



# Vision, Voice, and Visibility

## VISION, VOICE, AND VISIBILITY

### SETTING SAIL FOR HEALTHY HORIZONS

Sandi Delack, M Ed, RN, NCSN  
President, National Association of School Nurses  
sdelack@nasn.org

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#### Vision:

(noun) the ability to see; the ability to anticipate possible future events and developments; a beautiful or pleasing sight.



#### Vision of School Nurses:

- In the health room
- In the school and larger community
- Think BIGGER!



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## In the Health Room

- Ability to see beyond the obvious
- Impact on students , now and in the future
- Impact on others



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### In the School and Larger Community

- What about education?
- Need for collaboration beyond specialty
- Community outreach



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### Think BIGGER!

- See beyond the current health care system
- Role of prevention and wellness
- Put on your rose colored glasses and dream big!



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### History of School Nursing

SCHOOL NURSING BEGAN AS A  
PUBLIC HEALTH EXPERIMENT TO  
REDUCE ABSENTEEISM AND PREVENT  
SPREAD OF COMMUNICABLE DISEASE



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**1895: Developed the Henry Street Settlement House**

- Provided nursing care to the families in need on the lower east side of New York
- Organized a group of trained nurses who lived at the Settlement House
- Directed the Henry Street Visiting Nurses
- Led civic, educational, and social reforms
- Advocated for child labor laws, playgrounds, parks, housing, milk stations, and licensure of midwives.



**Lillian Wald**  
- Nurse Visionary




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**1902: Was appointed by Lillian Wald for a one month trial to four schools to demonstrate that a nurse could improve absenteeism**

- "she dresses or cleanses as the physician directs, mild cases of conjunctivitis, minor skin infections such as ring worm and the children need not miss their class work. She then visits those who have been sent home and keeps records" (Dock, 1902).



**Lina Rogers**  
- First School Nurse in the U.S.




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**Focus of Early School Nursing**

- Enhance the lives of the children/families/and community of immigrants of New York City
  - Provide treatment for contagious diseases
  - Instruct in hygiene practices
  - Make home visits to follow up on a child's progress and instruct the families
  - Provide care to all family members




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## We Still Have the Same Vision

1902

2011



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## How Does Our Vision Support Where We Need To Go and What Do We Need To Do To Get There?



- NASN has made a great start!
  - D.C. location
  - Staff
  - Collaboration
  - Ratio bills



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## What Will We Need To Ensure Healthy Horizons?

- Environmental scanning
- Resources
  - Human
  - Information
  - Financial
- Collaboration
- Ability to be nimble
- Passion



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### Basic Tenets of Vision

- Having a vision simplifies your life. It defines what you do and what you don't do. Your purpose becomes the standard you use to evaluate which activities are essential and which aren't.
- "If you don't make a conscious effort to visualize who you are and what you want in life, then you empower other people and circumstances to shape you and your life." Steven Covey




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#### Voice:

(noun) a medium of communication or expression for somebody or something; to express a sentiment or opinion verbally.



#### • Moving From Silence to Voice

- Suzanne Gordon
  - *From Silence to Voice: What nurses know and must communicate to the public*
  - *Safety in Numbers: Nurse-to-patient ratios and the future of health care (The Culture and Politics of Health Care Work)*




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**YOU are THE most important advocate for school health services, school nursing, and your students.**

IF NOT YOU, THEN WHO??  
IF NOT NOW, THEN WHEN??




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### Myths About School Nursing

- School nurses sit in their office waiting for sick/injured kids to come in
- School nurses are not nursing professionals; are not real nurses
- School nurses do not have clinical skills
- Health care does not belong in school; sick kids should stay home
- Nurses work half days and half years
- Others???




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### The Truth About School Nursing

- Independent specialty practice requiring exceptional skills in:
  - Assessment
  - Communication
  - Psychosocial
  - Clinical
  - Referral process
  - Understanding the educational system
  - Public health




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### But It's Not About You!

**WE MUST SHATTER THE MYTHS FOR THE SAKE OF THE STUDENTS!**

**IN APPROPRIATELY STAFFED SCHOOL HEALTH OFFICES, WE CAN MAKE A DIFFERENCE!**




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### Find Your Voice

- What resources do you need?
- Who are your community contacts?
- Don't go it alone!
- Enlist help: co-workers, parents, students




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### Tell Your Story!

- Paint a picture
- Make a details count
- What is the "so what?" – Describe the outcome
- The Three C's – clear, concise, consistent
- Stay on message
- Practice, practice, practice




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#### Visibility:

(noun) the fact of being able to be seen; the distance it is possible to see under the prevailing atmospheric or weather conditions; the degree to which somebody or something is easily noticed by and catches the attention of the public or a group of people.



- There has never been a better time of visibility for school nurses!
- **Julia Lear** *Health At School: A Hidden Health Care System Emerges From The Shadows*
- **H1N1**
- **Health care reform**
- **Increase of chronic illness**
- **IOM Future of Nursing**




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### Opportunities Presented by H1N1

- Media frenzy
- Education within schools; students, staff, parents, administrators
- Visibility of school nurse in the community
- Raised awareness of policy makers
- Nursing as the most trusted profession
- Immunization Summit Fall 2010



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### Increase in Chronic Illness

- Parents are demanding that more health care is provided in schools
- Teachers are overwhelmed
- Single-disease advocacy groups are raising awareness
- Economic realities



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### Health Information Technology

- Importance of data collection to demonstrate outcomes
- Continuity of care
- Reduced missed school days



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### Healthy Families Act

- Allowing parents to care for sick children without retribution
- Picture of the economy
- School nurses joining with others to move initiatives forward



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### Opportunities for REAL Health Care Reform

- Despite spending twice as much as other developed nations, our health status and mortality rates have little to show for it
- Prevention and wellness: a natural fit with school nursing
- 98% of the nation's children are in school everyday
- School nurses are providing public health where the children are



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### IOM/RWJF Report

- Future of Nursing: Leading Change, Advancing Health
- Draft released October 2010
- Nursing's role to address increasing demand for safe, high-quality, effective health services
- Better provision of mental health services, school health services, long term care, palliative care



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### IOM Key Messages

- 1) Nurses should practice to the full extent of their education and training
- 2) Nurses should achieve higher levels of education and training through an improved education system
- 3) Nurses should be full partners, with physicians and other health professionals, in redesigning health care in the US
- 4) Effective workforce planning and policy making require better data collection and an improved information infrastructure




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### IOM School Health Recommendations

- Mandate a certified school nurse/student ratio 1:750 students in every state and in all schools
- Allocate federal and state funds to SBHC
- Establish funding for school health development of public-private partnerships
- Require nurses who work in schools to have a minimum of a bachelor's degree and a school nurse certificate




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### Visibility in Washington




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## School Nurses in the Press

- Interviews
  - Radio
  - Television
  - Newspaper/Magazine
- Media campaigns
- NASN Radio



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## Collaborative Vision, Voice and Visibility

- Institute of Pediatric Nursing
  - <http://www.sasnb.org/pin/newsroom/visibility>



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## Where Do We Go From Here?

SCHOOL NURSING'S FUTURE



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### NASN's Future

- Set and maintain high Standards of Practice
- Assure up-to-date evidence-based educational resources available through various channels
- Collaboration in Washington, D.C. and beyond
- Provide leadership and advocacy tools and resources for affiliates
- Use our collective voice for membership
- Maintain respectability, credibility, and high profile
- Leadership in US DOE



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### Vision, Voice, and Visibility

- What will the future of OSNA be?
- Where shall we go from here?



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### School Nurses are a Critical Link in the Health and Educational Success of Children!

CARPE DIEM!



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### Resources

- **Julia Lear** *Health At School: A Hidden Health Care System Emerges From The Shadows*  
<http://content.healthaffairs.org/cgi/content/full/26/2/409>
- IOM/RWJF *Future of Nursing: Leading Change, Advancing Health*
- <http://www.iom.edu/Reports/2010/The-Future-of-Nursing-Leading-Change-Advancing-Health.aspx>
- James Surowiecki *The Wisdom of Crowds*

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