

# 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)

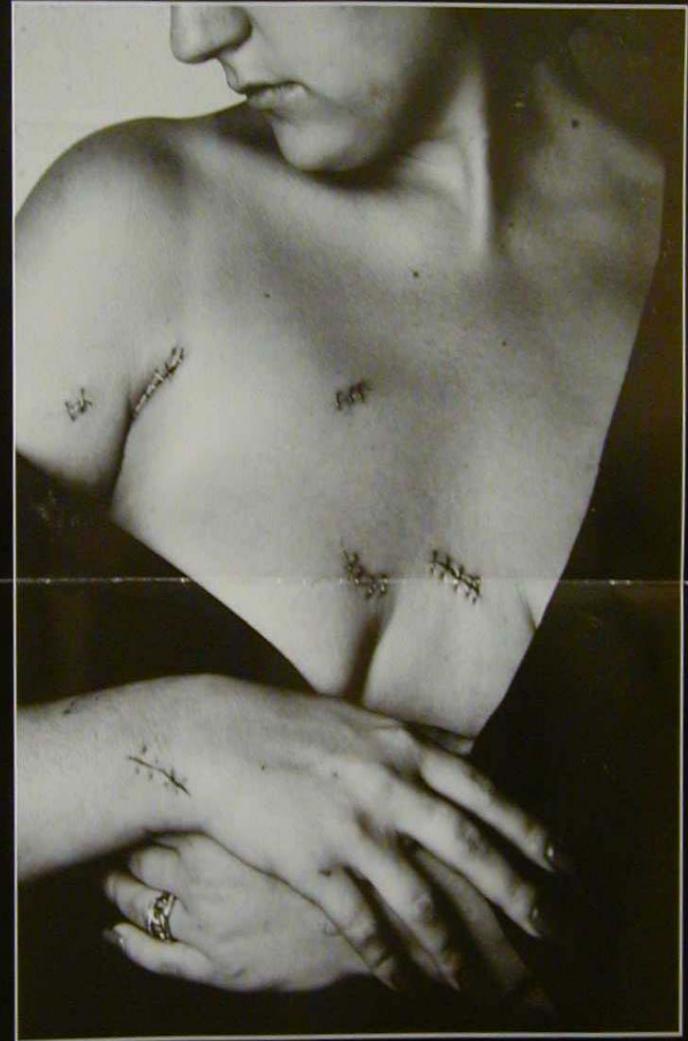
*“Public health nursing is the practice of **promoting and protecting** the health of a population using knowledge from nursing, **social and public health** sciences. The practice is **population –focused** with the goals of promoting health and **preventing disease and disability** for all people through 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

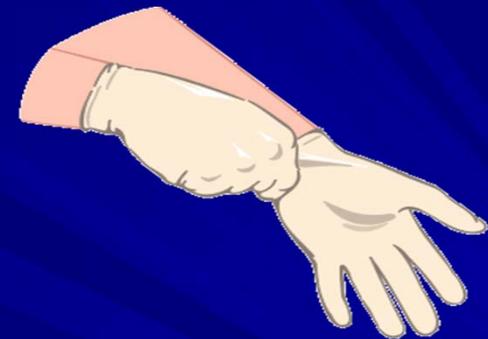
Public health nurses practice as:

❖ **Generalists (covers all areas of public health)**

***AND/OR***

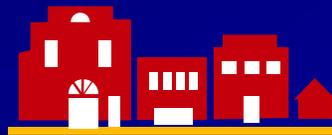
❖ **Specialists (some examples listed )**

- 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 Nurse's Role in Emergency Preparedness



*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.



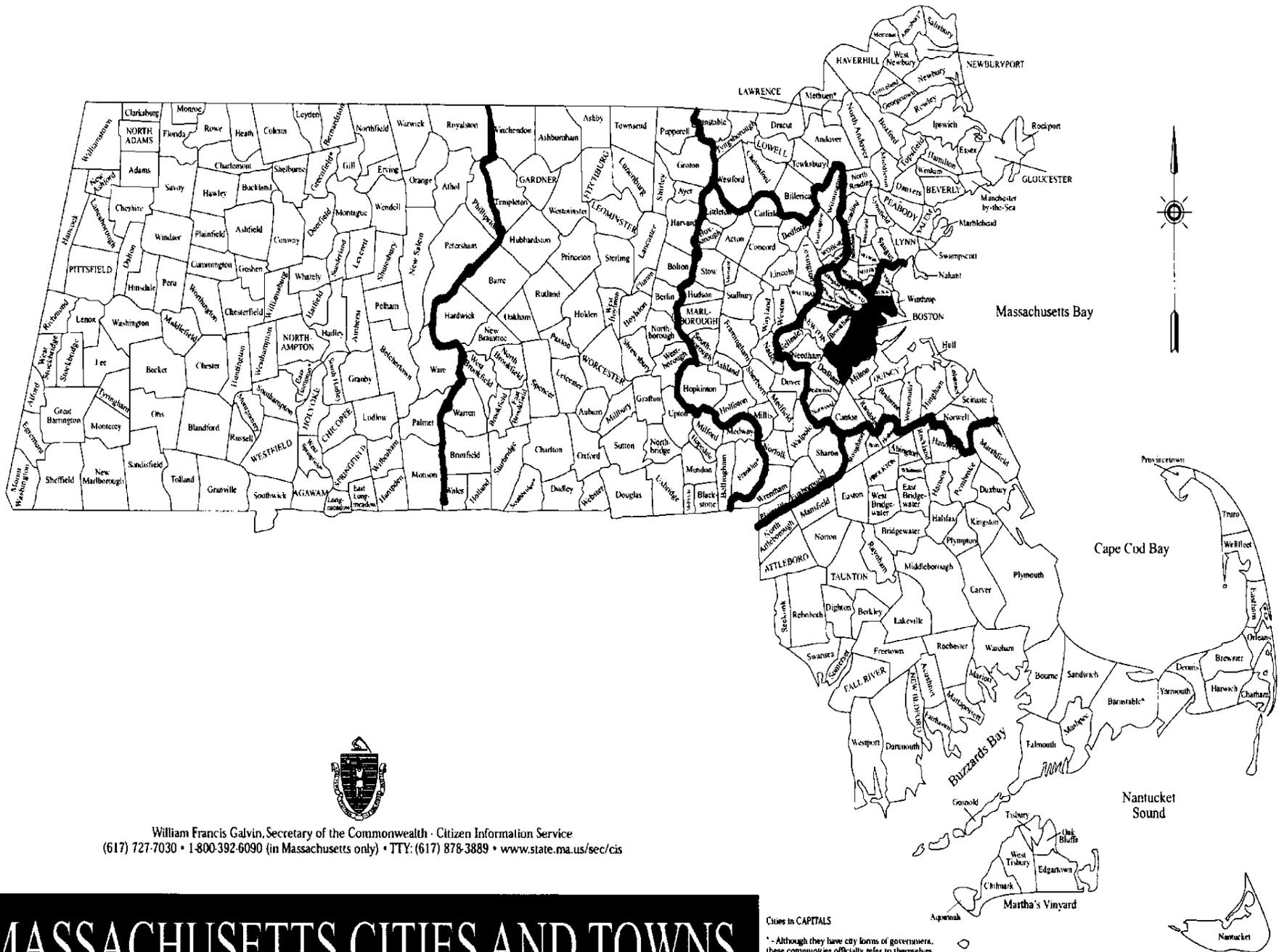
New England Alliance for Public  
Health Workforce Development

# “Operation Stand down”

- National initiative
- Massachusetts PHNs across the state (local & state) volunteer to assist homeless veterans each August.
- Organized by MAPHN



**STATE**



William Francis Galvin, Secretary of the Commonwealth · Citizen Information Service  
 (617) 727-7030 • 1-800-392-6090 (in Massachusetts only) • TTY: (617) 878-3889 • [www.state.ma.us/sec/cis](http://www.state.ma.us/sec/cis)

# MASSACHUSETTS CITIES AND TOWNS

Cities in CAPITALS  
 \* - Although they have city forms of government, these communities officially refer to themselves as towns.

updated 4/01

# MA Association of Public Health Nurses (MAPHN)



[www.maphn.org](http://www.maphn.org)

# MAPHN 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

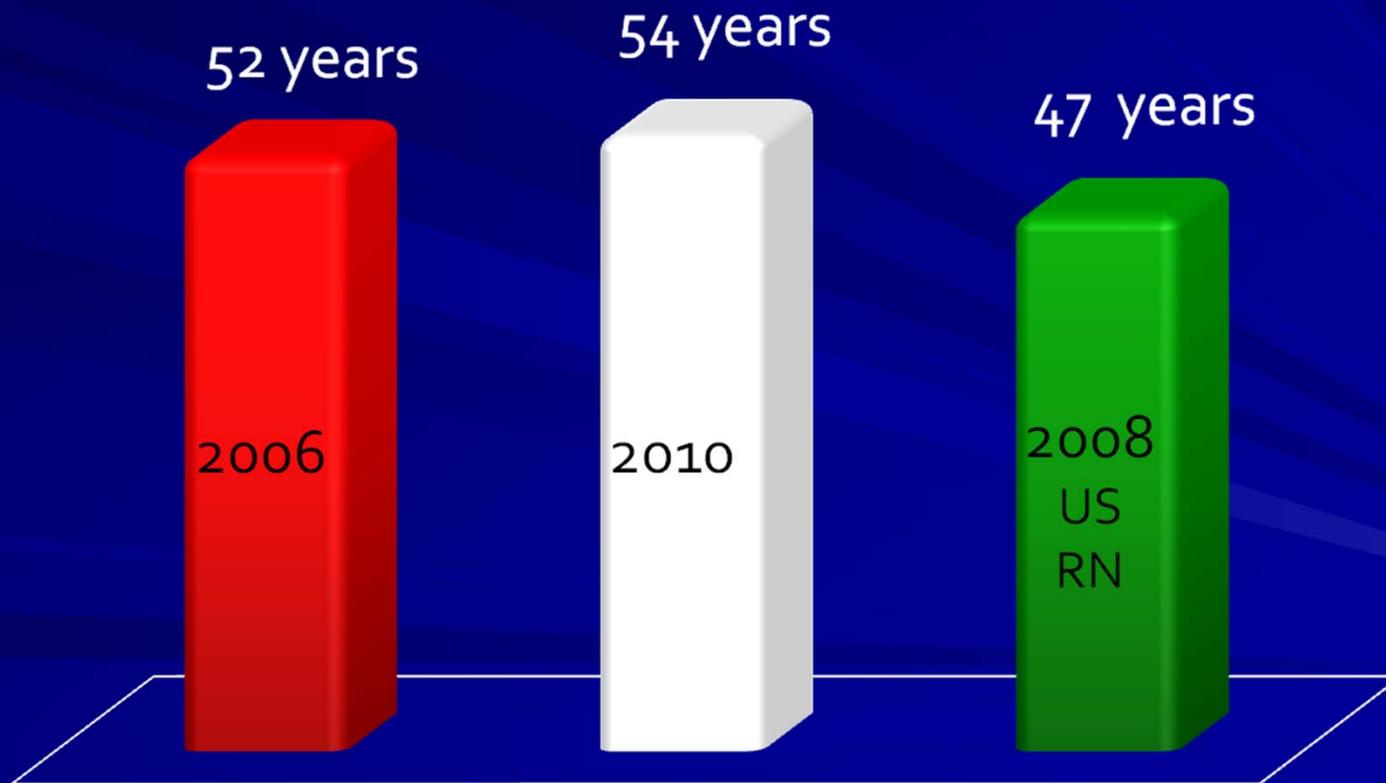
# Survey Methods

- 174 surveys returned
- Covering 183 municipalities
- Representing 80% of the population of the Commonwealth

# MA PHN Profile

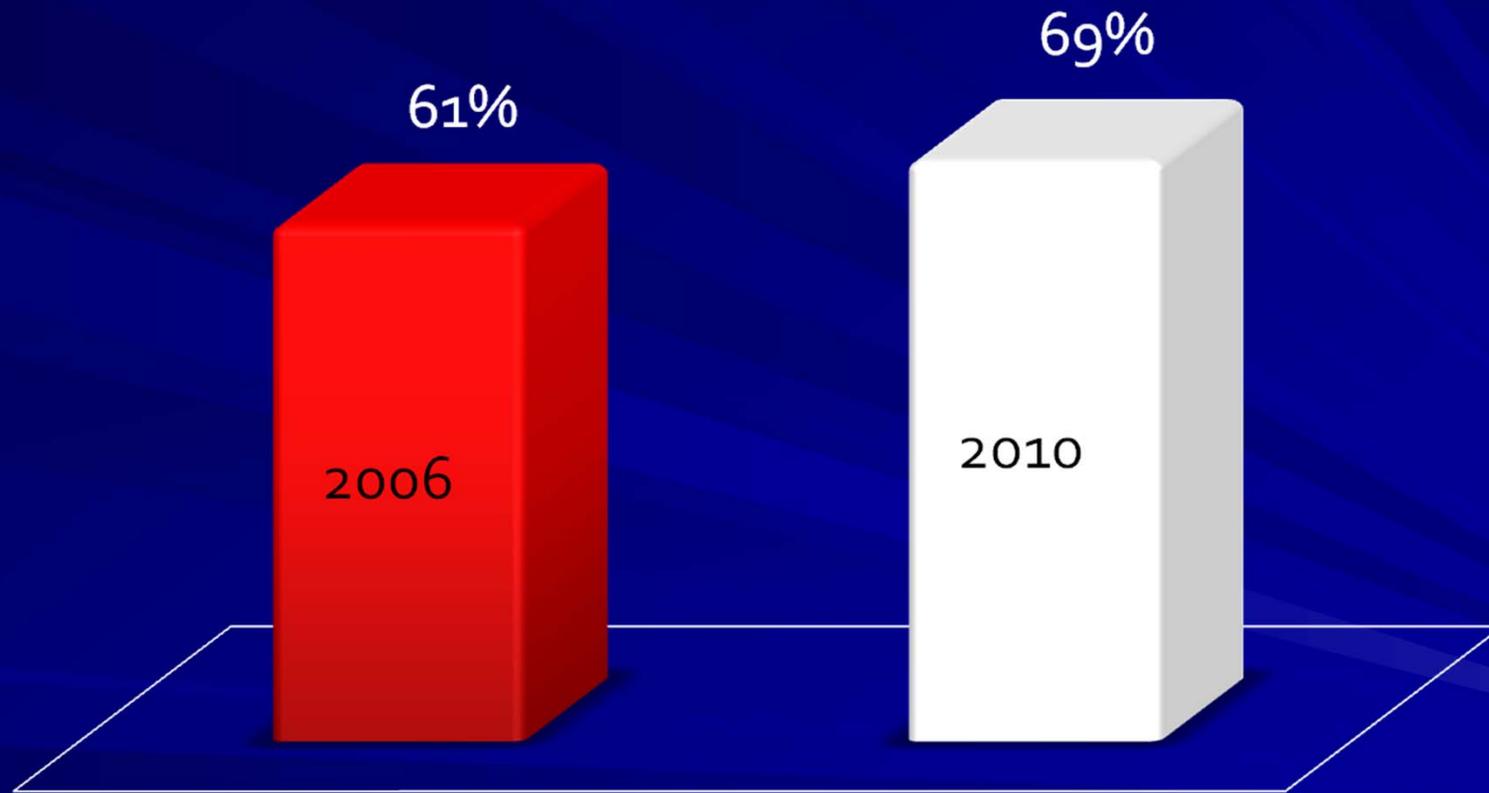


# MA PHN Average Age

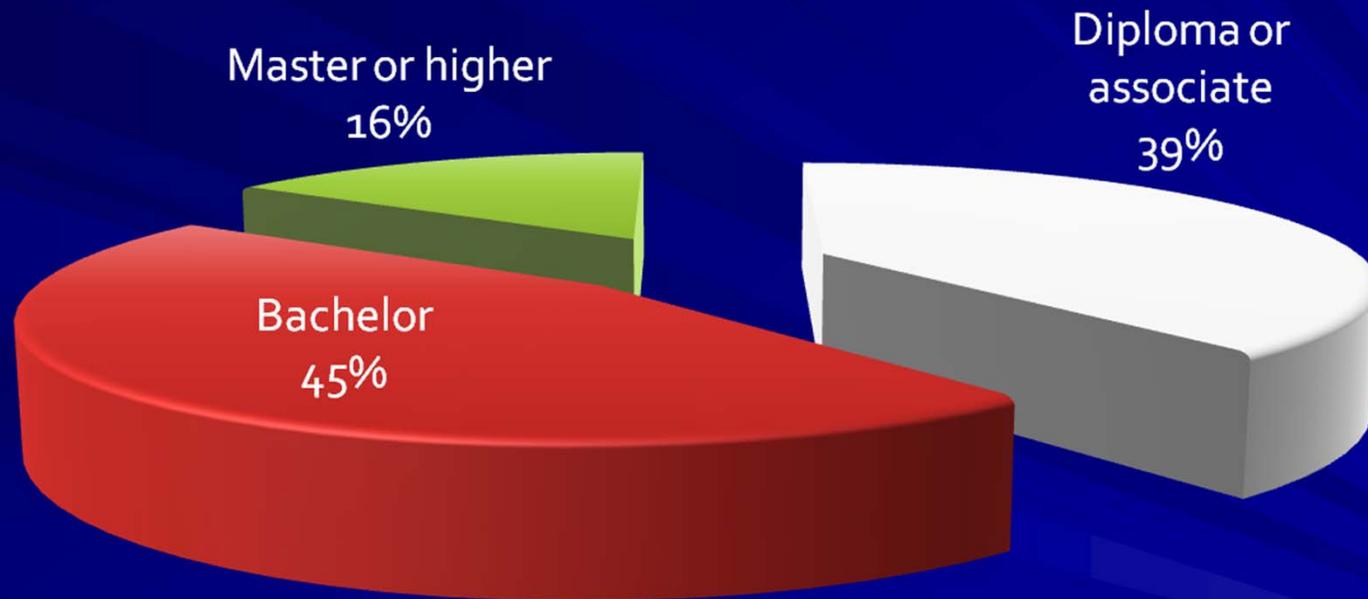


HRSA 2010 The Registered Nurse  
Population Survey

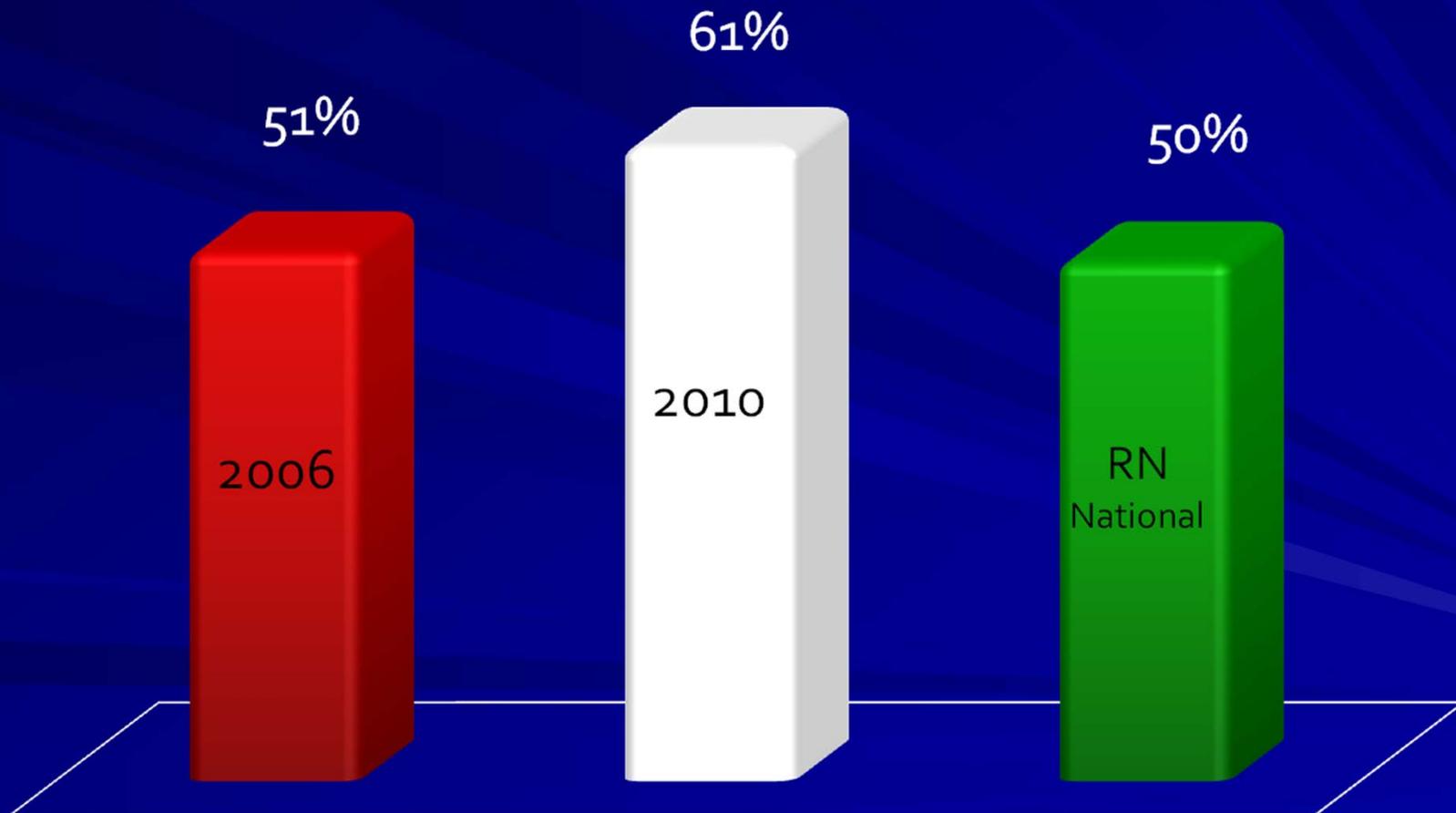
# Percent of MA PHNs >50 yrs and older



# MA PHNs Educational Level



# MA PHNs with Bachelor Degree or higher



HRSA 2010 The Registered Nurse Population Survey

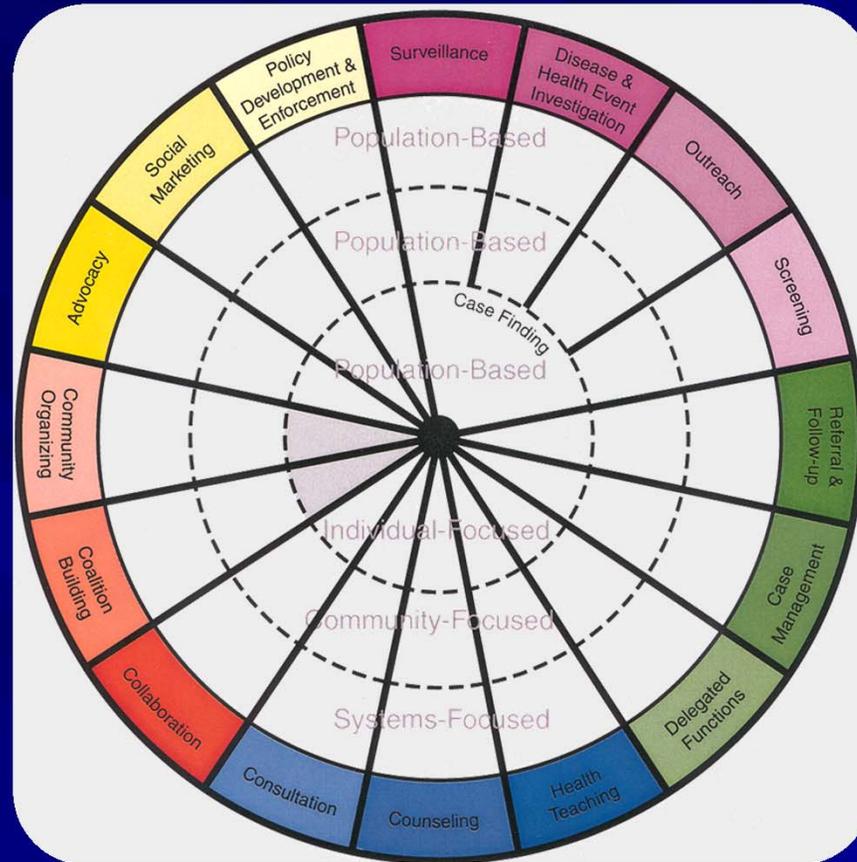
# Retire Within 2-4 years?

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



- Projection of 21% retiring within 4 years

# Scope of Practice



March 2001 Minnesota Dept. of Health, PHN Section

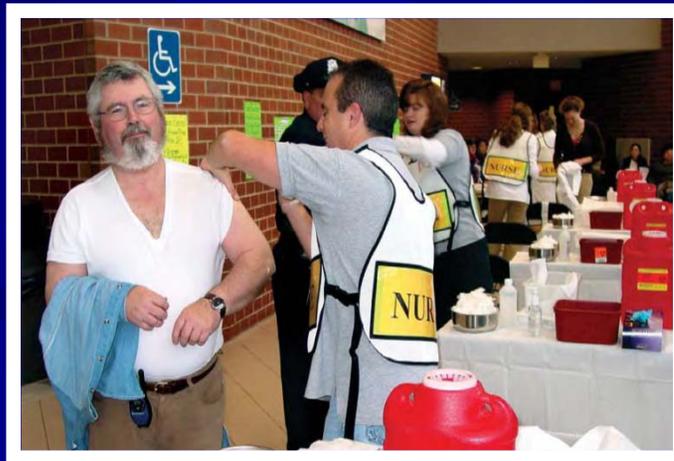
# Emergency Preparedness and Response

Training	2006	2010
Behavioral Health Response	16%	56%
Mass Dispensing Site (EDS)	49%	69%
Personal Protective Equipment	34%	61%



# Emergency Preparedness and Response

Training	2006	2010
Incident Command System (ICS)	58%	80%



# Emergency Preparedness and Response

Training	2006	2010
Health and Homeland Alert Network (HHAN)	43%	55%
Risk Communication	45%	59%



# Emergency Preparedness and Response

Training	2006	2010
Local Emergency Planning Committee (LEPC)	41%	64%
Drill Participation	36%	69%



# 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

# AMERICAN NURSES CREDENTIALING CENTER (ANCC)

- Different categories have been provided for PHNs

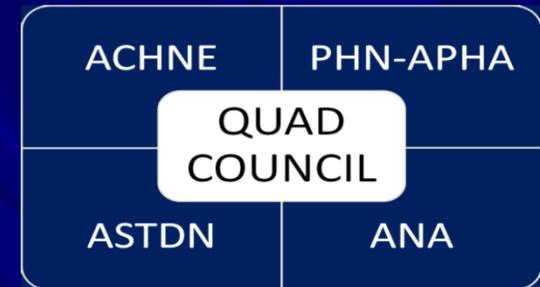
1. *Public Health Nurse, Advanced (APHN-BC-Advanced Public Health Nurse-Board Certified)*. Currently available.
2. *Clinical Nurse Specialist in Public/Community Health (PHCNS-BC)* – Exam has been retired/can be renewed if professional development and practice hours requirements are met. No testing option 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](http://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

# RWJF Summit

## Future of Public Health Nursing

### February 8, 2012

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

<http://www.theamericannurse.org/index.php/2012/02/07/hhs-announces-new-health-promotion-disease-prevention-agenda/>

National Prevention Strategy article link Sept/Oct 2011

<http://www.theamericannurse.org/index.php/2011/09/30/safe-streets-clean-air>

<http://www.theamericanurse.org>

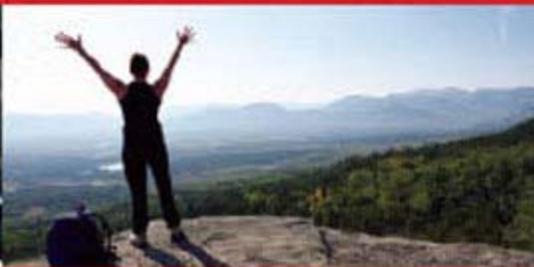
# The Affordable Care Act

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



# Contact Information

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