

SNAC ADVOCACY PROGRAM OVERVIEW



Communicating with Policy Makers and our Community

BACKGROUND

SNAC has been working as an all-volunteer coalition since 2013.

Our Vision: The communities of Charlotte, DeSoto, Manatee and Sarasota Counties have access to quality healthcare provided by a diverse, highly educated and skilled nursing workforce.

Our Mission: To provide leadership in advancing the nursing profession so that our region can access safe, high quality healthcare.

KEY ACCOMPLISHMENTS

■ **Nurse Educations Navigator:** 1,138 counseled, 820 referred, 255 known accepted

■ **Employer engagement and tool kits**

■ **Academic community engagement and action,** with an increased capacity at accredited schools offering BSN pathways

■ **Scholarship program:** Total \$264,000, with \$160,000 supporting BSN and \$104,000 supporting doctoral level degrees

■ **Regional information, communication, and whitepaper**

PRIORITIES & FUTURE PLANS

To achieve its vision and mission, SNAC must:

■ Increase awareness of opportunities and desirable solutions locally and beyond

■ Continue to expand educational capacity

■ Strengthen employer partnership

■ Continue to coach, mentor and support students navigating the educational environment

■ Build momentum through advocacy with community and legislative representatives

Opportunities for SNAC to advance the nursing profession so that our region can access safe, high quality healthcare.

■ Expand dialogue to increase knowledge about current/future healthcare priorities locally

■ Increase awareness of the IOM recommendations (Future of Nursing 2020-2030)

■ Share aspects of the healthcare workforce: roles, education, regulatory matters, etc.

■ Share specific regional statistics

■ Collaborate with policy makers from diverse sectors to enhance opportunities for desired change

Throughout 2019-2020, SNAC is developing and implementing a 2-pronged strategic communications approach to share SNAC advocacy issues with:

■ **Policy makers at local and state levels**

a) Develop supporting materials of issues and opportunities including a briefing kit

b) Identify key SNAC participants, community leaders, and policy makers

c) Align messaging with SNAC members, SNAC member legislative liaisons, etc.

d) Share messages with select policy makers

■ **Local leaders and community members at community meetings**

a) Identify and develop a SNAC core team of presenters

b) Develop messaging

c) SNAC spokespeople attend or present at existing community meetings

d) Prepare for, develop and create a local Town Hall meeting

