Framing the Message and Using Data to Inform Policy

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Objectives

• Describe significance of policy to health care of public
  – Expectations for all nurses to inform policy
  – Examples of policy implications of health issues
• Describe strategies for affecting policy change
  – Political will
  – Social will
  – Engage stakeholders
  – Frame message to inform all stakeholders
  – Evaluate and adjust strategies
• Build on expertise and capacity of NCSBN and members for policy change

Why Policy? Context

• Policy is a major determinant of health
• Many factors combine together to affect the health of individuals
• Individuals are unlikely to be able to directly control many of the determinants of health.

Why Policy Context

Interventions for Childhood Obesity

• Essential
  – Treatment of obesity in the pediatric age group
  – Comprehensive strategy for secondary and tertiary prevention
• Context
  – Modest results of clinical treatment
    – Because
      – The deceptively simple issue of encouraging physical activity and modifying dietary habits lacks context.

Why Policy Context

Interventions for Childhood Obesity

• Context
  – Modest results of clinical treatment
• Because
  – Embedded in complex social and economic questions
  – Requires supportive institutional and community environments
  – Requires reshaping public policy in food production, food manufacturing, healthcare, retail, education, culture and trade
  – What is the political and social will to address public policy?

**References**


**More Information**

**Political Will - A Child’s Voice**

**Kids First Research Act**

- Gabriella Miller -
  - Leesburg, Va. child with brain tumor
  - Told political leaders: "Stop talking and start doing."
- President Obama signed cancer research bill April 3, 2014 in memory of Gabriella
  - $126 million over the next decade to research pediatric cancer and other childhood disorders.
  - Congress funds in *future* spending bills.

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**Public policy to Science policy**

- June 13, 2013  U.S. Supreme Court’s unanimous decision to bar the patenting of naturally occurring genes opens up important clinical testing options for a variety of diseases.

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**Social will to Science Policy**

- NIH Decision of research using HeLa cells - engagement of family
  - Family accepted: controlled-access option
  - HeLa Genome Data Access working group at the NIH, on which two members of the Lacks’ family will serve.
  - “Non-identifiability is increasingly illusory, owing to technological advances.
  - The Immortal Life of Henrietta Lacks - R Skloot
  - [www.nature.com/nature/journal/v500/n7461/full/500141a.html](http://www.nature.com/nature/journal/v500/n7461/full/500141a.html)

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**NINR Budget**

What is wrong with this picture? Generating Political Will

- [2010 Appropriation by IC](http://www.nature.com/nature/journal/v500/n7461/full/500141a.html)

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**Political Will to Science Policy**

**NINR .47% of 2015 NIH Budget**

* NINR 1996 .55 (⅓ of 1%)

**Interdependence**

**Policy, Research & Practice**

- Research provides evidence, new knowledge to shape policy
- Policy determines: Resources, Regulations

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STRATEGIES

Career Expectation Policy
• Health professionals have responsibility to:
  – Know how policy affects science/issues
  – Know policy makers’ expectations
  – Know social and political will
  – Conduct research to inform policy
  – Communicate science outcomes to inform policy
• Policy Development is a lifestyle
  • Pat Deleon PhD, former Chief of Staff Senator Inoye
    10/12/2015

Policy Makers’ Expectations
• Improve quality of care
• Improve care outcomes
• Reduce demand for care
• Reduce burden of disease
• Reduce costs of care
• Improve health of public
  – (not discipline focus)

*at times may require increased costs to improve quality and outcomes

Feetham & Meister, 1999; Wakefield 2002

Policy Change Requires Political Will & Social Will
• Advancing agenda of NCSBN to protect the public must have political and social will.
• Steps
  – Determine political and social will
  – Generate political and social will
  – Identify supporters and resisters
  – Never assume
• Engage stakeholders
  – All nurses
  – Public
  – Policy makers
  – All disciplines

Generate Political & Social Will
• Generate social and political will
  – Identify all stakeholders
  – Anticipate sources of resistance
  – Engage all stakeholders
    • Prior to and through out efforts for change
    • Supporters
    • Resisters
• Supporters and resisters may change at each stage of initiative
• Framing the message
  – All stakeholders

Sustaining Political Will
• Establish and maintain relationship with legislators
• Inform them you are an expert in protection of the public’s health
• Inform them what legislation is an important step
  – Let them know what can be done with current resources
  – Be specific of what more can be done with more research resources.
  – Language is to improve health of public and safety
  – Nursing part of the solution
Framing the Message and Using Data to Inform Policy

STRATEGIES
DATA FOR POLICY

Staying focused on changing policy

Policy and Data

- Many policies are based on limited or no data
- Excessive credence is placed on one or a small number of studies.
- Data not supportive of the policy are disregarded.
- Scientific integrity of the study may be disregarded.


STRATEGY
FRAMING THE MESSAGE TO INFORM POLICY

GOOD SCIENCE AND DATA NOT ENOUGH - MUST BE ABLE TO COMMUNICATE RELEVANCE AND IMPACT TO PUBLIC AND POLICY MAKERS

Framing the Message

- Expected Outcome of health research
  - Advancing Health of the Public
- Challenge: demonstrate direct impact to public, health
  - Few nurses, scientists & doctoral students deliberately address the role of policy in their programs of research & scholarship.
  - For nursing science to advance the health of the public programs of research must be designed to:
    - Assess policy context
    - Designed to inform science and health policy.

Framing the Message
Know your stakeholders

NINR

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Knowing your stakeholder
NINR brochure

• Emerging Scientist Profile:
  • Valerie’s long-term goal is to develop a program of research that focuses on the physiological mechanisms, genetic influences, and psychological associations of chronic pelvic pain disorders in women.
    – Valerie Hoffhines Dernetz, MA RN
      • PhD Student University of Maryland, School of Nursing NINR-funded Researcher AANC Brochure March 2015

• If from a SON responsibility to inform AACN
• * as of 10/16 AACN has initiative to reframe messaging

Framing the Message

• From NINR 2015 Brochure distributed by AACN
  – spending for nursing research is a modest amount relative to the allocations for other health science institutes and for major disease category funding. For NINR to adequately continue and further its mission, the institute must receive additional funding.
  – But Why? What are the outcomes/impact?

• 2013 at FNINR Nightingala- Ambassadors
  – We need more funding for nursing research as there are over 4 million nurses more than any other health profession.
  – It is science and impact not numbers
  – Remember –Congress’ perception of nursing
    • Handout not solutions

“Messaging” FNINR Ambassadors *

• How to frame the message
  – Report what are outcomes/impact to health of public
  – Frame within key health issues of interest to stakeholders
  – Report outcomes and impact
  – What have done for the health of the public with current funding?

• Correct messages for outcome/impact
  – How has health of public benefitted from current nursing research & NIH funding
  – What could be accomplished with more funding to improve the health of the public.
  – Part of solution
  – Note as of 10/19/2016 FNINR messaging follows the principles of messaging

Framing the Message

• Why is your issue /science important?
  – What is the incidence, prevalence,
  – Costs to health care, families, employers
  – Relevant policy

• What are the gaps in addressing health of the public

• How will your science address the gaps?
  – What are the outcomes to health of the public

• Take away message
  – Concrete action for follow up
  – What can provide part of the solution

  – Adapted from Elevator speech. Dr Roberts-Turner Nursing Research & Quality Outcomes R. 8/29/2011
  – Feetham, 2011

Florence Nightingale Data Framed for Stakeholders

Nightingale, F., Notes on Matters Affecting the Health, Efficiency, and Hospital Administration of the British Army Founded Chiefly on the Experiences of the Late War. Presented by Request to the Secretary of State for War. Privately printed for Miss Nightingale, Harrison and Sons, 1858.

Coxcomb Charts provided by Florence Nightingale in Notes on Matters

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Framing the Message  F. Nightingale

• Why is your science important?
  - Soldiers were dying unnecessarily because of bad hygiene in their barracks.
  - More soldiers dying from living conditions then from war injuries.
• What are the gaps in the science?
  - Evidence to change living and treatment conditions
• How will your science address the gaps?
  - Demonstrate the variation of death rates due to differences in hygiene
  - Showed that civilian death rate could be improved by better hygiene
  - The army was used as a controlled environment for testing social theories,
    • Was very common in Victorian times
  - Change practices and policy to prevent deaths of soldiers.
• Take away message
  - Know actions to reduce morbidity and mortality of soldiers
  - What can provide – demonstrate part of solution
    - Adapted from Elevator speech. Dr. Roberts-Turner  Nursing Research & Quality Outcomes R. 8/29/2011
    - Feetham, 2011

Florence Nightingale
Principles of Informing Policy

- Nightingale characteristics
  - Statistician
  - Health services researcher
  - Policy analyst
  - Interdisciplinary collaborator
  - Anticipated resistance
- Context-relevance
  - Systems
    - Interdisciplinary
    - Multi-system perspective

Why Policy Context Matters
Expectations of Policy Makers Solutions
NOT Handout

STRATEGY
PART OF THE SOLUTION

Nurse Licensure Compact
Messaging

• Modern Licensure Solution for the 21st century.
• NCSBN leaders in public protection
• State Boards of Nursing developed and adopted the enhanced Nurse Licensure Compact in 2015.
  - Allows for nurses to have one multistate license with the ability to practice in all compact states.
• What is the so what?
• Why does this matter to the public?
• How does enhanced Compact advance protection of the public?
  - https://www.ncsbn.org/compacts.htm

https://www.ncsbn.org/
Nurse Licensure Compact

- 25 states in 15 years
- Last year 7 existing and 3 new states became Enhanced Compact
  - What was different?
  - All States met together
  - Leverage of meeting together and making changes
  - Adoption of uniform license requirements

Nurse Licensure Compact

- Remaining states
  - Must have strategic plan to engage states and all stakeholders
  - 23 signed up for next state legislative sessions
    - Build on strengths of collective of all States
    - Build on lessons learned
    - Never assume keep high level of engagement

Nurse Licensure Compact

- Remaining few states
  - Understand that final non Compact States will be most difficult
  - Try for tipping point by having data: how detrimental to state when not passed, cost to employers, loss of nurses coming to state because of cost, cost to faculty who teach on line, limit opportunities for telehealth
    - As increase numbers = increased resistance from some stakeholders
    - How anticipate and prepare to respond to resisters
      - Frame the message to counter resistance
      - Build on established relationships with policy makers
    - Do not slow efforts keep high level of engagement
    - Build relationships to change outliers with more impetus and evidence
  - Keep focused on all states as resisters may move to current or pending Compact states.

Nurse Licensure Compact

- What different in engaging remaining states?
  - Understand that remaining most resistant States will be more difficult
    - Each gain may have increased resistance from some stakeholders
    - How anticipate and prepare to respond to resisters
      - Frame the message to counter resistance
      - Build on established relationships with policy makers
    - Do not slow efforts keep high efforts build relationships to change outliers with more impetus and evidence
  - Continue high engagement for all States
    - Do not risk losing States

Compact

Data

- How is not having Compact detrimental
  - Try for tipping point by having data to inform legislators
    - How affects protecting the public
    - How detrimental to state when not passed,
    - Cost to employers,
    - Loss of nurses coming to state because of cost,
    - Cost to faculty who teach on line.
    - Limit opportunities for telehealth companies
  - For each state have specific data for state legislators

Why COMPACT?

Framing the Message for Legislators

- You live in Florida
- You are hospitalized in Minnesota
- You return to FL your nurse from MN can not technically follow up with your care to provide continuity if not licensed in FL
  - Nurse can not provide nursing care over the phone
- How bring this to attention of legislators?
NCSBN Framing the message
For policy change

PUBLIC POLICY AGENDA
2014 2016 Edition

https://www.ncsbn.org/

NCSBN
PART OF THE SOLUTION
• The Government Affairs office in Washington, DC seeks to build NCSBN’s presence and influence in the nation’s capital on issues impacting NCSBN’s member boards.
• NCSBN staff seeks to educate Congress, government officials and other policy stakeholders...
• What is the so what?
• How does NCSBN advance the protection of the public?

NCSBN KEY POLICY ISSUES
PART OF THE SOLUTION
• NCSBN strives to educate key stakeholders about the work of boards of nursing and the importance of state-based licensure.
• NCSBN seeks to provide expertise around the national discussions regarding telehealth, interstate practice and other nursing regulatory issues.
• What is the so what?
  – Action words for strives and seeks
  – Data and examples -How does NCSBN protect the public?

Strategy Messaging
Part of Solution
• The APRN Compact and the Nurse Licensure Compact (NLC) allow nurses to practice in other compact states with a single multistate license.
• The NLC gives multistate rights to registered nurses (RN) and licensed practical/vocational nurses (LPN/VN) residing in a member state.
• The APRN Compact gives the same rights to advanced practice registered nurses.
• How do these statements inform policy makers?
• What is the so what- how does this result in advancing protection of the public.

STRATEGIES
OPPORTUNITIES TO INFORM POLICY

Policy Opportunities
• Horizon Scanning- Anticipate Precursors to Next Steps
  – Participate in Stakeholder Engagement Meetings as Applicable
  • Advisory Councils
  – Monitor National Academy of Medicine/IOM reports
  – Advanced Notices of Proposed Rule Making
  • Monitor Code of Federal Regulations revision, comment periods
  – Respond to Comment Periods, Requests for Information
  • NIH Funding Opportunities and Notices in the NIH Guide for Grants and Contracts: Request for Information (RFI): Input on Revisions for the NIH. 4/16
  • Proposed clinical trial template – 3/16
  • Framework NIH Strategic Plan 10/15
Policy Opportunities

• Build on established relationships with policy makers
  – Notify when funded
  – Inform of outcomes of NCSBN studies
  – Become known as a go to expert
• Respond with consistent Messaging
  – Key talking points
    • Nursing contributions
      – Outcomes and impact
    • How nursing is part of the solution

Researchers as Policy Leaders

• Changes in health policy requires researchers to be policy leaders.
  – Can not assume your work speaks for itself.
  – Policy is made by people who see themselves as leaders and take an informed seat at the table
  – Mary Wooley, President Research America
  Foreword Shaping Health Policy through Nursing Research. A S Hinshaw, P A Grady 2011.

Road to Informing Policy
Always under construction

“Chance favors the prepared mind”
L Pasteur