Project ONE
A Community Partnership

presentation to

National Association of Local Boards of Health

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- Introductions
- Nurses on the Project ONE Team
- Cover what related to the topic of Partnerships
- Handouts online

- Question to Guilford County Health and Human Services Advisory Committee (replaced the boards of Health and Social Services):
- What is a pressing issue in our community?

- Answer: Guilford County Department of Public Health - School Health leaders program overview to next Advisory Committee's quarterly meeting.
- (details in description of our workshop on Conference Program)
  - ☑ SY 2015-16 one nurse for every 1,948 students (nearly triple ratio 1:750 and <state average 1,086)
  - ☑ No new positions since 2010 but 10,000 more students in more schools
- Result: AC formed Ad Hoc committee: 4 members of the AC volunteered (MD, DVM. Engineer, Nurse)
- Ready to build a movement

Project ONE - the "Team"

* Guilford County Health and Human Services Advisory Committee

* Health professionals

* Community members

Strong partnerships are built from a strong team who wants to help, knows why the issue matters, and see how they might contribute

- Need to add community representatives. (conversation with County Commissioners determined this would be acceptable to them)
- Add:
  - retired school nurse (knowledgeable and connections to leadership of County program);
  - RN and parent member of her elementary school children's PTA;
  - lawyer-legislative liaison for our local health system;
  - former teacher -activist,
  - child advocate
  - Parent on Guilford Council of PTA's Advocacy committee.
- Diversity in gender, age, race, background
- Experience and expertise
- Commitment to belief GC needed more school nurse positions

Project ONE: connections
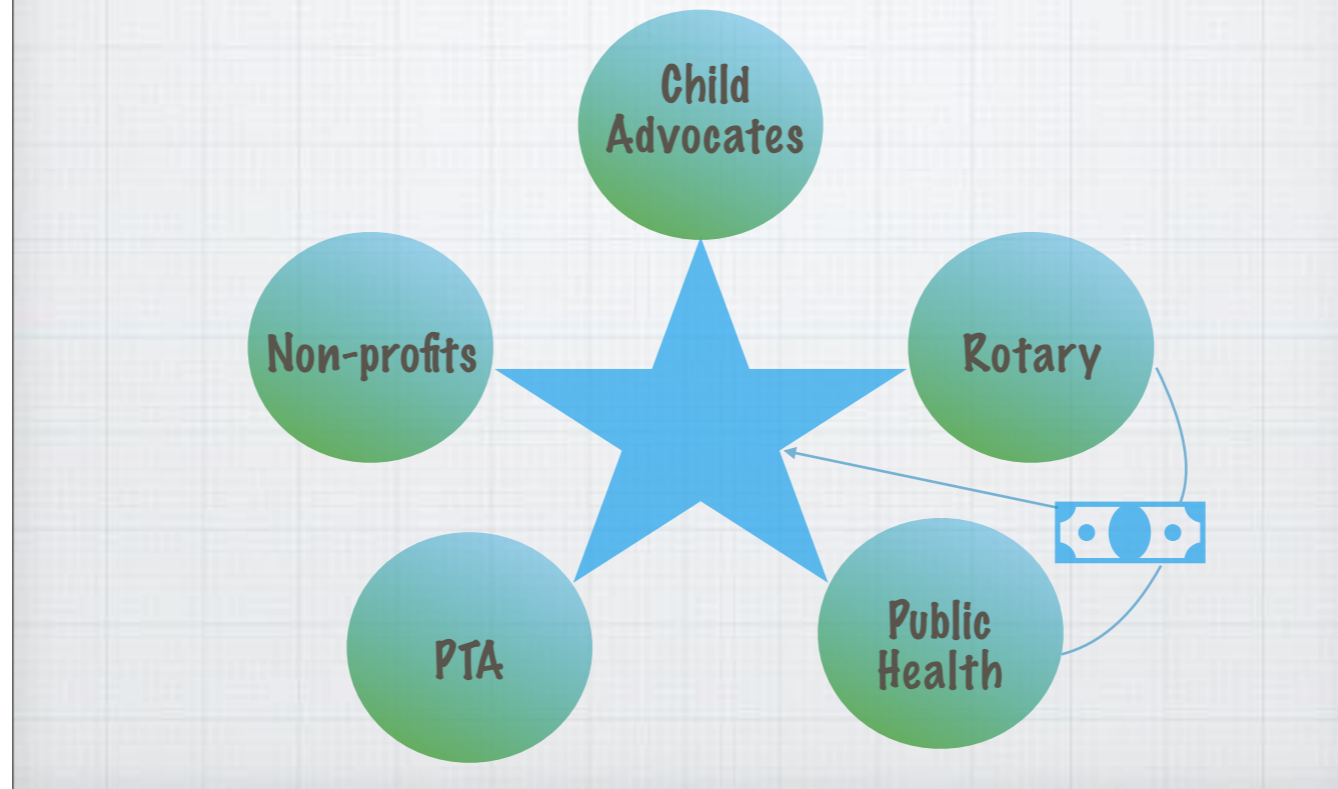
- Connections as well as expertise.
- First connections: Partners of Public Health, Rotary, other service clubs (League of Women Voters, AAUW).
- Next, organizations w/ priorities directly related to our work: NC Child (suicide prevention work), Kids Path of Hospice (health), Backpack Beginnings.
- Connections = access to small donations
- and an organization (Partners of Public Health) with 501 (3) c status hold and return funds to Project ONE obviating need for us to become a 501.
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Project ONE: action steps

Step One: Determine the Goal (s)

* Intermediate: increase number of nurses

* Long Range: One nurse in every school

Flexibility brings partners on board and keeps them involved

- Chinese proverb: Journey of a thousand miles begins with a single step.
- Journey of a thousand miles? Or Mission Impossible? (no significant increase in past decades)
- Step One: common goal
- Old staffing using ratios
- Or new AAP, NASN, CDC minimum daily access or nurse in every school
- The difference potentially divisive
- Instead compromise: add nurses every year until the goal of one nurse for every school was reached
- Everyone on the team saw a way they could be on board
- **Flexibility enhanced our chances for success**

Project ONE: action steps

Step two: Determine the Path

* Educate committee

* Educate elected officials

* Educate community.......our essential partners!

Education! The strategy we agreed to use

What next?
- Perceptions did not match reality (how many/what nurses do/student health needs)
- Agree education our focus
- Avoiding comments on potential distractions: staffing patterns, salaries, SHA's/ telemedicine
- Different message for different audiences (us, elected officials, community)

Project ONE: action steps

Step Three: Implement the plan

* Conduct research

* Create single message, clear and concise

* Develop materials

Communicate our findings!

- Research revealed new insights
  - connection health to learning
  - complexity student health needs/role of determinants of health
  - contributions to primary care system of care
- Led to one nurse and Project ONE
- Importance: misperceptions about SN's and what they do
- First written messages

Project ONE: Message

* **One Nurse in Every School** = "ONE" in Project ONE

* **ONE for all and all for ONE:** Schools, students, parents, principals, teachers and staff, health professionals, community — everyone benefits. Because good health is necessary for academic success and nurses make good health happen.....

- Project ONE, easy to remember, connects to the goal, clear and concise
- Motto bring in students, parents, principals, health professionals, and community
- Statement of connection to educators' goal of academic success
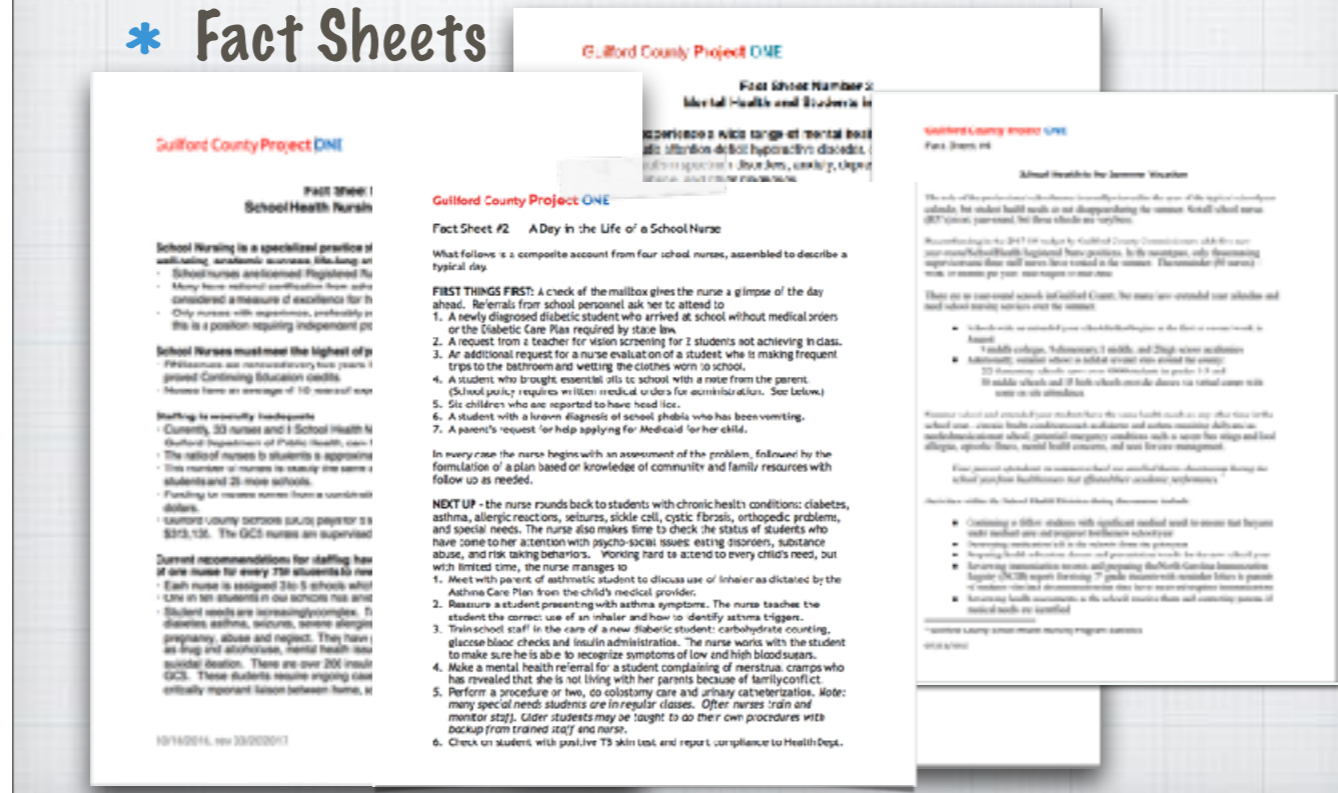
- Fact Sheets (J. Regan expand). Available on our webpage
- Overview
- Day in the LIfe
- Mental Health
- Summer No Vacation
- County Commissioners sent cover letter & Fact Sheet, webpage, community
- FAQ added to folders (a few available for conference participants)

Project ONE: Communicate

* Webpage www.guilfordcountyprojectone.com

* Supporters
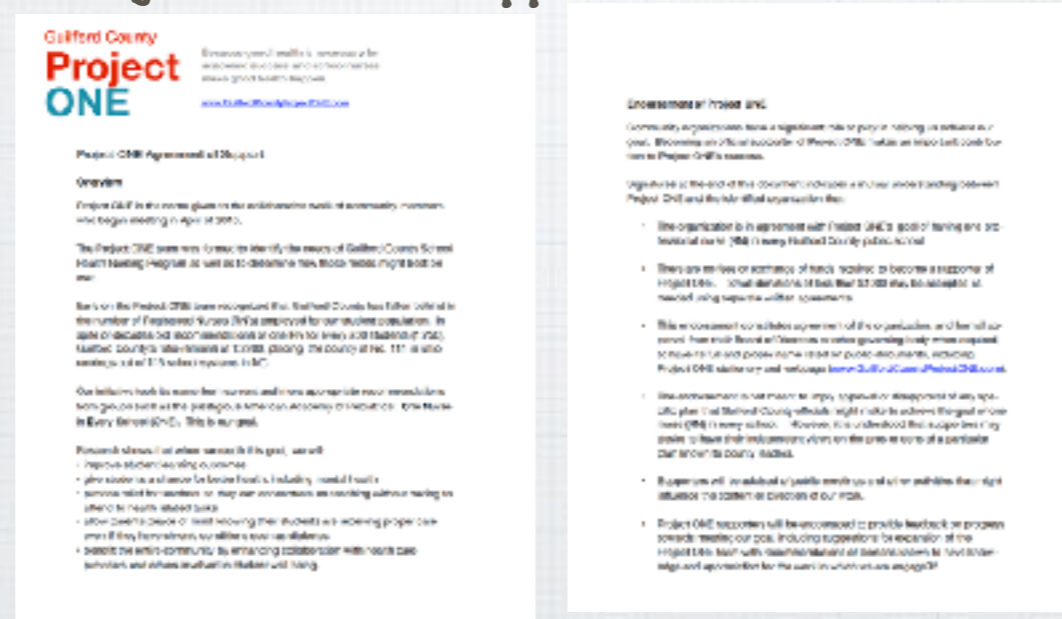
* Elected officials

* Community

Bottom Line: communicate to educate!

Communication
- Webpage (connection?)
- Supporters - formal agreement
- Elected Officials: paper communication -County Commissioners, School Board, select state elected officials
- Community from team member contacts. Current email list< 80 individuals

- Written agreement: cover letter, basic information about project ONE, statement of agreement, signature page.
- About 90% return rate for 10 signed agreements well known groups
- Missing - education: NC Association of Educators and Guilford Education Alliance.
- *We suspect a function of their concern that advocacy for nurses might mean a reduction in the $$ they receive for education from County Commissioners.*

6 paper mailings over the life of project. Limited to elected officials because of expense and time needed to mail.

- Reports meant to convey serious
- Created from what study and discussion uncovered
- Report to Community culled 5 consistent themes
  - Time for strategy
  - Value (what they do) of SN
  - Link to Education
  - New versus old staffing
  - Getting it done
- White Paper Report 15 pages w36 references based

Project ONE: Infographic

* School personnel

* Parents

* Health professionals

* Community leaders

Partners stay informed!

- Flier multi-purpose: campaign fresh, accessible, in view
- (In conference materials available online)
- In particular, for parents: simple, visually appealing
- Team identified distribution points: Paper libraries, small business. Electronic: Peach Jar
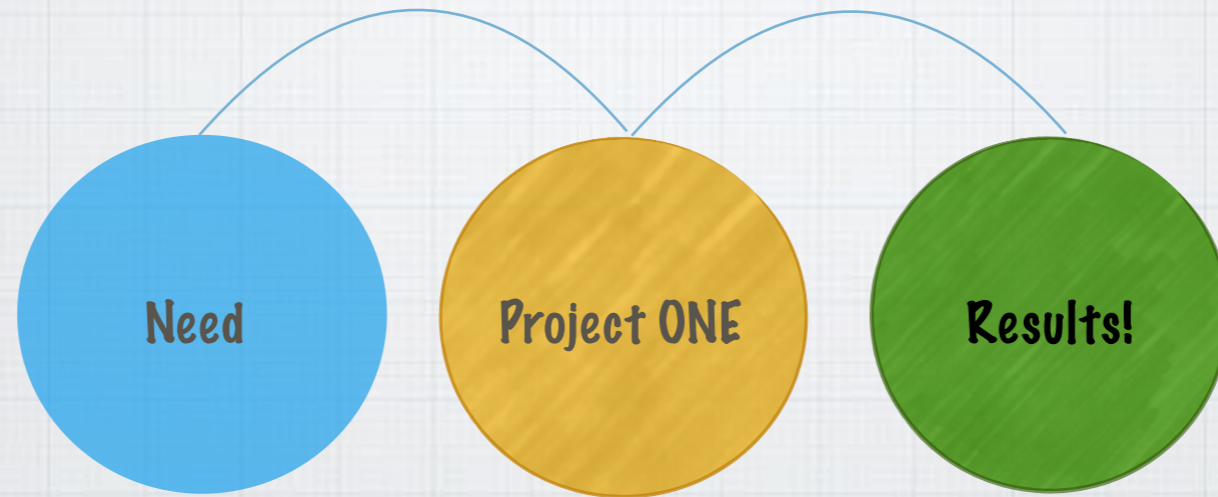
Summary:
- Recognized Need
- Team led discussion/partners made it happen
- Success! 4 full-time positions and one Supervisor added in 201
-                5 full-time positions added in 2018
- No discernible impact on GCS request for funding

Lessons
- Project ONE "work around" to accomplish what public employees could not. Retired SN acting as liaison with updates from Project ONE to staff by including them in every email.
- Competition for public dollars requires continued conversation, Critical that it is clear that school nursing is essential to student success.
- Need long term strategy. Will require more than 60 hires: 10 over 6 years, or more than a decade if continues at current rate of 5 more each year .
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Project ONE: Sustaining Progress

* Hold on to an amazing team

* Tell the story to gather even more support

* Regroup as the need arises

- We are not done!
- Continuing telling the story, recruiting partners (specifically education partners)
- Regroup as we go

Answer to the question: are the kids are all right? (First a movie, TV in fall) ….not yet, but we can say with confidence that prospects for a bright future are better because of Project ONE and the very valuable partners who joined us along the way.
Thank you.
(dialogue)

* Webpage: www.guilfordcountyprojectone.com