

Nurse Policy Entrepreneurship: A Multiple Streams Approach to Influence Traffic Safety in a Rural Community

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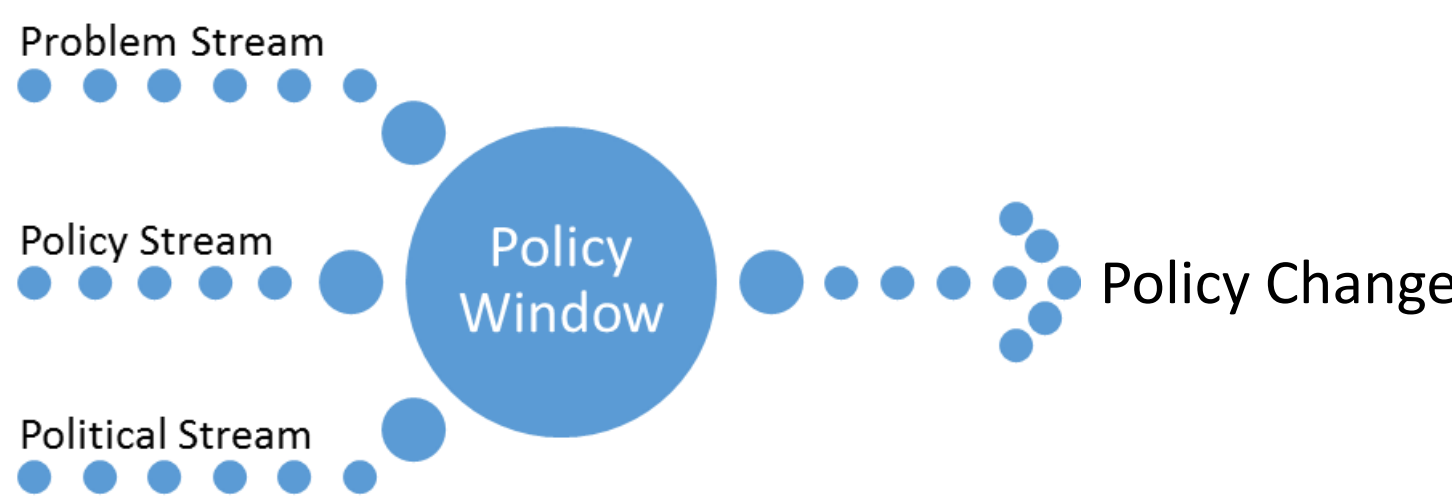
Introduction

Although policy making and agenda setting may be a novel role, nurses are well positioned to become policy entrepreneurs to assist in creating a policy window of opportunity to discuss this problem. A policy entrepreneur is able to help define the issue, understand the political climate, build teams and to provide leadership to address the issues such as motor vehicle crashes. Traffic fatalities are not unavoidable tragedies and need to be addressed as a preventable occurrence.

Local Problem: Even though motor vehicle mortality rates were higher than state and national benchmarks, motor vehicle crashes (MVC) were only considered a minor to moderate issue in the most recent Community Health Assessment Report in the focus county. MVC were currently only addressed in this rural community through limited, isolated initiatives. Deliberate actions were needed to raise awareness and help set the policy agenda related to MVC in the focus county.

The study explored the role of a Nurse Policy Entrepreneur to influence policy related to motor vehicle crashes (MVC) in a rural community. Applying the Multiple Streams Approach, the action research gathered MVC data; reviewed policies/best practices; and led stakeholders to create a policy change

Theoretical Framework: Kingdon's Multiple Streams



Objectives

Purpose of study: To implement and examine the role of a Nurse Policy Entrepreneur in reducing MVC in a rural community.

Phase 1: Framing (Short Term)

- Priority list of MVC issues/best practice
- Identify of Community Stakeholders

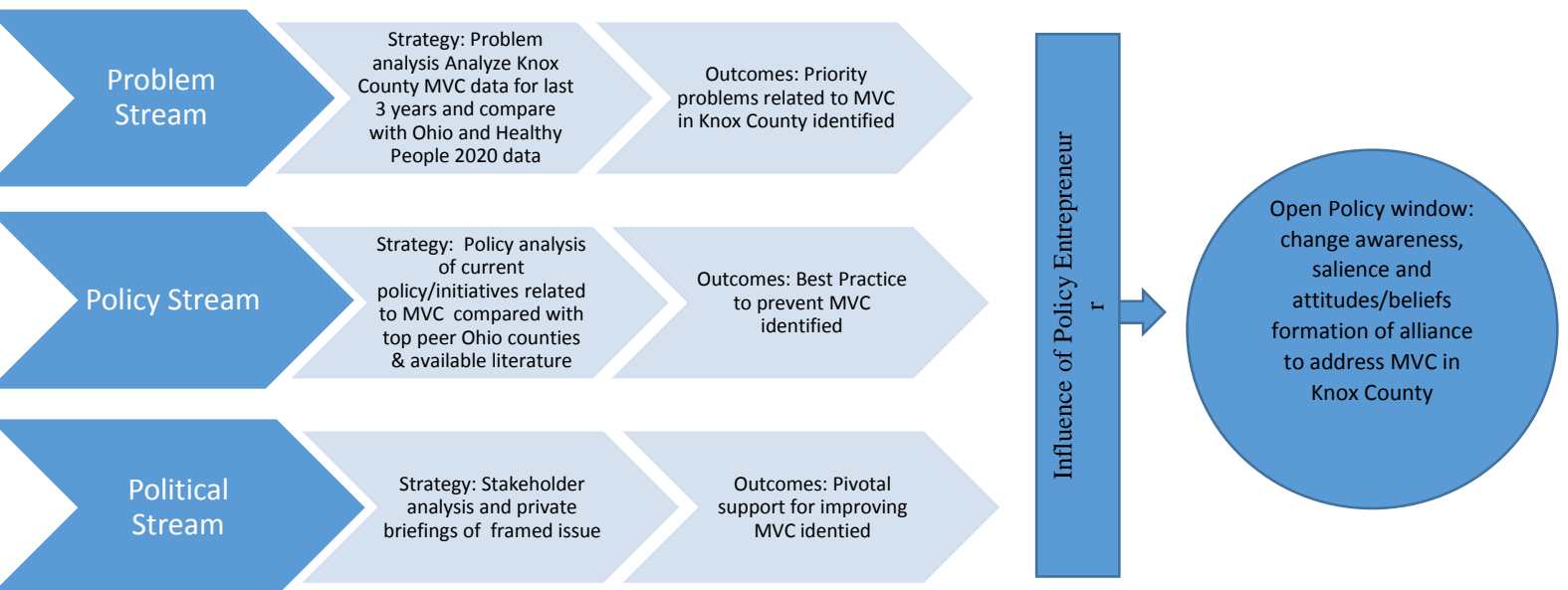
Phase 2: Dialogue (Intermediate)

- Engage Stakeholders and develop draft of new policy
- Evaluate effectiveness of Nurse Policy Entrepreneur

Phase 3: Future Benchmarks: (Long term)

- Continued sustainability of coalition to implement policy change
- MVC fatalities below established benchmarks

Design



Applying the Multiple Streams Approach, the action research study concentrated on the role of a Nurse Policy Entrepreneur to gather data exploring specific local contributing factors and issues related to motor vehicle crashes; review current policies and best practices; meet with decision makers to open a policy window leading to a local policy change to reduce injury and fatalities from MVC.

Results

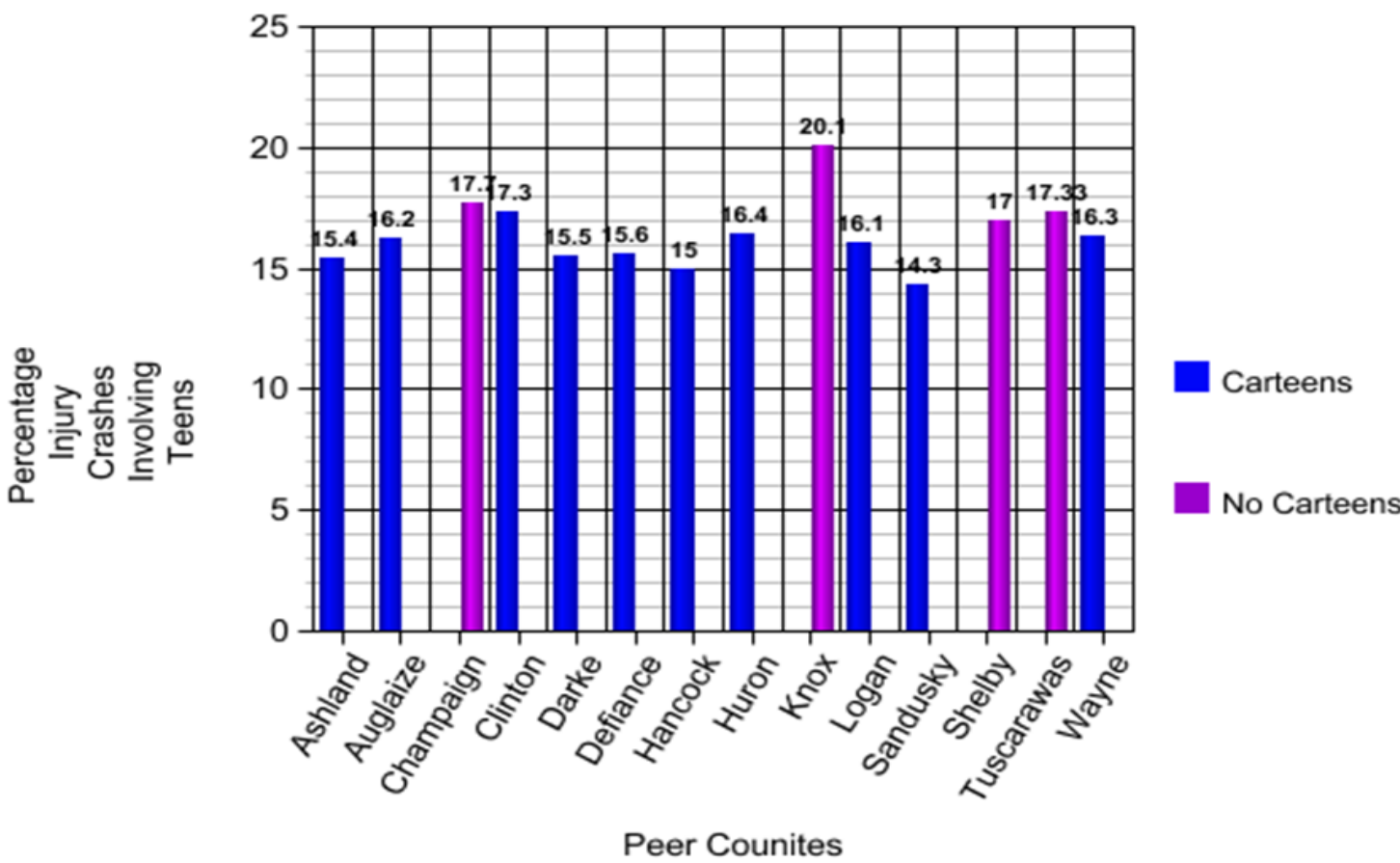
Phase 1: (Framing) Streams Analyzed & Validated

- **Priority problems identified:** crash data 2012-2015/Benchmarks

Issue	Focus County Data	State Data	Healthy People 2020 Targets
Seat Belt Use Reported	88% (injury crashes) 28% (fatal crashes)	87% (injury crashes) 40% (fatal crashes)	92%
Motorcycle Helmet Use Reported	54%	41%	74%
Teen Injury Crashes (2015)	1873.64/100,000	1195.51/100,000	694.3/100,000 (All ages)
Mature Driver Fatalities- 55 and older (2015)	16.04/100,000	10.06/100,000	12.4/100,000 (All ages)

(Teen Injury then selected for this project)

- **Best Practice Policy Identified:** CDC Peer Counties



- **Political stakeholders Identified:** - Law enforcement, juvenile judge and OSU extension 4H director
- Teen injury crash Issue framed using CDC Injury Framing Tool

Results

Phase 2:

- Individual Meeting/ Community Forum
 - Informal
 - Shared Framed Message
 - Received feedback
- Developed draft for improved policy

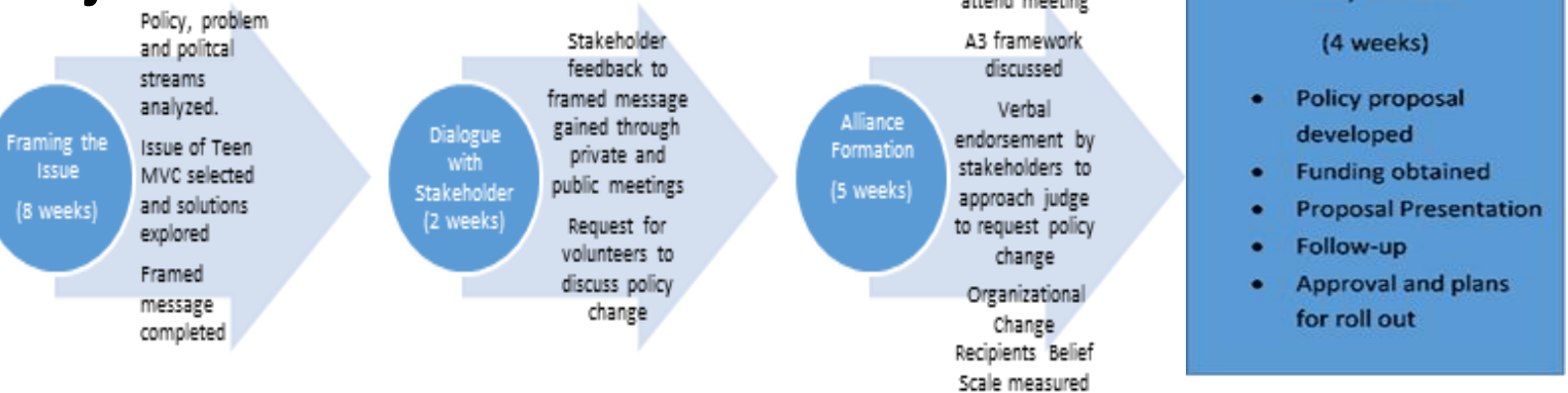
Phase 3:

- Alliance formation with Stakeholders
 - Review/policy recommendations using A3 format
 - Discussion & Future planning
 - Modified Organizational Change Recipient's Belief Scale Questionnaire (OCRBS)
 - Validated: Need for change, right solution & commitment
 - Not validated: Personal benefit & power to make change happen

Policy Change:

- Developed proposed policy change
- Continued communication with Stakeholders
- Met with State Carteens Program Director-\$600 grant
- Met with Juvenile Judge – 2 meetings
- New Policy approved in Sept & in effect 1/1/17
- Carteens has been offered monthly with positive feedback from participant evaluations and volunteer reports.
- Benchmarks will continue be monitored yearly

Project Timeline Review:



Lessons Learned

- Spend adequate time on Phase 1: Good policy comes from good analysis
- Don't jump to early conclusions: Carefully validate presumptions
- Compare apples to apples: Use similar communities to find good policy that works
- Understand your community culture: Wisely decide how inclusive vs exclusive you want to be
- Stay flexible and prepared to share your framed message
- Remember coalition building and empowerment takes time
- Understand your role: know when to step in and when to step aside
- Be involved in the community where you want to impact change

Conclusions

Multiple Streams Approach is a valuable tool for nurses @

- All levels of policy change
- All settings

Nurse need exposure to how to influence policy in

- Schools of Nursing
- Professional Organizations

Need further study on the Nurse Policy Entrepreneur

Contact Information

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