Activities are assigned to the workgroups as follows.

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| **PHN Development and Training Workgroup (Tx)\_** |
| **Student Nurse Development and Academic Partnership Workgroup (SN)** |
| **Outreach and Marketing Workgroup (OM)** |
| **Advocacy and Foundations for PHN Workgroup (AV)** |

**Mission:**

Missouri Council for Public Health Nursing provides leadership, expertise, and advocacy related to public health nursing practice, standards, and issues.

**Vision:**

Through excellence in public health nursing practice, public health nurses will be leaders in promoting healthy people in healthy communities.

**Goal: Missouri will have a strong, dynamic, and competent public health nursing workforce.**

**Strategy One:** Assure quality education for current and future public health nurses.

**Objectives:**

* 1. Increase the number of trainings and resources available to public health nurses
     1. Utilize the public health nursing core competencies to develop a set of standardized public health nurse training recommendations, for Missouri public health nurses, including new orientation and career advancement by February, 2017.
     2. Create a one-stop public health nursing resource/training page on-line by November, 2017.
     3. Maintain the public health nursing manual as a resource to public health nurses in Missouri, including biannual updates.
     4. Develop a plan to ensure statewide, in person, public health nurse training and networking opportunities are routinely available to all public health nurses in Missouri by June, 2017.
     5. Develop a strategy for creating needed PHN trainings, based on the standard PHN training recommendations (1.1.a). Implement the strategy based on plan timeline.
     6. Collaborate with DHSS programs that work with PHNs, to ensure quality, routine training is available for their program. Review of available trainings will be completed biannually.
  2. Increase awareness of the Quad Council Public Health Nursing Competencies.
     1. Develop and disseminate training on the PHN competencies by \_\_\_\_\_\_\_\_\_. (TX)
     2. Create PHN competency based tools/resources, including job descriptions and evaluation tools by \_\_\_\_\_\_\_\_\_\_\_. Resources will clarify/create understanding of core competencies for nurses in a simplified, understandable format.
     3. Incorporate the PHN competencies in all resources created by the MCPHN on an ongoing basis.
  3. Increase the networking opportunities in public health nursing.
     1. Ensure PHN networking opportunities in each region and statewide at least annually, including incorporating networking activities into all MCPHN events. (TX)
     2. Explore options utilizing modern technology, such as conference calls and Webex, to increase networking opportunities. Provide recommendations to MCPHN and DHSS by December 31, 2018. (TX)
     3. Establish a plan to ensure full utilization of the PHN discussion list to encourage networking by December 31, 2017. Implement plan based on timeline established in plan.
  4. Increase public health nursing opportunities for students.
     1. Establish and maintain a list of all nursing school community health course instructors in Missouri by December, 2017.
     2. Complete the PHN Preceptor toolkit by December, 2018, and maintain, including biannual review.
     3. Organize an annual event in conjunction with MONA Nurse Advocacy Day to promote public health nursing as a career and provide an overview of public health nursing to nursing students statewide.
     4. Develop and maintain a web resource for nursing schools and students with clinical opportunities, projects, preceptor manual, speakers’ bureau, and information related to public health nursing careers by December, 2020.
     5. Establish a plan to increase interdisciplinary partnerships in community and academic settings, in order to enhance nursing student experiences by December, 2019

**Strategy Two:** Advocate for the value of public health nurses.

**Objectives:**

* 1. Increase the visibility of public health nursing as a career.
     1. Development of PHN marketing campaign, including branded materials by July 1, 2018.
     2. Update the MCPHN webpage by July 1, 2017, and maintain as needed with annual content reviews.
     3. Present PHN awards annually
     4. Increase messaging and collaboration with nursing, academic, and interdisciplinary partners to enhance understanding of PHN role in health care and public health systems. Submit a proposal of actions and timeline by December 31, 2020.
  2. Increase the awareness of the importance of public health nurses pursuing leadership roles, locally, regionally, and statewide.
     1. Promote the Nurses on Boards campaign in Missouri, including providing continuing education on the project and how nurses can get involved by \_\_\_\_\_\_.
     2. Create a speaker’s toolkit, available on the website, to articulate the role of the public health nurse by December 31, 2019.
     3. MCPHN members will model nurses in leadership roles, including showcasing nurses in leadership at various levels annually.
     4. Development of a mentorship program for new PHNs by November, 2017.