

SB08 - 188 Meeting Minutes
Pilot Program Implementation Committee Meeting
January 22, 2009 – Communication Minutes

Member Attendance:

**Absent*

Colorado Hospital Association

**Kathy Harris*

Banner Health
Regional Vice President, Clinical Services
Banner Health

**Carolyn Sanders - CoChair*

University of Colorado Hospital
Associate CNO

Colorado Nurses Association

Fran Ricker - CoChair

Colorado Nurses Association
Executive Director

Eve Hoygaard

Colorado Nurses Association
President

Service Employees International Union

Bernie Patterson, SEIU

**Judy Hutchinson, SEIU*

Nurse Alliance of SEIU

Colorado Organization of Nurse Leaders

Colleen Casper

Clinical & Executive Partnerships

Kelly Johnson

Children's Hospital
Vice President and CNO

Colorado Council of Nurse Educators

Linda Stroup

MSCD
Assistant Professor, Department of Nursing

**Nancy Smith*

Dean and Professor
University of Colorado at Colorado Spring

Colorado Department of Public Health and Environment

Ned Calonge

Chief Medical Officer

Colorado Center for Nursing Excellence

**Sharon Pappas*

Porter Adventist Hospital
Chief Operating Officer/Chief Nursing Officer

Governor's Appointees

**Lysa ErkenBrack*

Grand Junction

**Lydia Handberry*

Swedish Medical Center

Interested Parties and Observers

Janet Houser PhD EdS MN - Researcher

Regis University
Associate Dean

**Jean Scholz – In coming CEO & President for the Colorado Center for Nursing Excellence*

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Agenda

COMMUNICATION PLAN

I. Facility

A. Initial contact (Research Team)

Statement of purpose
Background
What is expected
Talking points

B. Promotional posters for Distribution

C. Talking Points – Managers

D. Talking Points – Staff Nurses

II. External Stakeholders: Media – Hospitals – Nurses – Task Force – Legislative FP

III. Plan for Communication Findings

A. Qualitative

B. Quantitative

C. Publication – Abstracts – Public Presentations

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PROCESS

Changes in Budget – Fran Ricker reported on changes that will need to be made to the budget after a meeting she attended. There are some increases foreseen in the administrative part of the budget and Jean Scholz will review this part of the Research part of the budget and submit changes to be approved. Also, Dr. Houser put some of her fees back in after the last committee meeting when a suggestion was approved to do so.

Press Release update – This is still being worked on but will be sent out as soon as a contact list is compiled. The Colorado Hospital Association has its own list and will help by sending this press release out to their contacts as well.

This led to a discussion that hardly anyone in the hospitals and nursing knows what this committee is doing and what is happening. Fran Ricker reported that it will be on page 1 of the next issue of Colorado Nurse. The first thing to do is get the Press Release out and also contact hospitals to find out what works best for letting their staff know about the study.

Also, it is a good idea to get the message out in as many ways as possible. It was suggested that perhaps the weekly Legislative Update from the Colorado Hospital Association, as well as the online Nursing Star, could be contacted to spread the word. In addition, the Rocky Mountain News and Denver Post should be notified as information on the original Task Force was reported to them.

What can be communicated – It is mentioned that we can't communicate too much and key stakeholders need to be identified. Members were concerned about what could and could not be said about the study in communicating formally and informally with others, in order to avoid creating bias. The main distinction is that members can discuss what is being 'looked at', not what is being 'looked for'. In other words, don't say anything about the directionality that this study hopes to discover (Ex: nursing involvement improves nursing satisfaction). This study is testing a relationship, not proving a point. An opinion can be given such as, "I'm hoping we'll find..." rather than "This study will find..."

A Power Point presentation would be required for any formal communications that committee members make but informal discussions can be done now without waiting for a Power Point presentation, or Talking Points, if the information in the previous paragraph is kept in mind.

COMMUNICATION PLAN

It was decided that the main points to accomplish today were to establish a communication plan for the Proposal (Research Plan) and the initial contact information that the Research Team will use with the sites.

In addition, it was stressed that the communication plan needs to show the background and history of this whole process, back to the original Task Force and legislation which resulted from

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it. The original Task Force had a media expert come to advise them on how to publicize their work but not much was done from that.

At that point, it was suggested that there is some money in the budget which could be used to hire a publicist/consultant to draft the actual communication plan by speaking to the co-chairs and writing a draft of the various aspects of the plan which would be submitted to the committee for editing. This publicist/consultant would also know who to contact and how to get the word out. It would be preferable for someone who has been involved from the beginning to write the information but having them speak to the co-chairs and then submitting the plan to the committee for revisions would help cover this concern.

It was decided that the members of this subcommittee contact the media departments at their respective institutions or ask others to find a contact name for this publicist/consultant and send this information to Fran Ricker and she'll share with Jean Scholz and the Colorado Center for Nursing Excellence. This needs to be done quickly so that someone can be retained to handle this since the beginning of the study is quickly approaching.

The February 2 meeting will include feedback from the external peer reviewers but there should be time for a review of the Communication Plan as well. The Co-Chairs will draft some of the main points for that meeting and for the publicist/consultant to work from. Usually, a publicist can work within a quick time frame for the initial part and then could be retained at later stages, as needed.

It was decided that there do not need to be separate talking points for managers and staff nurses. However, a handout on Frequently Asked Questions (FAQs) would also be helpful to have. Scripting also needs to address anonymity concerns from the hospitals.

Summary of Items needed from Publicist/Consultant:

- Public relations **strategy** related to the 3 phases of the study: after proposal, after qualitative phase, and after quantitative phase.
- Summary of background of this study including introduction, history, and purpose of this study, as well as the process
- Talking Points and FAQs – script for recruitment phone call and after hospitals have agreed to participate.
- Promotional Posters (for hospitals which have agreed to participate)
- Power Point presentation for committee members to use with formal presentations
- Electronic communications
- Print ad copy

A logo or brand or heading which could be put on all publicity would also be helpful. This can be costly, however. The original Task Force just used the seal of the Colorado State Government.

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Colorado Hospital Association & concern about descriptive variables

It was reported that Janet Stephens said that there was still some questions about how the variables would be reported differently. Most of the concern was in the reporting of staff matrices. There is no standard way of reporting them so that they are understandable. It was finally decided that the variables for this should be reported as they are to NDNQI which reflects actual staffing.

Research End Point

What should be communicated then? There will be a better idea of this once the qualitative phase is completed. It would be important to have an article which describes the process of this study and perhaps Sharon Pappas and Bernie Patterson could work on this. It should be submitted to a widely-read journal rather than a scholarly journal at that time and then the conference proceedings could be considered at the end of the qualitative and quantitative phases.

Study results need to be obtained before determining at which conferences this study should be presented. Also, some conferences won't let you present if you have presented at another conference. This will need to be determined at a later date.

Different portions of the study can be presented at separate conferences and yet can contain the same first background part. Conferences in the spring usually require that proposals be submitted in October-December and fall conferences require proposals be submitted in March-May.

Research conferences require a 300-500 word abstract and have various options available for presenting:

- Poster presentation – large poster is displayed and individual can explain major points as people come by
- Podium presentation – 20 minutes are allotted to speaker to explain study
- Symposium presentation – 2-3 hours are allotted for up to 3 presentations

Dr. Houser says she has a template for producing posters. The hardest part of a research conference proposal is limiting the abstract.

Follow Up Publications & Research Studies

Several publications can result from this study. The researcher needs to write the research and results sections but other sections can be written by committee members. Fran Ricker and Linda Stroup expressed an interest in participating in the research writing to see how the process works.

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There is also a question of who owns the study data after the research is completed and can others use it for further research. This is not a causal study but one could be done after this study is completed. That would be a next step that this research is not empowered to do.

Dr. Houser reported on a conference she attended last week which showed there are five main areas of nursing research going on currently. This study is the only one studying nursing involvement.

Next Meetings

Phyllis Graham-Dickerson will be at the next meeting of the full committee on February 2. It would be a good idea to have a camera available to take a picture of the whole committee.

There should be a celebration meeting—when to schedule? Put this in minutes and have members consider options and present them on Feb. 2. Betty Boyd can't be at the Feb. 2 meeting but it would be nice to invite her to the celebration meeting.

The research plan with a cover letter written by the Co-Chairs will be ready to be submitted by February 6. How many copies will be needed and who will hand off? Let Dr. Houser know the number of copies needed.

Agenda for Feb. 2 Meeting:

External Peer Review
Review of Communication Plan & subcommittee recommendations
Changes concerning descriptive variables as reported to NDNQI
Who owns study data and subsequent research to this study
Celebration dates
February 6 report

Minutes taken and written by: Lynette Christensen

Minutes reviewed by CoChairs: Fran Ricker & Carolyn Sanders

Administration for SB08-188: Colorado Center for Nursing Excellence

Administrative Coordinator: Wendy Krzeczowski