Susan Hassmiller, Ph.D., R.N., F.A.A.N., is the Robert Wood Johnson Foundation Senior Advisor for Nursing responsible for leading the Foundation's strategies to address the nurse and nurse-faculty shortages in an effort to create higher quality patient care in the United States. She is overseeing the Robert Wood Johnson Foundation Initiative on the Future of Nursing: Campaign for Action, an effort dedicated to implementing the recommendations of the recent IOM report on the Future of Nursing: Leading Change, Advancing Health.

Although nursing leadership is central to the Campaign for Action, the involvement of stakeholders from government, academia, health policy, media, philanthropy, other health care providers, business, health care administration and consumer groups will be critical to achieve the goal of having the Campaign’s recommendations adopted. Framing the report and the campaign so that it engages those from all such sectors and leads them to believe that addressing the recommendations is good for all is a challenging task, yet vital for success.

Objectives:

- To indicate why the substance of the IOM report focuses on societal as much as nursing issues.
- To discuss the implications of framing the IOM report in terms of the role of nursing as opposed to the health care workforce generally.
- To give examples of invitational language that would be most likely to engage non-nursing stakeholders asked to join the Campaign for Action.

RWJF Center for Health Policy

The RWJF Center for Health Policy is the only health policy center dedicated to increasing the number of leaders from Latino and American Indian communities helping to shape the future of our nation’s health and health care. A collaboration of the University of New Mexico and the Robert Wood Johnson Foundation, the RWJF Center for Health Policy focuses on inserting the perspectives of Latino, American Indian and other underrepresented groups into the most pressing health policy debates today.

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