



New Jersey Action Coalition
Future of Nursing for the Health of Our State

Culture of Health Initiative

New Jersey Action Coalition

The New Jersey Action Coalition, one of 51 nation-wide, was formed in 2011 to implement the IOM recommendations for the future of nursing. We work collaboratively with the Robert Wood Johnson Foundation (RWJF) and AARP through the Campaign for Action.

What is Culture of Health?

As defined by the RWJ Foundation, Culture of Health aims to build a society where staying healthy, and having access to healthcare when you need it, is a fundamental and guiding social value that helps define American Culture. The Culture of Health movement is taking on one of the most pervasive challenges of our time -- improving the health and well-being of everyone in New Jersey.

In terms of its goals, The Culture of Health movement:

- Places emphasis on introducing a new framework that empowers individuals and groups to be more effective (and self-reliant) in matters of health and well-being -- and to do this right within the communities where they live, work, and play.
- Promotes and supports new and existing community programs that design and develop concrete principles and practical strategies that can help individuals *from every walk of life* improve and maintain their health and daily functioning.

All of this is closely aligned with many of the goals and principles of Population Health.



How do we operationalize a Culture of Health in today's diverse, multidimensional communities?

Creating a Culture of Health will require leaders from every New Jersey sector -- healthcare, business, institutions, government and communities -- to work together to:

- 1) Make health a shared value -- guided by shared vision.
- 2) Foster cross-sector collaboration to improve health and well-being in all New Jersey communities.
- 3) Create healthier, more equitable communities.
- 4) Strengthen integration of health services and systems to better serve our diverse population.

Outcome: Improved population health, well-being, and equity.

Source: Cultural of Health Framework, RWJ Foundation

How can you help the NJ Action Coalition (NJAC) forge new, inspiring, and innovative partnerships to build a Culture of Health that benefits all New Jersey communities?

The nursing dimension of Culture of Health

When you think “health” – including Culture of Health -- one of the first things that comes to mind is “nursing!” From the beginning, the mission of nursing has focused on: 1) promoting health, 2) preventing illness, and 3) treating illness in acute care settings, long-term care settings, academe, and in the community -- all using a holistic approach.

Moving nurses into an even more direct engagement with communities and populations

NJAC has made a commitment to lead an initiative where all the leaders listed above could collaborate to identify ways to create/design a more systematic and structured framework for moving nurses into an even more direct engagement with communities and populations.

- The core objective will be aligning and including nurses in both new and existing projects so that they can better guide, support, and/or participate in the delivery of healthcare at the community level.

A framework such as the one above does not currently exist. However, while it is not yet crystalized, the need is apparent and must be anticipated considering the rapidly unfolding changes and new priorities related to healthcare reform.

Healthcare Summit validates the importance of this initiative

NJAC recently hosted a Healthcare Summit of key stakeholders which included representatives



from Horizon, Johnson & Johnson, The Department of Health (the past commissioner and current representatives were in attendance), VNA Health Group, County Health Ranking & Roadmaps Health Coach, Camden Coalition of Health Care Providers, Washington DC Based Campaign for Action American Nurses, NJBIA,



Sustainable Jersey, NJ Prevention Network, Healthcare Association of NJ and many other committed institutional, industry, and community leaders.

At the summit there was broad-based consensus that it makes sense to mobilize nursing assets in the State of New Jersey in order to support the shaping of a “Culture of Health” – one where nurses are fully engaged, making valuable contributions to the health and wellness of the adults and children in our respective communities. The ultimate aim is to channel nurses to the forefront of community health, wellness, and care.



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Here's where we start -- our first action item

- Nurses are needed to serve as volunteers to engage in existing community projects.
- Existing community-based projects could benefit from the guidance and support of nursing professionals.

Benefits for Nurses Who Get Involved

What are some of the factors/considerations that would influence nurses to participate in this initiative?

It would be those nurses who:

- Boost your career with community out-reach involvement.
- Seek additional Certifications to gain the advantage of specialized training in population health:
 - What is population health?
 - What are associated problems?
 - What are actions that have worked (best practice)?
 - How to be a coach/facilitator?
 - Understanding diversity components.
 - Leadership development.
 - Learning more about working with groups.
 - Learning about motivating people to an action.
 - Learning about the politics of communities and groups.
- Seek CEUs — contact hours.

Please join and support this crucially important initiative.

The communities we all serve will benefit immensely.



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