



Frontline Nurses' Attitudes and Practices on Policy Advocacy

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Purpose

This study aimed to determine frontline nurses' attitudes and practices of policy advocacy and activism including social media utilization for policy involvement.

Background

- Increased involvement of registered nurses in public policy advocacy is needed to advance the nursing profession, achieve patient care initiatives, and improve community health outcomes.
- As firsthand observers of healthcare delivery with a unique perspective of the inadequacies present, the collective voices of frontline nurses are needed to address policy issues.
- As the generational makeup changes within the nursing profession and on the frontline, there has been limited research assessing this new demographics' use of digital technology and their associated social media platforms for advocacy participation.

Research Questions

- What are frontline nurses' attitudes and practices related to advocacy and activism?
- What is the relationship between frontline nurses' demographic variables and their attitudes and practices of advocacy and activism?
- What are frontline nurses' attitudes related to social media utilization and policy practices?

Methods

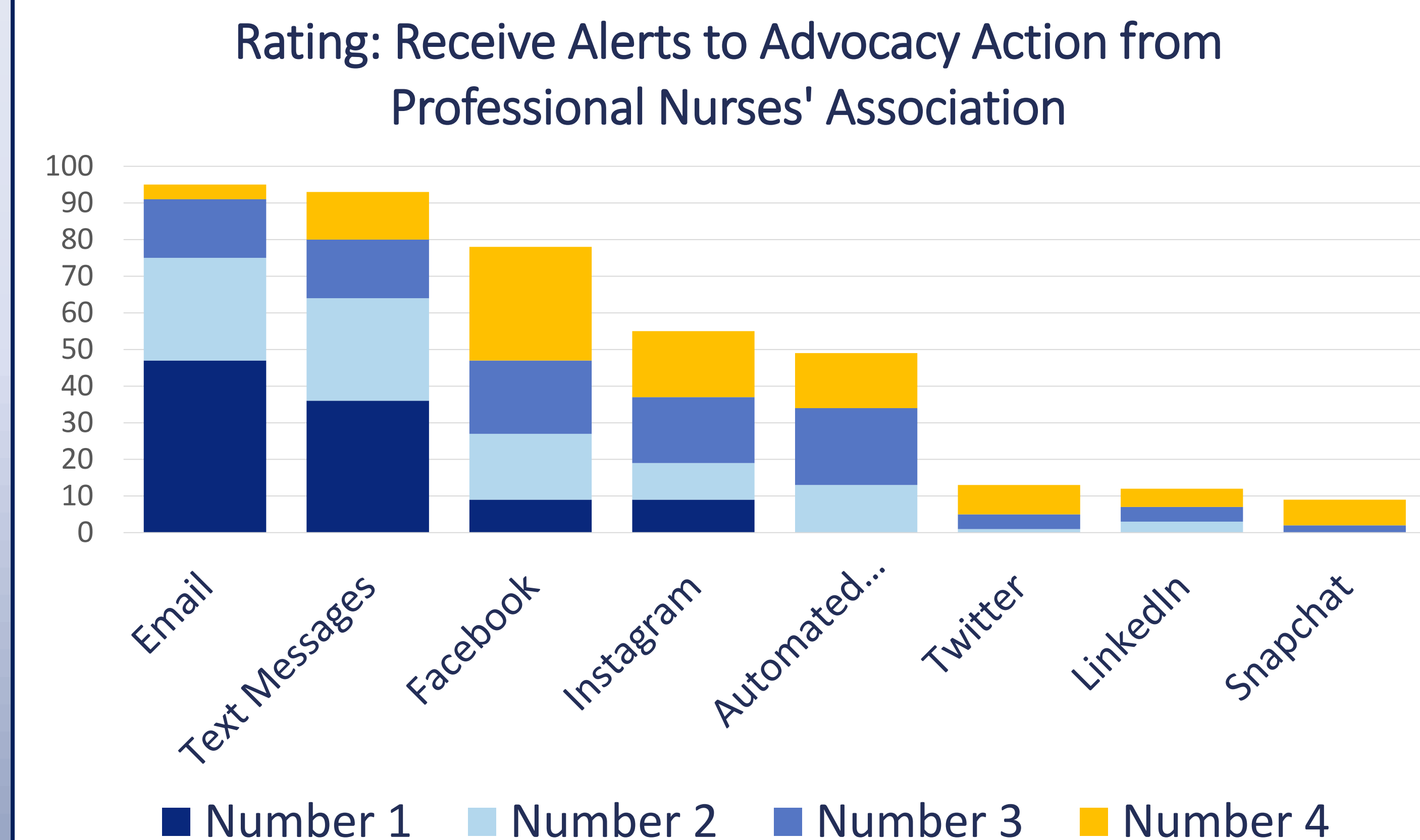
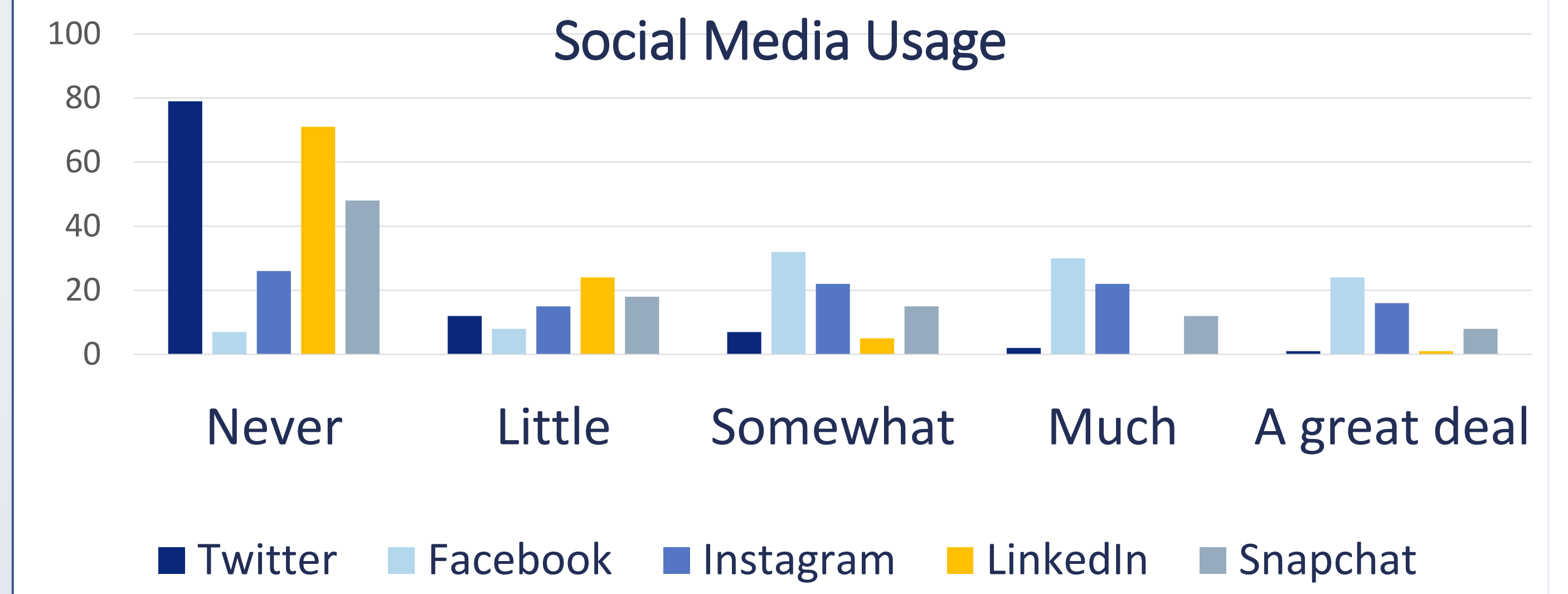
- Quantitative descriptive correlational study
- Online survey tool
- Convenience sampling
- Variables studied
 - Demographics, policy attitudes and practices, digital social media utilization
- Descriptive statistics and Pearson r

Demographics

Years of Experience	N=101	Percent- %
< 2 Years	23	22.8
2-6 Years	35	34.7
7-10 Years	10	9.9
11-20 Years	20	19.8
> 21 Years	13	12.9
Generation	N=101	Percent- %
1928-1945 Silent	0	0
1946-1964 Baby Boomers	9	8.9
1965-1980 Generation X	30	29.7
1981-1996 Millennials	52	51.5
1997-2012 Generation Z	10	9.9
Education Level	N=101	Percent- %
Diploma Nursing	8	6.9
Associate Degree	34	33.7
Baccalaureate Degree	53	52.5
Master's Degree	7	6.9
Doctor of Nursing	0	0

Results

- The higher the educational level of participants, the more strongly they believed in the power of one person to influence a political issue, the more they considered themselves experts, and the more time they dedicated to activism and advocacy ($p < 0.05$).
- Year of birth of frontline nurses' effects how much value they believe a professional role model would positively impact their inclusion in policy activism ($p < 0.05$).
- Top four preferred means of receiving advocacy notifications from professional nursing organizations were:
 - ✓ Text messages, email, Facebook, and Instagram
- Lowest rankings for receiving advocacy notifications from professional nursing organization were:
 - ✓ Twitter, Snapchat, LinkedIn, and automated telephone messages



Implications-Conclusions

- Professional nursing organizations can potentially increase frontline nurses' public policy engagement by encouraging social media use, specifically Facebook and Instagram, through targeted advocacy campaigns.
- Frontline nurses' participation in public policy issues may contribute to better patient outcomes, healthier workplace environments, and fewer healthcare disparities as specific strategies are needed to increase nursing engagement. Promoting the use of social media platforms for public policy advocacy may increase the engagement of frontline nurses.

References



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