

SB08 - 188 Meeting Minutes  
Pilot Program Implementation Committee Meeting  
February 23, 2009

**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

**Phyllis Graham - Dickerson**

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## PROCESS

### Communication Plan/Media Consultant Search

Thirteen people expressed interest in helping the committee with the publicist/media consultant opening that the Communication subcommittee recommended to help with the script for contacting hospitals, talking points about the research plan, a Power Point presentation to use with conferences, and posters, etc. Of these, one woman in particular who worked for a dedicated public relations firm and wasn't a media consultant stood out. However, her salary would be too much for this study.

Colleen Casper said she would be willing to go through notes and draft some Talking Points and items to include in the script since it is important to be consistent with all CNO calls. She will send this to Jean Scholz who will then send it to the committee members to review and add suggestions.

Points to include in the script and Talking Points:

- History
- Purpose of the study
- Hospitals were randomly selected and there are 10 total to be contacted
- Hospitals in qualitative study may not be the same in the quantitative study
- Time – one hour for CNO interview, point person to help with displaying posters, etc.
- What will be done with the information
- Focus groups – need 7-10 at each hospital; some bigger hospitals may require two focus groups
- More data will be provided to them if they decide to participate (Ex: Dr. House will prepare a follow-up packet which will include short biographies of researchers and an executive summary of the plan, talking points for managers, and promotional poster which will be prepared by the Colorado Center for Nursing Excellence)
- Hospital participation will be anonymous (can't promise full anonymity but let them know that they will receive an ID # which only the CNO would know to review their information at the end of the study)

It is important to identify which of these points are needed just for the script and which are helpful for the Talking Points as well. In addition, a checklist would be helpful after a hospital agrees to participate for determining things such as who to contact about reserving rooms, etc.

Committee now needs to determine what exactly is needed from an outside consultant to help publicize this study. Do we need a graphics person or a public relations person? This study has a narrow focus because of its legislative origins but perhaps a media consultant would be helpful at the very end to publicize the results. Ideas mentioned were a good writer, graphic support and how to disseminate information to the media (more than just press releases). It would be helpful to know which groups are the main target groups that need to be reached (public policy people, nurses, legislators).

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When legislators were mentioned, a question was asked about whether or not the legislators had been communicated with yet. They have not but the Colorado Trust letter was done. Jean Scholz will take that letter and take out the references to Colorado Trust specifics and send it to the original Task Force, Susan Miller at DORA (also needs to see budget as well as research plan), and Senator Betty Boyd.

It was decided Jean Scholz would send a news release to other nursing related groups:

- ACE (Alliance for Clinical Educators) – Linda Stroup will be the Chair for this beginning this summer
- CCNE (Colorado Council on Nursing Education? Or Educators?)
- CHA (Colorado Hospital Association) – tap into nurse leaders through them; Jean Scholz said she has a list of CNOs
- CAN – they are establishing an affiliate for professional nursing organizations next week; Fran Ricker will send Jean Scholz a list and Jean will send information to them as well
- CONL (Colorado Organization for Nurse Leaders)
- Denver Star
- Nurse Spectrum
- Nurse Week

How can unengaged nurses be contacted? Contact CNOs and ask them to let their nurses know about it. Jean Scholz mentioned that four communications are needed. She will check with DORA to see if they can send information to all nurses. It may be too expensive but they have a media person who may be able to handle it.

Linda Stroup will see about getting on the agenda at the CCNE meeting in March to speak about the research study.

Jean Scholz will email a copy of the Colorado Trust letter and the news release above to committee members

Names of interested people for the media consultant position will be kept so that they can be contacted if one is needed later.

Consensus: Not a priority right now. Jean Scholz will send a note to the interested people clarifying our strategy for now.

Now the focus becomes securing further funding. Co-Chairs will meet with Brian from Colorado Center for Nursing Excellence to identify and contact funding sources identified as okay to contact at an earlier meeting. They will notify Dr. Houser of meeting time in case she can come to the meeting as well.

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**Time Lines**

Time lines are needed for strategically determining which state and national meetings this research plan should be represented at. It is important to prioritize since the same material can't be presented at more than one meeting. Nurse managers, staff nurses, and nurse educators are some of the target groups.

Other groups or meetings to consider are:

- AACN (American Association of Colleges of Nursing)
- AONE
- CONL – they are having a join conference with CHA in the fall, Sep. 7-9, 2009
- International Sigma Theta Tau research conference
- Magnet Conference national meeting
- NLN educational summit every fall
- Operating Room nurses – meeting next year in Denver
- Western Institute of Nursing Research
- Work force group meeting at Colorado Center for Nursing Excellence on March 24-27

Would it be possible to sponsor an event state wide (maybe 2-3 times)? The Rural Health Association does something and ties it to a local event so people attending can participate in a local event as well. The Colorado Center for Nursing Excellence will email committee members to see if there is any other state or national meeting to add to the list above.

A question was raised about whether or not ANA (American Nursing Association) would also reach the American Academy of Nursing. Jean Scholz will send a media release to American Nurse. Robert Wood Johnson and AARP are working together on a Center to Champion American Nursing.

Next month, the Colorado Center for Nursing Excellence is having AARP come in to train a summit team on the techniques of Direct Advocacy Organizing. They are targeting the presidents of colleges and universities to prevent cuts to nursing programs. Colorado will be the first state where this is done at but other states will follow. If anyone on this committee is interested in being at that meeting, contact Jean Scholz.

**Qualitative Research Plan**

A spreadsheet was handed out with a list of hospitals which met the definition for hospitals needed in the qualitative study. This list was provided by the Colorado Department of Public Health and Environment. The spreadsheet is divided into five sections representing the four quadrants of the state as divided by the Continental Divide and the Palmer Divide and the metropolitan area of Denver from the center of the city to 20 miles out from there. In each section there are two hospitals which are highlighted (appear in darker gray) and these are the

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hospitals selected by random sampling that will be approached to participate in the qualitative study.

The random sampling turned out well as there is a good representation of types of hospitals as well as bed size. There are four critical access, two suburban, one urban, three faith-based, one for profit, one psychiatric, and five community hospitals. Bed size represented by these hospitals ranges from 25-378.

The next step is to contact the CNO of each hospital by phone with a script to see if they would want to participate in the study. If they choose not to participate in this study, community focus groups will be contacted instead. The phone contacts will be made during the last week of March and first week of April with actual site visits scheduled starting May 4-5. It is anticipated that there will be five days of visits involved. The implementation team will meet during the third week of March. This team will include Michael Cahill, Data Specialist, Jan Turner, Medical Librarian and a transcriptionist (yet to be determined). Data collectors will be paid for their training and per diem expenses. Mary Siegrist will visit all sites with the data collectors taking turns accompanying her.

A Regis professor, Sarah Jarrett, has volunteered to help with the focus groups on May 4-5. Dr. Janet Houser, Dr. Phyllis Graham-Dickerson will be conducting these focus groups with either Dr. Janet Houser or Sarah accompanying her.

**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