

News from the Office of the Chief Public Health Nurse

NCPHA FEC Sept 2023

Susan Haynes Little, DNP, RN, PHNA-BC, CPH, CPM, FAAN

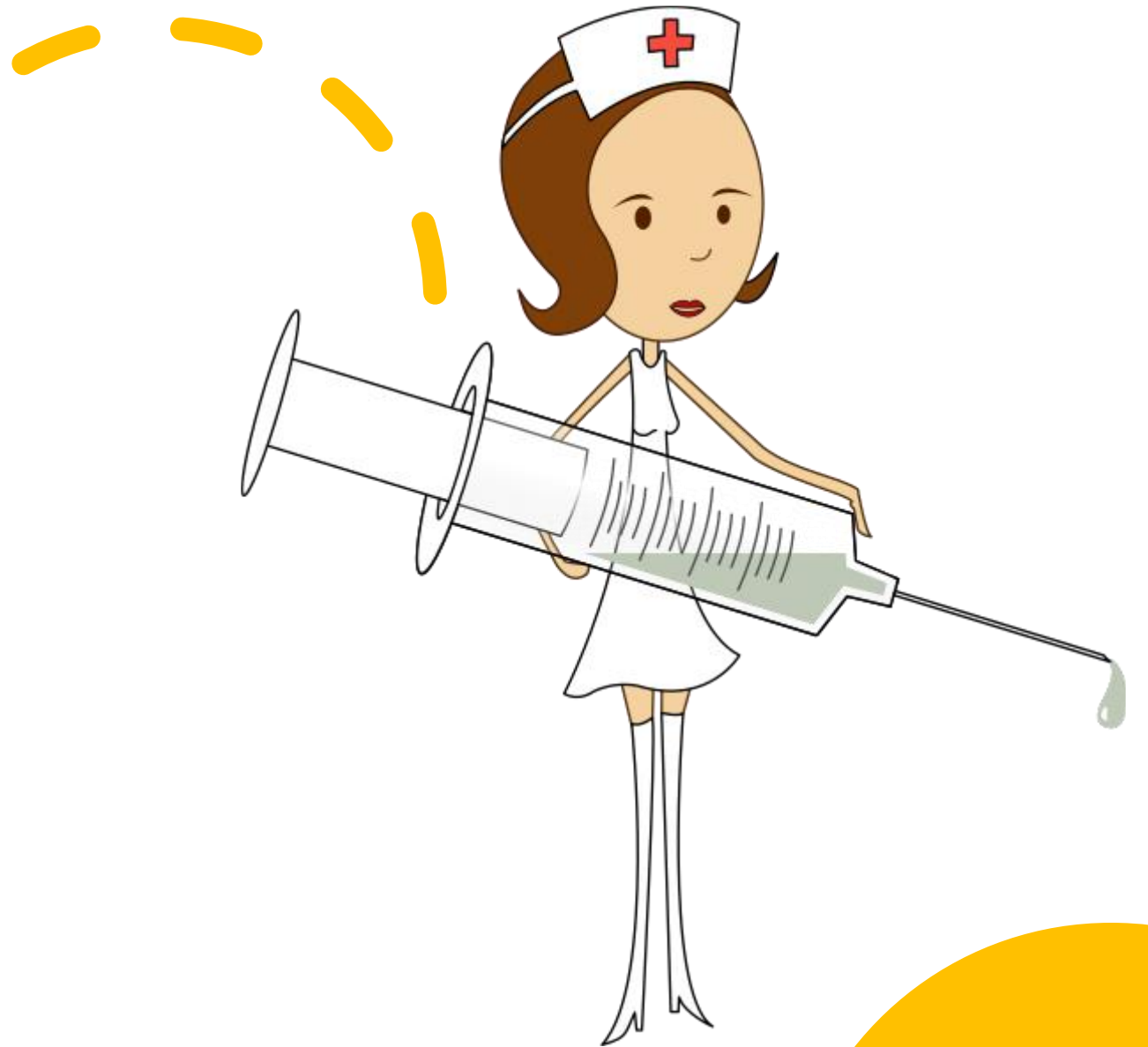



NC DEPARTMENT OF
**HEALTH AND
HUMAN SERVICES**
Division of Public Health

Agenda


- Public's Perception of Nursing & Impact on our Profession
- NCCPHN
- Designing The Future of PHN CE: A Full Participation Activity

The Public's Perception of Nursing & its Impact on our Profession

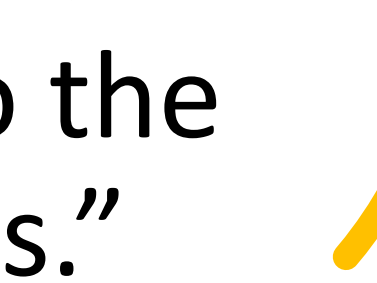




“... perceptions have the power to affect the users of health services, the nurses’ performance, health policy, and even the choice to become a nurse.”



“The well-being of the nursing profession and that of the public truly go hand in hand. It’s society’s fundamental duty to support nurses so that they can perform to the best of their abilities.”



“The literature has shown that professional image also affects nursing personnel’s work satisfaction.”



1. How does the public's perception of nursing impact your practice?

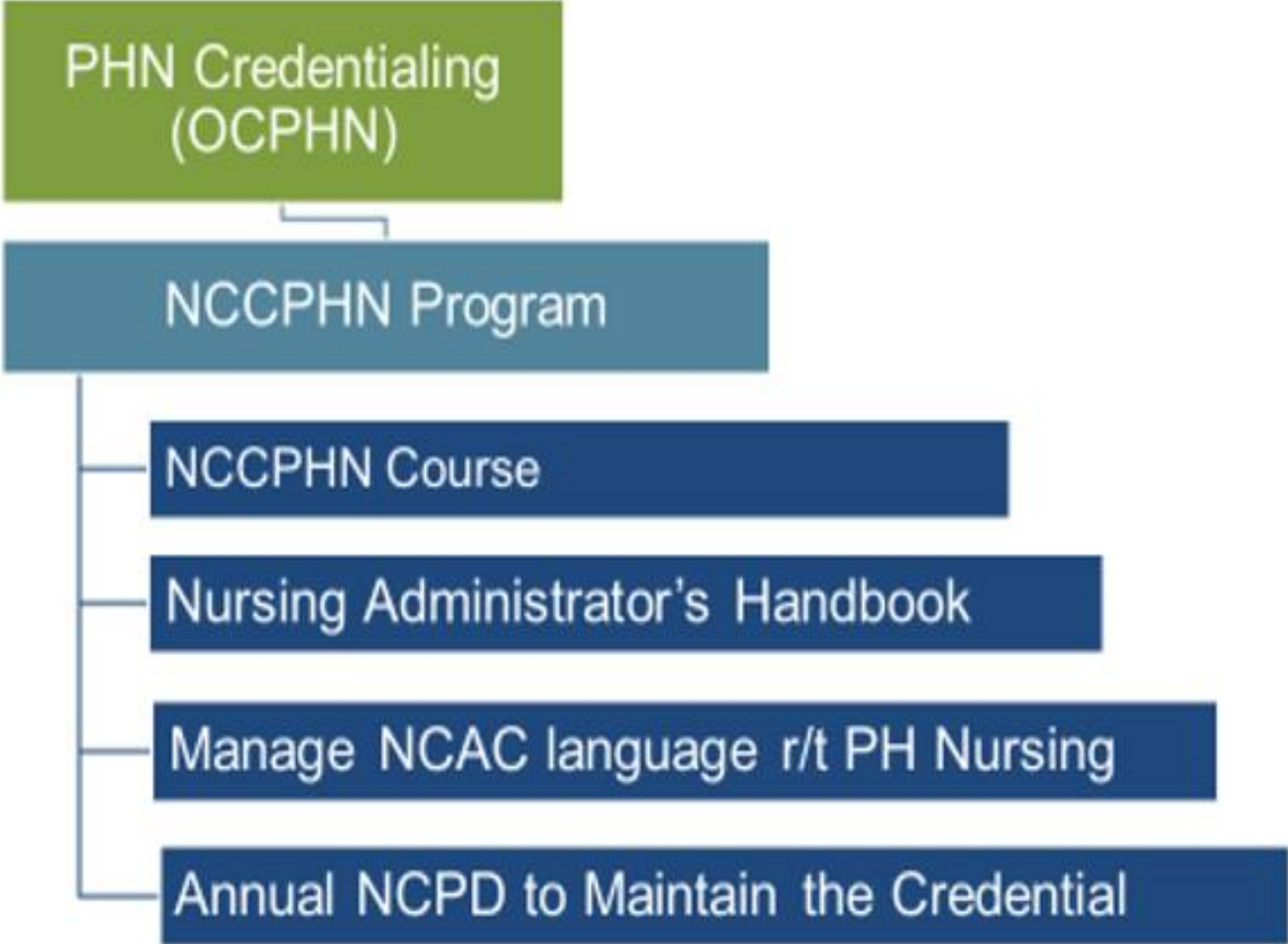
2. What actions can you take now?

- For yourself?
- With your team?
- For your partners and clients?
- In policy?



NORTH CAROLINA
Credentialed
Public Health Nurse

Brief Overview: Components of the NCCPHN Program





North Carolina Credentialed Public Health Nurse Online Course



NC DEPARTMENT OF
**HEALTH AND
HUMAN SERVICES**
Division of Public Health




GILLINGS SCHOOL OF GLOBAL PUBLIC HEALTH
North Carolina Institute for Public Health

NC AHEC

NC Credentialed Public Health Nurse Program

- ❑ Prerequisites: Completion of Introduction to Public Health in NC Modules
 - ❑ NCCPHN 7-module Course & Final Knowledge Assessment
 - ❑ Awarded Credentialed Public Health Nurse (CPHN) title and credential
 - ❑ Continuing education to maintain competence as a CPHN
-



Revised Course Outline

Course Content
Module 1: Introduction to Public Health Nursing Practice
Lesson 1: A history of public health nursing
Lesson 2: Public Health nursing specialty
Module 2: Public Health Nursing Frameworks
Lesson 1: Frameworks for Public Health Nursing Practice
Lesson 2: Social Determinants of Health
Module 3: Social Justice and Health Equity
Lesson 1: Health Equity and Public Health
Lesson 2: Social Justice
Lesson 3: The role of public health nursing in addressing health equity in North Carolina
Module 4: ANA and Public Health Code of Ethics
Lesson 1: Applying ANA Code of Ethics and Public Health Code of Ethics and Standards of Professional Practice
Module 6: Overview of the Roles and Functions of Governmental Public Health Nursing
Lesson 1: Roles and Functions of Governmental Public Health Nursing
Lesson 2: Behavior Change Models
Module 6: The Governance Structure of Public Health Nursing in North Carolina
Lesson 1: Federal, state and local public health responsibilities related to public health nursing (including the North Carolina Division of Public Health and local health departments)
Lesson 2: Agreement addenda's, policy and procedures
Module 7: Governmental Public Health Nurse Leaders
Lesson 1: Leadership in Public Health and Demonstrating Confidence Practice Self-Assessment



NORTH CAROLINA
Credentialed
Public Health Nurse

Table of Contents

Introduction

- Your Role as a Supervisor
- How to support your nurse
- How to Use this Guide

Modules 1-7

- Overview of Module
- Overview of Assigned Activity
- Tips for How the Supervisor Can Support the Nurse Learning

**North Carolina Credentialed Public
Health Nurse Course**

Supervisor Guide



 | GILLINGS SCHOOL OF GLOBAL PUBLIC HEALTH
North Carolina Institute for Public Health



Activity in This Module

Nurses created a crest composed of their different values and beliefs.

Support Nurses' Learning

Review your nurse's crest with them and discuss their chosen values and how to use those values in their daily work. Also review the value they find more difficult to implement and help them determine goals and strategies to reduce the barriers around acting on it.



Course pilot results

Agency Director of Nursing / Agency Lead Nurse	14%
Supervisor/Lead Program Nurse	0%
PHN III – Non-Supervisory	7%
PHN II – Non-Supervisory	29%
PHN I – Non-Supervisory	13%
DPH/DCFW Nurse Supervisor	6%
DPH/DCFW Nurse Consultant	22%
Other	9%
Total	100%

Course pilot results



Q2 - How long have you been working in governmental Public Health in North Carolina:

Answer	%	Count
Less than one year	43%	30
1 - 5 years	16%	11
6-10 years	7%	5
11-15 years	16%	11
More than 15 years	17%	12
Total	100%	69

Obtaining this credential was a milestone for me

Allows me to showcase my knowledge

this course answered a lot of technical questions that affect my job

This was a phenomenal course

The content was very

Administrative
must be

Definitely worth my while.

Excited to further refine and expand my knowledge through the PHN-LAAL activities

planning process

Any nurse starting a career in public health would greatly benefit from this course

in an efficient and economical manner.

many takeaways will enhance my public health nursing practice

Loved the construct, graphics, and time put into this!



NORTH CAROLINA
Credentialed
Public Health Nurse

Future Plans:



FUTURE COURSE DATES

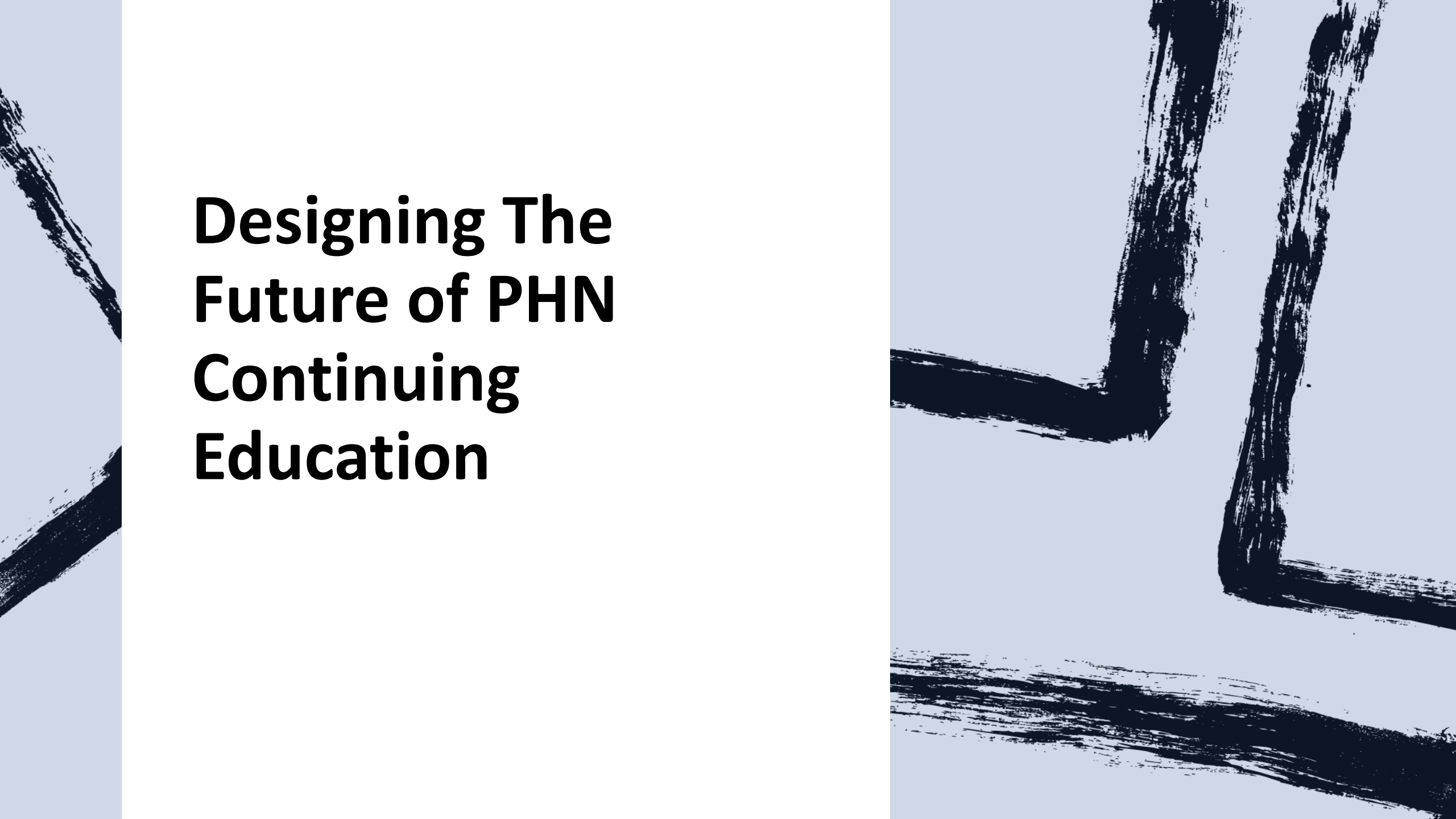
- August 28-September 29, 2023. Registration opened July 10, 2023
- October 16-November 17, 2023 (Registration will be open in August)
- February 19-March 22, 2024 (Registration will be open in January)



NORTH CAROLINA
Credentialed
Public Health Nurse

LEADING AT ALL LEVELS

nccphn continuing competence activities



Designing The Future of PHN Continuing Education

Let's
Hear
From
You!



Q1

What challenges or barriers do NC PHNs face when pursuing CE?



<https://www.surveymonkey.com/r/PHNICEQ1>

Q2

What are your top priorities for continued competency?



<https://www.surveymonkey.com/r/PHNICEQ2>

Q3

How can we improve the current CE opportunities available to NC PHNs?



<https://www.surveymonkey.com/r/PHNICEQ3>

Q4

What are we doing right in
Continuing Education for
NC PHNs?



<https://www.surveymonkey.com/r/PHNICEQ4>

Wrap Up!

Public's Perception of Nursing
& Impact on our Profession

NCCPHN

Designing The Future of PHN
CE: A Full Participation Activity

References

ANA (2022). *Public Health Nursing: Scope and Standards of Practice, 3rd Ed.* Silver Spring, MD: American Nurses Association.

Blau, A., et al. (2023). Public Perceptions and Attitudes on the Image of Nursing in the Wake of COVID-19. *Int J Environ Res Public Health*. 20(6). [Int J Environ Res Public Health](#). 2023 Mar; 20(6): 4717. [Public Perceptions and Attitudes on the Image of Nursing in the Wake of COVID-19 - PMC \(nih.gov\)](#)

Nurse.com (Set. 14,2023). Blog: How the Public's Perception of Nursing Impacts the Profession | Nurse.com <https://www.nurse.com/blog/how-the-publics-perception-of-nursing-impacts-the-profession/>

Smiley, et al. (2023). The 2022 National Nursing Workforce Survey. *Journal of Nursing Regulation*, 14(1) Supplement. [https://www.journalofnursingregulation.com/article/S2155-8256\(23\)00047-9/fulltext](https://www.journalofnursingregulation.com/article/S2155-8256(23)00047-9/fulltext)