  - Document PHN/Population Ratio
Survey Methods

- Voluntary pencil/paper
- 15-20 minutes to complete

Distribution
- 2009 MA PHN annual conference
- MA PHN Regional chapter meetings
- Available on-line
Survey Methods

- 174 surveys returned
- Covering 183 municipalities
- Representing 80% of the population of the Commonwealth
MA PHN Profile
MA PHN Average Age

- 2006: 52 years
- 2010: 54 years
- 2008 US RN: 47 years

HRSA 2010 The Registered Nurse Population Survey
Percent of MA PHNs >50 yrs and older

- 2006: 61%
- 2010: 69%
MA PHNs Educational Level

- Bachelor: 45%
- Master or higher: 16%
- Diploma or associate: 39%
MA PHNs with Bachelor Degree or higher

- 2006: 51%
- 2010: 61%
- RN National: 50%

HRSA 2010 The Registered Nurse Population Survey
Retire Within 2-4 years?

- 7% responded they will retire in 2 years
- 14% responded they will retire in 4 years

Projection of 21% retiring within 4 years
Emergency Preparedness and Response

<table>
<thead>
<tr>
<th>Training</th>
<th>2006</th>
<th>2010</th>
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</thead>
<tbody>
<tr>
<td>Behavioral Health Response</td>
<td>16%</td>
<td>56%</td>
</tr>
<tr>
<td>Mass Dispensing Site (EDS)</td>
<td>49%</td>
<td>69%</td>
</tr>
<tr>
<td>Personal Protective Equipment</td>
<td>34%</td>
<td>61%</td>
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## Emergency Preparedness and Response

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<tr>
<th>Training</th>
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<th>2010</th>
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<tbody>
<tr>
<td>Incident Command System (ICS)</td>
<td>58%</td>
<td>80%</td>
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# Emergency Preparedness and Response

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<tr>
<td>Health and Homeland Alert Network (HHAN)</td>
<td>43%</td>
<td>55%</td>
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<tr>
<td>Risk Communication</td>
<td>45%</td>
<td>59%</td>
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## Emergency Preparedness and Response

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<tr>
<td>Local Emergency Planning Committee (LEPC)</td>
<td>41%</td>
<td>64%</td>
</tr>
<tr>
<td>Drill Participation</td>
<td>36%</td>
<td>69%</td>
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What Did We Learn About the PHNs

- Education - above national average for BSNs
- PHNs are aging in place
- Retirement % remains consistent

Growth and Development
- Scope of Practice
- Emergency Preparedness and Response
What Did We Learn About the Survey Tool and Collection Process

Data needs to be more timely
- Readiness of electronic methods and systems
- Website advances

Did not capture PHN to population ratio
- # PHNs with reduced hours
- # Lost PHN positions
- Consolidation of functions or communities
Recommendations in 2006 & 2010

2006
- Lead in Workforce Development
- Assure Competency and Preparedness
- Recruit and Retain PHNs

2010
- Maintain local and national alliances
- Utilize technologies
- Increase attendance at educational, skill building and networking sessions
Planning for the Future

Utilize Technologies
- Obtain more timely data survey on-line
- Develop educational opportunities for building informatics skills and competencies
- Meet the state’s mandated electronic reporting

Contribute Nationally
- Continue to document services provided
- Improve ability to define the denominator
PROFESSIONALS ARE ACCOUNTABLE FOR THEIR PRACTICE

Public Health Nurses are accountable for their practice by:

- Establishing standards and credentials for their practice;
- Meeting professional standards;
- Achieving relevant credentials; and
- Meeting program and organizational standards.
ESTABLISHING STANDARDS AND CREDENTIALS

Standards may be applied on an *individual* or *organizational* level

- **American Nurses Association** -  
  *Scope and Standards of Practice for Public Health Nurses*  
  Developed by PHNs to outline expectations for the highest level of practice.

- **Quad Council of Public Health Nursing Organizations** –  
  *Core Competencies for Public Health Nurses*  
  Outlines performance expectations for PHNs at different levels of practice.

- **Council on Linkages between Academia and Practice** –  
  *Core Competencies for Public Health Professionals* - Not specific to nursing or public health nurses.

- **Public Health Accreditation Board (PHAB)** – public health agency accreditation.
ESTABLISHING PHN CREDENTIALS

**Level of education** – Pre- and Post-employment requirements.
- Scope and Standards require BSN as minimum for PHNs.
- Some states require BSN as minimum education for PHNs.

**Licensure** – *What is legally required to practice?*
- Cannot work as a nurse in the state without this credential.
- Established by states – RN, APN.

**Workplace requirements** – *Employer-based.*
- Verification of transcripts, licensure, work history.
- Wide range of jobs in public health employ nurses.
- May determine reimbursement.
**NATIONAL CERTIFICATIONS**

**American Nurses Credentialing Center**
- For nurses only
- APHN-BC, PHCNS-BC or CHN

**National Board of Public Health Examiners**
- CPH – “Certified in Public Health”
- Must have completed an MPH
- Public health generalist
Different categories have been provided for PHNs


2. Clinical Nurse Specialist in Public/Community Health (PHCNS-BC) – Exam has been retired/can be renewed if professional development and practice hours requirements are met. No testing option for renewal.

3. Community Health Nursing - Exam also retired, but can be renewed if professional development and practice hour requirements have been met. No testing option for renewal.

Initial certification is renewed every 5 years.
NATIONAL BOARD OF PUBLIC HEALTH EXAMINERS (NBPHE)

- CPH exam – “Certified in Public Health”
- Generalist; not specific to PH Nursing
- An alternative certification for those who have earned a graduate level degree (Masters or Doctoral) from a school or program of public health accredited by the Council on Education for Public Health (CEPH)

http://www.publichealthexam.org/Exam.cfm

- May compete with ANCC for credentialing of PHNs with MPH
- Maintenance requirements currently being determined – 50 hours every 2 years
NATIONAL PUBLIC HEALTH NURSING
QUAD COUNCIL: will have a website soon

Association of State and Territorial Directors of Nursing (ASTDN)

Association of Community Health Nurse Educators (ACHNE)

American Public Health Association (APHA) PHN Section

American Nurses Association (ANA)
Association of State and Territorial Directors of Nursing

After July 1, 2012 will be the Association of Public Health Nurses (APHN)

www.PHNURSE.org
Consider Joining a National PHN Organization
IOM RWJF
Future of Nursing Report
Published in 2010
Presented four key messages:
1. Nurses should practice to the full extent of their education and training
2. Nurses should achieve higher levels of education and training through an improved education system that promotes seamless academic progression
3. Nurses should be full partners, with physicians and other health care professionals in redesigning health care in the US
4. Effective workforce planning and policy making require better data collection and an improved information infrastructure
50 national public health nursing leaders and funders invited to attend

Three questions open for discussion:

- Key Challenges Facing PH Nursing
- Future Opportunities for PH Nursing
- Gaps or Needs to be Addressed
Articles Promoting the Valuable Role of Public Health Nurses

Link to Healthy People 2020 article Jan/Feb 2012

National Prevention Strategy article link Sept/Oct 2011

http://www.theamericannurse.org
The Affordable Care Act

In Addition to Coverage, Quality, and Cost…

Unique Opportunities for Prevention
National Prevention Strategy
National Prevention Strategy

- Extensive stakeholder and public input
- Aligns and focuses prevention and health promotion efforts with existing evidence base
- Supports national plans
The Future of Public Health Nursing: What Will Your Role Be?

“Knowing is not enough; we must apply. Willing is not enough; we must do”

- Goethe
Thank you

QUESTIONS?
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