



SPECIALTY CERTIFICATION ADVOCACY WORKSHOP

Presented by

Board of Certification for Emergency Nursing (BCEN®)

October 12, 2013
Scottsdale, AZ

LEARNING OBJECTIVES

*What are the
expectations?*



PROJECT BACKGROUND:

HOW DID WE GET HERE TODAY?

Genesis

- *In 2010, BCEN asked the question, how do state boards of nursing recognize RN certification?*
- *Recognize the value of RN certification externally*
- *Create an environment to incentivize RNs to become/stay certified*
- *Leading and collaborating with all interested RN certifying bodies*
- ***“Certification is the formal recognition of the specialized knowledge, skills, and experience demonstrated by the achievement of standards identified by a nursing specialty to promote optimal health outcomes. “***

PROJECT BACKGROUND:

HOW DID WE GET HERE TODAY?

Scans

- *Two state-by-state environmental scans conducted*
- *First Scan*
 - ✓ *Determined which states accepted or recognized RN specialty certification*
 - ✓ *Found that some states also were focusing on continued competence*
 - ✓ *Narrowed the choice of the pilot states: FL, MO, OR, TX and VA*
- *Second Scan*
 - ✓ *Confirmed movement toward accepting specialty certification in lieu of CE/CC*
 - ✓ *Solidified some states resistance to any CE requirements*
 - ✓ *Found lack of easily accessible information regarding certification in lieu of CE/CC on boards of nursing web sites*

PROJECT BACKGROUND:

HOW DID WE GET HERE TODAY?

Findings

- *23 states provide pathway for specialty certification counting toward CE:*
 - ✓ *AK, AR, FL, GA, IL, KS, KY, LA, MI, MA, MN, NE, NH, NJ, NM, ND, OK, PA, SC, TX, VA, WA, & WV*
 - ✓ *FL, KS, MA, and NJ only allow the education leading toward certification to count toward CE/CC*
 - ✓ *NC, TN, and WY do not have formal requirement for CE but do have requirements for meeting CC*

PROJECT BACKGROUND:

HOW DID WE GET HERE TODAY?

Findings Cont'd

Regulatory language varies:

- *Demonstrate the achievement, maintenance, or renewal of a Board-approved national nursing certification in the nurse's area of practice (TX)*
- *Demonstrate national certification in specialty area in last five years (WY)*
- *Maintenance of certification or recertification by a national certifying body recognized by the board (SC)*
- *National certification or re-certification by a national credentialing body recognized by the Board (NC)*
- *National certification initially earned or in effect the entire reporting period (WV)*
- *A national certification or recertification related to the nurse's practice role (in effect during the entire period or initially earned during the period) (KY)*

PROJECT BACKGROUND:

HOW DID WE GET HERE TODAY?

Conclusions

- *Work within states that have CE requirements to have those states formally identify, accept, and publicize specialty certification as a pathway to satisfy CE requirements*
- *Work with the employer community in states where CE is not required to build support for recognizing specialty certification for promotion, salary increases or for recruitment purposes*
- *Use the recommendations and the state-based activities that have been generated as a result of the IOM report on **The Future of Nursing** to ensure that specialty certification is a viable part of the CC landscape*

PROJECT BACKGROUND:

HOW DID WE GET HERE TODAY?



Recommendations

- *Work in a coalition mode to leverage resources and influence*
- *Expand pilot states from 5 to 10*
- *Work with boards of nursing in states where specialty certification can be used in lieu of CE/CC to make this fact more easily known to applicants on their web sites*

PROJECT BACKGROUND:

HOW DID WE GET HERE TODAY?

Evolution

- *Hosted meeting to train BCEN advocates and share key research and messaging techniques – November 2010*
- *Developed grassroots advocacy and networks within pilot states*
- *Monitored progress and provided technical and communication support*
- *Held conference calls for advocates to interact with each other and share best practices*
- *Presented project progress at ABNS in 2011 & 2012*
- *Article in Journal of Emergency Nursing – May 2013*
- *Specialty Certification Advocacy Workshop – October 2013*

PILOT STATES

**FLORIDA
MISSOURI
OREGON
TEXAS
VIRGINIA**

Lessons Learned

- *Good relationships with board of nursing staff/members pay off*
- *Respectful persistence is key*
- *Partial victories can pave the way*
- *Advocates must work as a team*
- *Politics change*

PROJECT BACKGROUND:

HOW DID WE GET HERE TODAY?

Current Objectives

- *Provide public relations tools to advocates in states that accept RN specialty certification for CE or CC*
- *Build momentum in the employer community for RN specialty certification*
- *Provide tools to seek a regulatory/statutory change in those states that do not currently accept RN specialty certification in lieu of CE and/or CC requirements*

ADVOCACY TOOLKIT TOUR

<http://www.bcencertifications.org>



ADVOCACY TOOLKIT TOUR

Advocacy Toolkit divided into 3 sections:

- *Public relations tools for states that accept RN specialty certification for CE/CC*
- *Tools for building momentum in the employer community for RN specialty certification*
- *Tools for seeking a regulatory/statutory change in those states that do not currently accept RN specialty certification in lieu of CE and/or CC requirements*

COALITION BUILDING

What Does it Mean?

- *Successful coalition building is not an easy undertaking*
- *It demands time and labor*
- *Advocates approach these conditions as puzzles and challenges, not barriers*
- *Strategy to reach a desired goal*
- *Requires commitment, consensus, and a defined mission statement*

COALITION BUILDING

Challenges

What could prevent your organization from moving forward?

COALITION BUILDING

The Road to Success

- *Shared concern*
- *Mutual benefit*
- *Leveraged resources*
- *Timely communications*
- *Join BCEN in this endeavor*

**THANK YOU FOR
YOUR TIME AND
ATTENTION**

WRAP UP

Next Steps



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