

HPN in REVIEW

Fall 2004

Outreach Team

Submitted by: Fred Donin-Lenhoff

Column in ADVANCE magazine—HPN now has a quarterly column in ADVANCE for Imaging and Radiation Therapy Professionals magazine. Fred wrote the first column (“Less Divides Us Than Unites Us,” August 23), which discussed the work of the HPN in addressing workforce shortages and the increasingly fragmented conception of “allied health.” Michelle is working on the second column, due by mid-October, which will focus on Allied Health Professions Week.

Remember, this column represents all of us in HPN, so please volunteer to write one (or more) articles, and let us know what issues we should be focusing on each quarter.

Speech/PowerPoint presentation—Michelle and Fred completed a PowerPoint presentation, “What is allied health? What’s in it for me?,” which was presented by Barbara Wilson-Chakmakijan in June at the HOSA conference. Many attendees requested a copy of the presentation, which will be made available via the HPN Web site.

The team discussed expanding on the presentation (focusing on reaching students/public to inform them about allied health and its many professions) to develop a “business-to-business” version (focusing on raising awareness of HPN among

professional associations’ members, staff, boards, etc).

Outreach to youth groups—Now that we have the presentation, where should it be presented? The team discussed outreach to a wide range of youth groups, church-based organizations, and national service organizations, including Boys and Girls Clubs, YMCA/YWCA, Lions Club, American Legion, Jack and Jill, American Youth Soccer Organization, etc. Valda volunteered to look into reaching church-based groups—a good way to reach African-American youth, in particular.

Press/media outreach—The team will work with the convention/visitors bureau in the host city to send out press releases about the HPN meeting and speakers to local media outlets (radio/TV/newspaper) and inviting press attendance and coverage.

New attendee orientation—As probably our most important role (with 19 new attendees/speakers at this meeting), the team discussed ways to improve this process:

- On the Monday preceding each meeting, *all* attendees/speakers will receive an e-mail describing the HPN and its teams, the FAM trip concept, meeting dress code, link to 7-day weather forecast, etc.

Outreach Team

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- On Tuesday, the Outreach team will call the *new* attendees to make sure they received the e-mail, welcome them to the HPN, and ask if they have any questions.
- To make more efficient use of our meeting time on day 1, the team recommends that the meeting registration form be revised to include a space for “key issues your organization/profession is facing”; these can be collated in a Word document and distributed to attendees in the meeting packet and help us cut back on the 1 ½ hour introduction time.
- Finally, we recommend that a half-hour New Attendee Orientation be scheduled for 5:00 Thursday at each meeting, to educate newcomers about HPN.

Outreach to nonattendees—Because “flattery will get you everywhere,” perhaps we should offer long-time nonattendees (eg, physical therapy, occupational therapy) the opportunity to make a presentation at a future meeting. Dan Rode of AHIMA, for example, was a speaker/first-time attendee and said he was definitely interested in having AHIMA become regular participants.

Updating database—The team agreed to help make calls to long-time nonattendees at HPN meetings, to let them know about the organization’s successes and invite their participation. Paula has put together a list of talking points for the calls. Fred will attempt to reorganize the database by organization rather than by individual.

Acronym list—Elaine volunteered to update this list; Maureen Hood had made some updates after the Houston meeting. When completed, perhaps this could be posted on the HPN Web site.

Advocacy Team

Submitted by: Theresa Green

The Advocacy Team has several projects working concurrently to promote allied health to consumers, physicians, federal agencies and legislators. Specific strategic plans have been developed for each. If you are interested in learning more about the Advocacy Team, if you want to join our email communications, or if you have questions about any of this information, please feel free to contact me at tmgreen123@aol.com. Highlights of our accomplishments and goals for the next six month period are as follows:

Consumer Advocacy:

Accomplishments

- Promoting Allied Health Mailing completed and mailed to 3000 with new brochure focused on Allied Health and its importance in health care. (Judy)
- Participated in HOSA annual meeting including leading a break out session using the new power point presentation on allied health career choices (Barbara)
- Established National Science Teachers Association take-one service at their annual meeting with K-12 brochures (me) – 2 baskets of 1000 pieces each for \$280

Advocacy Team Report continued

Ongoing projects

- Graduation celebration initiative will recognize outstanding students in allied health education programs as determined by program directors based on HPN criteria
- HPN will attend HOSA 2005 - June 22, 2005 in Nashville, Tennessee (Barbara)
- HPN will continue distribution at NSTA 2005 - March 2005 in Dallas, Texas but will include a stamp with information to respond so that we may track effectiveness (Cate)

Legislator Advocacy

Accomplishments

- Participated in Health Professions and Nursing Education Coalition Hill Day to lobby for funding for Title VII and Title VIII appropriations. (Theresa)
- Developed and Approved Guidelines for HPN support of political issues
- Established contacts with ASAHP to become more involved with grass roots lobbying efforts for the National Allied Health Reinvestment Act (Cate)

Ongoing projects (Legislative Advocacy)

- Continue and expand HPNEC relationship
- Prepare HPN for grassroots lobbying via email (Dan)
- Meet with Kerry Nessler, Director of the Bureau of Health Professions of DHHS Tuesday Nov 16, 2004 in Washington through the HPNEC (Theresa)
- Update and print the HPN Fact Sheet (Cate, LaCheeta)

Development Team

Submitted by: Don Richards

The Development Team began the discussions with an explanation of CAHL by Dan Olson for the benefit of new members. Dan also noted that there were only eight CAHL applicants, and that we need to try to get the work out better. The group then discussed several of the emerging issues mentioned in the introductions, such as faculty shortages in professional allied health programs, and how this will have a negative impact on healthcare workforce development if we cannot accommodate more students. It was suggested that we look at what educational institutions may be doing such as increasing faculty training, co-funding of faculty, on-line education or other types of educational partnerships that may accommodate more students. We would identify some best practices and ask some of the individuals responsible for these best practices to speak to HPN. Several suggestions for speakers were suggested.

Another topic of discussion was the issue of Health Literacy. It was noted that despite an excellent presentation to HPN on the topic one year ago, an update might be in order. It was further suggested that Health Literacy become a "banner issue" identified with allied health. HPN would promote the issue of health literacy and members would strongly encourage their respective professional organizations to follow suite. The ultimate goal would be that the issue of health literacy is integrated into professional curriculum. It was suggested that for San Diego, Gail Nielson be asked to do a twenty -minute presentation on health literacy and also discuss utilization of the AMA kit. Both of the abovementioned issues would be suggested to CAHL students as potential projects for further development.

Development Team Report continued

The discussion then centered around data respective to allied health professions. Nursing has excellent data about its profession, which is used to nursing's advantage. It was suggested we look at common core data elements collected by most allied health professions. It was felt that the data is out there, but is there a way to bring it all together? It was suggested we begin by obtaining the minimum data set from our respective organizations. A starting point would be for HPN members to obtain the manpower survey instruments used by their respective professional organizations and review them to see what type of data has been tabulated. This can also become an excellent CAHL project, once the baseline data has been obtained. A comprehensive allied health database would be an excellent tool to help educate policy and decision makers.

The Development Team members felt that we need to try to obtain speakers from OMB, the Department of Education, as well as PEW and IOM. It was also suggested we attempt to obtain speakers from Hospital Corporation of America (HCA), Kaiser, and other private entities that are funding healthcare workforce initiatives. It was noted that HCA has invested over \$ 5 million dollars in nurse and allied health recruitment initiatives. The panel format went very well this meeting, and it was felt we continue this format. A panel allows for questions and fosters open discussion from members, which helps educate panel members as well.

It was also noted that Allied AI and Seymore Starfish will continue to be promoted. Belinda Mahone and Don Richards have discussed this with HOSA, and Belinda will present this to the National HOSA Board at their January meeting. Belinda will do a small pilot in her school using HOSA students and these characters. It was suggested HPN look to the Bureau of Maternal and Child Health for funding for more curriculum development to help augment the three that are already in existence, which are Healthy Eating, Smoking, and Exercise.

Several members of the Development Team also discussed the idea of having an outside facilitator attend the next meeting to help HPN members do some strategic planning. It was felt that with all the issues surrounding healthcare and allied health in particular, this process might help HPN establish specific goals, with time lines, that HPN wishes to identify. Future speakers and activities would be consistent with the strategic plan set out by HPN. It was suggested that the facilitator conduct this session on day one, in lieu of speakers on that day.

Finally, it was suggested that HPN maintain an open relationship with AARP, and that we continue to invite a speaker from this group, due to the importance and influence of this organization.

Plan to attend the Following HPN Meetings

Spring Meeting

March 3-5, 2005 San Diego, CA

Fall Meeting

September 22-25, 2005 Louisville, KY

**Watch for future meeting dates to be
announced soon**



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