

Past Event: 2024 NCSBN Leadership and Public Policy Conference - The Path to the Globe Video Transcript

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Event

2024 NCSBN Leadership and Public Policy Conference

More info: <https://www.ncsbn.org/past-event/2024-leadership-and-public-policy-conference>

Presenter

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So I thought about how to shape this next presentation. It's only 20 minutes. And how was I going to connect it to Jefferson? And I think what I learned yesterday a little bit from David is that Jefferson wasn't a great orator. He was a great writer.

He had a lot of great quotes, as Shan mentioned, but not a great orator. And so I think that what I could have done is I could have written this all out and just handed it out to you and taken a break, found a Starbucks, which I'm in desperate need of. Because it turns out, and I was reading this morning that for his first annual message to Congress on December 8th, 1801, Jefferson chose not to deliver it in person.

Instead, he sent it by written message by his secretary, Meriwether Lewis. And he continued this practice throughout his presidency. He never appeared before Congress to deliver his annual message. That actually continued until Woodrow Wilson.

And one of the campaigns that we work on is the Nurse Licensure Compact. And that's what I'm going to focus on today. So for those in the audience that may not be as familiar with the Nurse Licensure Compact, it's an interstate healthcare licensure compact for RNs and LPNs, and allows a nurse to hold one license and practice across state lines, both in person, electronically, telephonically, with that one license.

And in order for a state to join the compact, they have to do so legislatively. So welcome to my world now where we lead advocacy efforts working with stakeholders, working with boards of nursing in order to prepare for legislative campaigns that start typically in January, the actual legislative on the groundwork, but we are preparing for now in the fall.

So in order, as I mentioned, for a jurisdiction to join the NLC, of course, it must be enacted legislatively. And one of the ways in which we prepare for that endeavor that starts and kicks off in January is using a variety of tools such as an NLC survey. So what the survey allows us to do in partnership with NCSBN's research team is to gather interests, so the need and the support among licensees, among RNs, and LPNs for the Nurse Licensure Compact.

Do nurses want the compact in their jurisdiction? If you know they do, that's helpful in order for you to talk to lawmakers whose constituents are nurses. So in partnership with NCSBN's research team, we develop a survey. We, you know, set up a timeline that makes sense and it's strategic to the issue, and also then distribute the survey.

Oftentimes these surveys are done jointly in conjunction with the Board of Nursing and NCSBN partnering. Sometimes the Board of Nursing wants to do it alone. They want to send out the survey and distribute that survey, or sometimes NCSBN does it alone. The goal of the survey, as I mentioned, is to gauge the need and interest of the NLC among licensees.

The surveys are very short. That's why people fill them out. They're, on average, seven questions. And we gather demographic information to gauge the characteristics of the respondents. Are they active in their nursing practice? What practice area of nursing are they involved in? We also inquire about union membership.

Most of you here are familiar with why we do that. The historic opposition to the Nurse Licensure Compact are nursing unions. And so what's really important for us and for lawmakers is to know how union nurses feel about the Nurse Licensure Compact.

Do they see a need for it? Would they utilize it? And do they support it? That is critical to gauge. So we do ask that question as well. We also then ask the need questions. How many active licenses do you hold?

Would you benefit immediately from this because you are currently obtaining and maintaining multiple licenses? We also ask them whether or not they have practiced across state lines, either providing patient care or nursing educational services in the last 24 months. Would a multi-state license have utility for you because you are already practicing across state lines?

Now sometimes the questions don't add up in the percentages. A lot of people are practicing across state lines but reporting that they don't hold more than one license. So there's that, right? And that's another thing that the compact can help to solve. And for patient safety reasons, we really need those individuals as they practice across state lines to be authorized and licensed to do so.

We then ask the support and opposition question. So we want to gauge, do you support it? Do you oppose it? Do you have no opinion on it? Right? We don't want you to pick a side if you don't have a side on the issue. We want to know that, where are there educational opportunities to turn the no opinions into supporters, hopefully, that way.

So we also ask those questions as well. So in 2023, NCSBN conducted an NLC survey in Massachusetts, a state where we have been engaged in on the ground with our Nurse Licensure Compact campaign since 2016 to advocate for NLC adoption. The survey launched in October of 2023.

It was in the field for about a month with, you know, veryu know, veunign sndr of 2d.14pa)a)13ç7ç)6ç aç)20fid l op

about supporting the NLC. So we wanted to work hand-in-hand and coordinate this effort across NCSBN. And also worked with Reputation Partners.

And Reputation Partners is a communications firm, a PR firm that NCSBN works with, who has excellent media contacts across the country. And we wanted our lobbyists to work with them and tell them which reporters would be friendly to hearing about the results, the survey results, most likely to publish those results. And so we were able to coordinate that and then get ready for when it was necessary and when it made sense legislatively.

Certainly, in December, nothing makes sense. Everyone's focused on the holidays. And so we knew that we were going to wait. So what were the results? So the results were over 17,000 nurses completed the survey. Eighty-one percent were RNs, so majority of RNs. Twenty-one percent, so over a fifth, of respondents were union nurses.

That was a really great stat for the survey and to be able to bring to lawmakers those need results. Over 50% of respondents reported providing nursing services or communicating with patients, providing nursing education services across state lines or outside of Massachusetts in the last 2 years. This was 2023.

So we are covering part of the pandemic and a little bit of the post-pandemic world. Fifty-one percent of respondents hold an active nursing license in at least one additional jurisdiction. So the need is there, the want is there as well. Ninety percent of respondents were in favor of joining the NLC, 2% opposed, 7% expressed no opinion. That's where I know I have work to do to educate and advocate for all nurses so they understand what the compact is.

And then we could break down, or our research team rather, I can't do any of this, the research team rather could break down results into subgroups, which was super helpful. So 87% of respondents that had a primary state of residence of Massachusetts supported it, 88% of union members supported the compact, and 96% of respondents holding more than 1 active license supported it.

So we had really great results we knew now to run on. So our communications plan was robust. This is a tiny screenshot of a very large Excel document. And I really just wanted to highlight how strategic we were here. We prioritized people, which before screenshotting this, I made sure the Board of Nursing was a one.

And of course, they were. So for us to provide the results to them, to provide the results to the Health Policy Commission, a well-respected group in Massachusetts that is non-partisan and works to dive into healthcare issues, health and human services, and then key lawmakers that we were going to focus on communicating with them the results first before this ever hit anybody's inbox.

So we set up meetings with all of these individuals. Some we did, some our lobbyists did solo. But we were able to communicate to all of these individuals again before anything went even remotely public or to the media. So this is how we prioritized it.

You got a one through four. We established a timeline for doing so, and then we created resources in partnership with NCSBN Marketing. We created a snapshot, right? We have a report, it's long. We wanted to cut it down. Lawmakers want one piece of paper in their hand, if even. Actually, they want it in their inbox now.

And so we created this survey snapshot. It just has the highlights. Marketing developed ads that were of all shapes and sizes and could be put on social media, could be put on the internet, on news sites, etc., highlighting that 90% number. And then we created a state-specific grassroots page where Massachusetts nurses or members of the public or whomever, any grassroots supporters could go to nursecompact.com/ma.

So you ne

the package moved into a conference committee between the House and Senate. But that brings us up to today. And part of the communications plan that we did not work on was that the Massachusetts legislature did nothing this session.

They failed to pass any significant legislation before they ended on July 31st. These were some of the headlines around Massachusetts adjourning for the year. But Massachusetts did importantly pass a circus animal bill. And so I furiously texting our lobbyists through past midnight.

They went till 6 a.m. so I was right up there with them monitoring the economic development bill. We came up with a lot better headlines such as "The Circus Leaves Town," "Sideshowes," "Clowns," all of that, "Lions and Tigers," and nothing got done. And so these were...this is the reality, right?

You plan for this, you do all of this work, and here we are with Massachusetts having not passed the economic development package, which was the must-passed. So this is just hopefully a case study that you can bring back to your jurisdictions. Think about more strategically. When you have all that data coming to you, when there are those reports that are done and funded, how can those reports...how can you hold back for a moment those results and think about the most strategic way to put them forward?