

The Future of Public Health Nursing (PHN): National Advocacy Efforts of the American Public Health Association's PHN Section

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Fall Education Conference
October 8, 2020



North Carolina
Public Health Association



Overview

- APHA & PHN Section Overview
- North Carolina Affiliates
- PHN Section Leadership Structure
- Advocacy Review & Update
 - Protocols
 - Linkages to Other Organizations
 - Efforts to Streamline Activities
 - Major Initiatives
 - RWJF / PHNs / SDOH
 - COVID-19 / NCC & CARES Act / ANA
 - Racism / Police Violence / Border Camps

APHA & PHN Section Overview



- Founded in 1872
- 501(c)(3) Organization
- 25,000 members
- 32 Sections: PH disciplines, programs
 - Includes PHN Section
- Student Assembly
- xx

Public Health Nursing

The Public Health Nursing Section advances this specialty through leadership in the development of public health nursing practice and research. The Section assures consideration of nursing concerns by providing mechanisms for interdisciplinary nursing collaboration in public health policy and program endeavors.

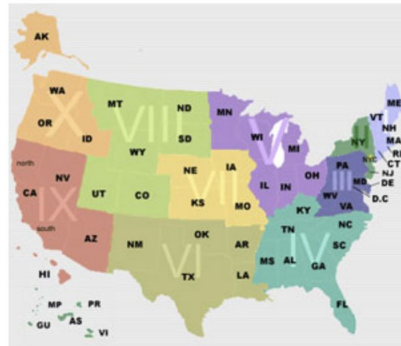


Vision: Advancing social justice and equity to achieve population health for all.

APHA Affiliates

- 53 State & Regional PHA Affiliates
- Council of Affiliates
- Network for Action

State & Regional Public Health Associations

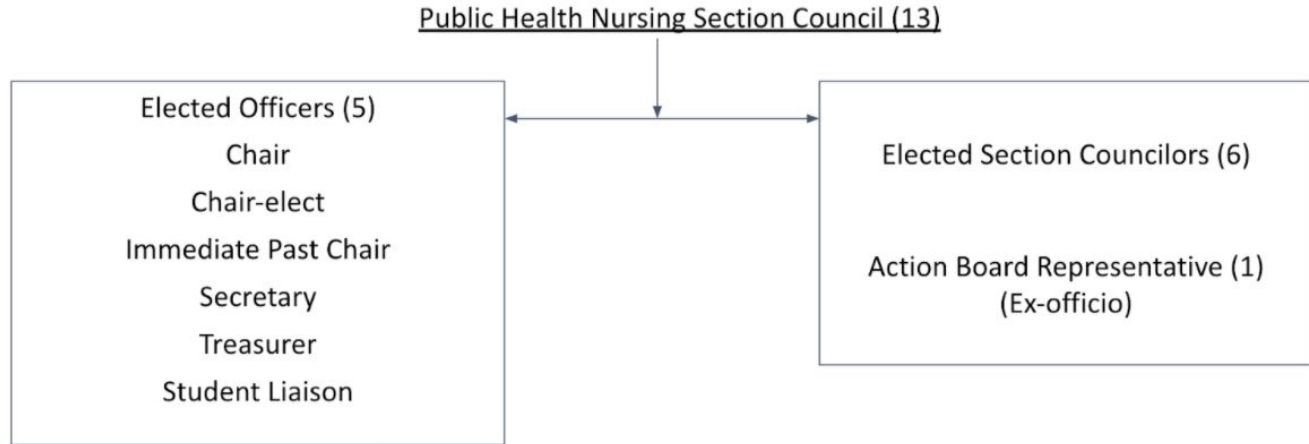


APHA PHN Section Leadership: NC Proud!

- NC PHNs well-represented in national endeavors / APHA
- Dr. Susan Little
 - Section Secretary-Elect
 - ANA Scope & Standards for PHNs
 - CPHNO Competencies
- Makes NC proud!



APHA PHN Section Leadership Structure



Governing Councilors

APHA PHN Section Leadership Structure

Committees (Appointed)

- Archives
- Awards
- Communications
- Diversity & Social Justice
 - Racism Pre-Conference Subcommittee
- Education Committee
 - Continuing Education Planning & Implementation Subcommittee
 - Continuing Education Accreditation Subcommittee
- Finance & Development
- Global Health
- Local Arrangements
- PHN Operating Manual
- Membership & Engagement
- Nominating
- Policy & Resolutions
- Program
- Research

Advocacy Review & Update

- Policy Resolutions: Major advocacy platform
- Multiple advocacy trainings year-round
- APHA's Action Board: Policy Implementation
- **Speak for Health**
- Focus on Issues, Legislative Issues; not Political Candidates
- Action Alerts
- Leadership Calls

<https://www.youtube.com/watch?v=FfqsxLHW--E>



Advocacy Protocols



- Review process for Section statements, sign-ons
- Director of Government Relations
- Rapid response / turnaround
- Section requests for broader APHA support / statement / letter

Linkages to Other Nursing / PHN Organizations

Council of Public Health Nursing Organizations



Alliance of Nurses for
Healthy Environments



Linkages to Other Nursing / PHN Organizations



Members



Advocacy & Engagement



Events



Resources



Efforts to Streamline Advocacy Activities

- “Rapid Response” network within greater APHA needed to respond quickly to PH threats.
- Organizational analysis / consultation underway to make recommendations for streamlining.
- PHN Section generated database of members, their expertise, willingness to lead advocacy efforts in their areas of expertise.



Major Initiative #1:

RWJF FON 2020/2030 - Nursing & SDOH

- The Future of Nursing: Leading Change, Advancing Health (2010) - RWJF/IOM *Report Released*
- IOM Process - little opportunity for public input; predominantly closed meetings
- Eight Recommendations
 - Emphasis on expanding nursing care in communities
 - No recommendations to support PHN workforce
- Recommendation uptake extensive; has driven a number of subsequent initiatives involving nursing

FON 2020-2030: Context

*The National
Academies of* | SCIENCES
ENGINEERING
MEDICINE

(NASEM; previously, IOM)

The Future of Nursing 2020-2030

- Launched in 2019
- Emphasis on nursing's role in addressing health equity, and therefore Social Determinants of Health (SDOH)
- Aligns with RWJF's Culture of Health (CoH) Initiative¹

¹Canales, Drevdahl & Kneipp (2020). RWJF's future of nursing's campaign for action: A content analysis of social determinants of health activities. *Nursing Forum*, June 27. Online ahead of print.



FON 2020-2030: Processes

- NASEM sponsored by RWJF to generate report
- Public input required, but options for input vary
- Minimal transparency in committee selection process and speaker/presenter selection process
- Discourse tightly controlled
- Addressing SDOH clearly public health, and PHN concern



PHN Section Engagement

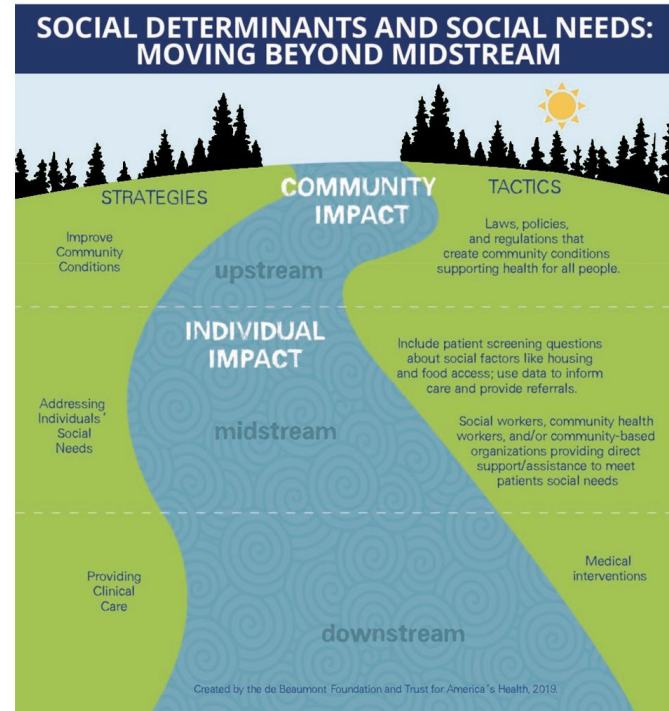
- Launch of FON 2020/2030 in March 2019
- How to ensure PHN input into process discussed at PHN Section mid-year meeting (March, 2019)
 - with Dr. Georges Benjamin, Executive Director, APHA
 - with PHN Section leadership team
- Significance of concerns varied among leadership team; ultimately team approved developing strategy for engaging with FON 2020/2030

FON 2020/2030 Context

- Approaches for achieving health equity
 - “Downstream”, individual approaches consistent with traditional healthcare system attempts.
 - Tackling SDOH must play large role to be effective.
 - SDOH conceptualization differs from public health perspective and U.S. ‘healthcare’ system perspective.
 - Conflating of SDOH (racism, educational or housing opportunity, etc.,) with intrinsic, individual characteristics (race, education level, homelessness, etc.,)

FON 2020/2030 Context

Consequences of FON 2020/2030 report conflation of within-individual with system-level origins of SDOH, and offering predominantly ‘downstream’ solutions to achieve health equity could be disastrous for socially or economically disadvantaged (SED) groups.



From: Castrucci, B. & Auerbach, J. (2019). Meeting individual social needs falls short of addressing social determinants of health. Health Affairs Blog. January 16, 2019.
<https://www.healthaffairs.org/doi/10.1377/hblog20190115.234942/full/>

FON 2020/2030: Context

- Consequences of FON 2020/2030 report conflation of within-individual with system-level origins of SDOH, and offering predominantly ‘downstream’ solutions to achieve health equity could be disastrous for socially or economically disadvantaged (SED) groups.
- Historically, acute care nurses have more limited understanding of SDOH; most on FON committee
- Well-known public health scholars also on committee

PHN Section Advocacy Actions: FON 2020/2030

- Strategic Planning by PHN Section:
 - Letter-writing to select committee members
 - Mobilized PHN Section members to present during FON process launch (invited) and “open” public comment FON Townhall forums
 - *Chicago, Philadelphia, Seattle*
 -



PHN Section Advocacy Actions: FON 2020/2030



APHAPHN @APHAPHN · 8h

We are watching the [#FutureOfNursing2030](#) Town Hall! We are also excited to watch [@suehassmiller](#) lead this event and to catch sight of our chair and chair-elect [@lisacampbelldnp](#) & [@skneipp1](#) providing testimony from [#PublicHealthNursing](#)!! Live stream here: bit.ly/2QTiLFu

6

10

22



- Leadership facilitated consistent messaging across Townhalls; drafted / reviewed speaker scripts
- **ONLY** nursing organization present at all 3 Townhalls
- [Response to SDOH Toolkit](#) released by RWJF/CFA

PHN Expertise Recognition: FON 2020/2030

- Requests from FON Committee for further engagement with PHN Section leadership (*Campbell, Kneipp*)
 - Quad Council Event - APHA 2019
- Consultations
 - FON 2020/2030 Committee Research Managers tasked with identifying available, relevant evidence to inform FON report, conclusions, recommendations (*Campbell, Kneipp*)
 - FON 2020/2030 Lead, Staff (*Kneipp*)

FON - Campaign for Action SDOH Toolkit

Response to FON/CFA SDOH Toolkit

(CPHNO, PHN Section Leads)

- Several concerns around toolkit:
 - Continued downstream perspective
 - Conflation of screening for social needs, and addressing SDOH
 - No consideration for %FTE coverage for nurses to engage in work of addressing SDOH

COVID-19 Advocacy (1)

	Date	Activity Description	Assigned To / In Collaboration With:	Disposition Description / Link to Document, Website, Other Product
	03/12/2020	BBC News Hour – Speaker	L. Campbell	https://twitter.com/APHAPHN/status/1237962280043556864?s=20
	03/18/2020	Building Media Competencies for Nurses Responding to COVID-19 (Webinar)	L. Campbell	http://tinyurl.com/vybd8eg
	03/25/2020	Blog Site Initiated: Stories from the Field – Public Health Nursing in the Time of COVID-19	CPHNO L. Campbell	https://docs.google.com/forms/d/e/1FAIpQLSeZWmrIMtI0I6cFC16YBnofccc788Cs8EzMo-Wq5eQzby9H7g/viewform
	04/09/2020	An Equal Opportunity Virus in a Nation of Inequity (Op-Ed Title)	Shawn Kneipp Robin Evans-Agnew Ifeyinwa Asioudu	The Morning Consult https://morningconsult.com/opinions/an-equal-opportunity-virus-in-a-nation-of-inequity/
	04/03/2020	A Call to Action for Public Health Nurses During the COVID-19 Pandemic (Invited Editorial - Title)	Joyce Edmonds Shawn Kneipp Lisa Campbell	Journal of Public Health Nursing https://onlinelibrary.wiley.com/doi/abs/10.1111/phn.12733
	04/03/2020	Letter for PHN Support – to the <i>American Nurses Association</i>	Shawn Kneipp Joyce Edmonds Lisa Campbell	https://drive.google.com/open?id=1-bXmWEemdof1EvDOWj6U3AOj_HXbU_AT
	04/03/2020	Letter for PHN Support – to the <i>Nursing Community Coalition</i>	Shawn Kneipp Joyce Edmonds Lisa Campbell	https://drive.google.com/open?id=1JxfG5BpwQmmYiYXJ60AvV06b1MMPLnmd
	04/06/2020	Created and shared video on social media regarding PPE and need for public private partnership to secure PPE for healthcare workers	Desmond Atem	https://www.youtube.com/watch?v=-UUDTUEz5Uo

COVID-19 Advocacy (2)

04/13/2020	PHN Section Sign-on to Letter to DHHS to Protect Essential Workers	S. Kneipp, with the Occupational Health and Safety Section, APHA	https://drive.google.com/open?id=1cgqTsb43tQSPBjLHskPhZVubJ6k9bTcb
04/09/2020	Commentary: Get Healthcare Workers Protective Gear Now	Alexandria Garcia Karen Johnson Whitney Thurman	MySanAntonio News https://www.mysanantonio.com/opinion/commentary/article/Commentary-Get-health-care-workers-protective-15190636.php?fbclid=IwAR2NZzbN6BqcoTjYHReCaUKISHKWayqzxXbC2ACORgHvQIwDFaGqAo3-6wA&utm_campaign=CMS+Sharing+Tools+%28Desktop%29&utm_source=facebook.com&utm_medium=referral
04/18/2020	COVID-19: Another SOS Call from Communities of Color	Janice Phillips	The Hill
	<i>(Op-ed)</i>		https://thehill.com/opinion/civil-rights/493536-covid-19-another-sos-call-from-communities-of-color#bottom-story-socials
04/18/2020	Even if we get enough coronavirus supplies, we don't have enough nurses <i>(Op-ed)</i>	Robin Evans-Agnew Denise Drevdahl	The Tacoma News Tribune https://www.thenewstribune.com/opinion/op-ed/article242053031.html
04/23/2020	As pandemic worsens, retired healthcare workers eye a possible return <i>(Article)</i>	Shawn Kneipp & Lisa Campbell <i>(Interviewed by journalist)</i>	https://medium.com/@anorlian/as-pandemic-worsens-retired-healthcare-workers-eye-a-possible-return-70f762858ffa
05/06/2020	Nurses are Playing a Crucial Role in this Pandemic, as Always <i>(Op-Ed)</i>	Janice Phillips	Scientific American - Blog Network https://blogs.scientificamerican.com/observations/nurses-are-playing-a-crucial-role-in-this-pandemic-mdash-as-always/

COVID-19 Op-Eds, LTE



**THE
HILL**

COVID-19: Another SOS call from communities of color

BY JANICE PHILLIPS, OPINION CONTRIBUTOR — 04/19/20 12:00 PM EDT
THE VIEWS EXPRESSED BY CONTRIBUTORS ARE THEIR OWN AND NOT THE VIEW OF THE HILL

235 SHARES

OPINION // COMMENTARY

Commentary: Get health care workers protective gear now

Alexandra Garcia, Karen Johnson and Whitney Thurman, For the Express-News

April 9, 2020 | Updated: April 9, 2020 7 p.m.



OPINION

An Equal-Opportunity Virus in a Nation of Inequity

BY IFEYINWA ASIODU , ROBIN EVANS-AGNEW & SHAWN KNEIPP
April 9, 2020

PHN PUBLIC HEALTH NURSING 

EDITORIAL |  Free Access |

A call to action for public health nurses during the COVID-19 pandemic

Joyce K. Edmonds PhD, MPH, RN , Shawn M. Kneipp PhD, Lisa Campbell DNP

First published: 12 April 2020 | <https://doi.org/10.1111/phn.12733> | Citations: 3

NCC / COVID-19 Priorities

Added language to
Congressional leaders to
support public health; outlining
the critical role that PHNs play.



July 29, 2020

The Honorable Nancy Pelosi
Speaker of the House
United States House of Representatives
H-222, US Capitol
Washington, DC 20515

The Honorable Mitch McConnell
Senate Majority Leader
United States Senate
S-230, US Capitol
Washington, DC 20510

The Honorable Kevin McCarthy
Minority Leader
United States House of Representatives
H-204, US Capitol
Washington, DC 20515

The Honorable Charles E. Schumer
Senate Minority Leader
United States Senate
S-221, US Capitol
Washington, DC 20510

- **Strengthen Investments in Public Health:** Since 2008, the local public health departments alone have lost more than 55,000 public health jobs, which include nurses.² This drastic shortage of public health professionals has been brought into stark relief during the current crisis. We must not only provide an immediate injection of funding to bolster the public health nursing workforce, but long-term investments in a national public health service pipeline of nurses and other health care professionals.

ANA Support for PHN During COVID-19

- Requested a written statement from ANA that “encourages state nursing associations to advocate for, and state departments of health and local health departments to use a substantial portion of the federal emergency funds to replenish the losses to the public health nursing workforce.”
- “We are hoping to receive some support from ANA for our public health nurses (PHNs) who are also on the front lines of the COVID-19 response, and where we desperately need more of them to be as funds become available for hiring PHNs to engage in the contact tracing, testing, and other roles that they should be playing a major part in.”



ANA Statement On Replenishing the Public Health Infrastructure and Public Health Nursing Workforce

Jun 24th 2020

*“While all areas of the public health workforce are critical to protect the health of our population, **our public health nursing workforce touches every aspect of health care and community wellbeing.** Possessing a select set of knowledge and skills, public health nurses are the most nimble of the public health workforce –ready to assume a range of roles that span providing direct clinical services to collaborating with community members across sectors to integrate and coordinate care and leadership in a variety of public health arenas, such as health departments or community-based clinics, etc. With their interdisciplinary colleagues, our well-educated and licensed public health nurses play an integral role in narrowing disparities, improving health outcomes, and reducing disproportionately high morbidity and mortality rates among vulnerable populations due to preventable illness.”*

COVID-19 & Essential Workers



April 13, 2020

Alex Michael Azar II
Secretary
U.S. Department of Health & Human Services
200 Independence Avenue, S.W.
Washington, D.C. 20201

Dear Secretary Azar:

We are deeply concerned about the "Interim Guidance for Implementing Safety Practices for Critical Infrastructure Workers Who May Have Had Exposure to a Person with Suspected or Confirmed COVID-19," which was released by the Centers for Disease Control and Prevention (CDC) on April 8, 2020. The agency has substantially weakened its previously issued guidelines,^{1,2,3} and this will lead to an increase in the occupational spread of SARS CoV-2. The guidelines should be immediately rescinded.

During this pandemic, tens of millions of workers in the U.S. are classified as "critical infrastructure workers."⁴ There are now numerous COVID-19 outbreaks among these essential workers in long term care facilities, warehouses, meatpacking plants, and prisons. These outbreaks pose a serious risk to their co-workers, as well as the clients and inmates who are at high risk for hospitalization and death.

The designation as a "critical infrastructure worker" should result in *extra* levels of health protection, not less protection than what is recommended for the general public. It is exactly *because* critical infrastructure workers are interacting with co-workers and the public that they require exceptional protections. It is necessary for their own health and so they can continue to provide critical goods and services, but also to prevent their co-workers from being exposed and threatening an entire critical infrastructure worksite.

¹ CDC. Social Distancing, Quarantine, and Isolation, April, 4, 2020.
<https://www.cdc.gov/coronavirus/2019-ncov/prevent-getting-sick/social-distancing.html>

² CDC. Public Health Recommendations after Travel-Associated COVID-19 Exposure, March 30, 2020.
<https://www.cdc.gov/coronavirus/2019-ncov/php/risk-assessment.html>

³ CDC. Public Health Recommendations for Community-Related Exposure, March 30, 2020.
<https://www.cdc.gov/coronavirus/2019-ncov/php/public-health-recommendations.html>

⁴ U.S. Department of Homeland Security. Guidance on the essential critical infrastructure workforce, March 28, 2020. <https://www.dhs.gov/publication/guidance-essential-critical-infrastructure-workforce>

- Led by APHA OHS Section
- PHN Section signed on, supported
- Detailed critique of CDC guidance as insufficient for protecting essential workers

COVID-19 Conversations: APHA/NASEM



PUBLIC HEALTH
NURSING SECTION

Dr. Georges Benjamin
Executive Director
American Public Health Association
800 I St., NW
Washington, DC 20001

April 30, 2020

- Calling for PHN representation on panels; high relevance for school nurses/reopening, inequities
- Recommended slate of school nurses
- August 12, 2020 Panel on K-12 re-opening
“Responding to COVID-19: A Science-Based Approach” included Donna Mazyck, National Association of School Nurses

Racism / Police Violence

APHA calls out police violence as a public health crisis

Date: Jun 04 2020

FOR IMMEDIATE RELEASE

Contact [APHA Media Relations](#), 202-777-3913

A statement from APHA Executive Director Georges C. Benjamin, MD

Public Health Nursing Section Addendum

Public health nurses have long advocated for justice across a range of social and economic issues, as our practice has always been, and continues to be, inseparable from the broader set of core public health values in which we work. ...



Nursing Community Coalition Members United in Fight against Racism and Injustice

Treatment in Border Detention Facilities



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Section Chair Shawn Kneipp thanks whistleblower nurse

Read the [letter from PHN Section Chair Shawn Kneipp](#) (PDF), on behalf of the PHN Section, to Dawn Wooten, the nurse who reported "abhorrent medical and health care practices" at the Irwin County Detention Center in Georgia.

APHA also issued [a statement calling for an investigation](#).

APHA Annual Meeting: October 24-28, 2020

- Pre-conference open to ALL - no registration for APHA annual conference needed
- Special sessions on “Disruptive Practices” to move toward equity



THE 5TH ANNUAL RACISM PRE-CONFERENCE SESSION

Birthing while Black:
The Impact of Obstetric Violence
and Responses to
Systemic Racism in Maternal Health

**OCTOBER 25, 2020
4-7 PM MT**

zoom **REGISTER NOW**
<https://phn2020.eventbrite.com>



Summary

- Just, Whew! 2020. That's all.
- PHN Section advocacy efforts touch PHNs nationwide, including those in NC
- Many pathways to become involved, partner with national organization
- Reach out to colleagues in PHN Section when advocacy needed
- Find ways to better link PHN Section of APHA with State Nurses Associations