ROBERT WOOD JOHNSON FOUNDATION PUBLIC HEALTH NURSE LEADERS: LEVERAGING NURSE LEADERS TO BUILD A CULTURE OF HEALTH SUMMARY

Background:
The Robert Wood Johnson Foundation’s vision is to build a national Culture of Health: communities across the nation where policy-makers, health departments and other government agencies, employers, community based organizations and residents work together to make the health of their entire community a priority. In order to achieve this vision, the Foundation has provided the Center for Creative Leadership (CCL) with funding to select and support a new cohort of up to 24 Public Health Nurse Leaders (PHNL) to develop their leadership skills and connections with key influencers in organizations and communities to build and spread a Culture of Health across the country.

Purpose:
There are two major purposes of this two year leadership development program. The first purpose is to develop a group of senior level PHNLs who have the capacity to lead individuals, organizations and communities to build partnerships around a Culture of Health. When PHNLs have the leadership skills to develop and implement community based strategies to improve the health of the population, build partnerships with key stakeholders in organizations and communities, and influence organizational, state and federal policy, they become effective change makers for building a Culture of Health in their communities and across America.
The second purpose is to integrate public health nurse leaders and their work on building a Culture of Health into the existing state action coalitions (ACs) of the Future of Nursing: Campaign for Action. The Campaign is a national initiative to guide implementation of the recommendations in The Future of Nursing: Leading Change, Advancing Health, a landmark Institute of Medicine (IOM) report. Collaborating with the ACs will give PHNLs the network and opportunity to share and influence more population-based services, such as policy-making, surveillance and advocacy using their experience in clinical prevention, changing healthcare policy, finance and regulatory environments and interprofessional collaboration.

The Program:
This program will be a two year leadership development experience. PHNLs will spend the first year immersed in individual leader development through two face-to-face sessions, intensive executive coaching, technology-facilitated intersession activities, and access to individual development funds. The experience will include competencies on leading self, leading others, leading in the organization, enhanced communication skills, executive presence, and conflict management.
The second year of the program will enhance the leadership competencies and coaching skills of both the Public Health Nurse Leader and key Action Coalition members. The second year would help those involved enhance their effectiveness in the following areas: lead more effectively across diverse silos and boundaries; analyze and engage multiple stakeholders so that there is direction, alignment and commitment (i.e., leadership) among all parties; more effectively influence others.
The second year will consist of several interrelated activities. These activities include a leadership and coaching of coaches training designed to enhance the team coaching skills of the public health nurse leader. This will be held in conjunction with a boundary spanning leadership program that helps build core leadership competencies with four individuals associated with the action coalitions, plus the public health nurse leader. Additional offerings will include, E-learning opportunities to help action coalitions and public health nurse leaders learn how to more effectively manage conflict, develop and communicate a shared vision and strategy and lead others through change. Finally, the program will host a meeting to help public health nursing leaders consolidate learning and develop a plan to apply their learning to their work with the action coalitions.

TOTAL AWARDS
This solicitation will fund the senior leadership development of up to 24 PHNLs for two years, including travel to program meetings, a value of over $40,000 each. PHNLs will also have access to $5,000 for additional individual leadership development or travel. Partnering action coalitions will receive $5,000 in unrestricted funds for their participation in this collaboration.