



## **2003 ANNUAL REPORT**

The California Institute for Nursing & Health Care's (CINHC) infrastructure was built in 2003 by supporting organizations that stepped up to provide essential financial resources and by the many hours graciously given by volunteers who believe in the importance of CINHC. As I look back on last year, it is evident that CINHC is a *real* organization, and its work is well underway.

CINHC was established to get things done, be a catalyst for action, serve as a “home” for statewide nursing programs and provide an inclusive structure through which California’s diverse stakeholders can come together to address statewide nursing issues that impact the health of Californians. As you review the accomplishments in this 2003 Annual Report, it will be evident that CINHC is off and running toward these goals! More about our goals and projects, along with a copy of this report, can be found on our new Web site, [www.cinhc.org](http://www.cinhc.org). Thanks to everyone who is working to make CINHC a success.

*Deloras Jones, Executive Director*

### **WHO SUPPORTS CINHC?**

*(Organizations and individuals referenced below are listed at the end of this report.)*

#### Endorsing Organizations

Support for CINHC grew throughout 2003, creating the framework for a coalition of stakeholders. Twenty-nine different organizations and professional associations have endorsed CINHC as the organization best suited to provide leadership to deal with statewide nursing issues.

#### Supporting Partners & Advisory Board

Supporting partners are the hospital, health systems, and other organizations that have made financial contributions to fund CINHC’s infrastructure. These partners are CINHC’s backbone and make our work possible. The Advisory Board, established in late 2003, provides a forum through which major supporting partners can be involved in CINHC.

#### Governing Board Members

The Governing Board provides financial oversight and ensures that CINHC is focused on its mission. Two new board members were welcomed in 2003: Sidalia Reel, director of diversity at Hewlett-Packard, our first consumer board member and Marilyn Chow, vice president, Kaiser Permanente Patient Care Services, who contributes a national and corporate health system leadership perspective. The other board members are: Tom Johnson, chair; Judith Berg, treasurer; Linda Burnes-Bolton; Priscilla Gonzales-Leiva, secretary; and Deloras Jones, president and executive director

#### Steering Committee

The Steering Committee continues to grow as we identify new organizations critical to broadening stakeholder involvement. The Steering Committee originally consisted of nurse leaders who established CINHC in 2001. Today, it includes representatives from various professional nursing and health-related organizations, as well as others key individuals whose presence strengthens CINHC.

The Steering Committee and Board meet together periodically to shape CINHC’s direction, ensure engagement from professional organizations, and strengthen links to the nursing and healthcare community.

## WHAT DID CINHC ACCOMPLISH IN 2003?

*Foundations for Leadership Excellence* was launched in partnership with the Association of California Nurse Leaders (ACNL). This five-day intensive is designed to teach the skills and competencies needed by front line managers to lead in a tumultuous health care environment. The intensives are taught by seasoned and highly respected nurse leaders who are familiar with the nuances of providing nursing care in California. The inaugural 2003 programs had 90 attendees at two locations – Long Beach and Pajaro Dunes. Feedback from participants has been outstanding and reinforces the significant need for clinical leadership development. Four programs are scheduled in 2004. Complete information and a brochure are available at [www.cinhc.org](http://www.cinhc.org).

CINHC obtained the license for *Leading an Empowered Organization (LEO)* from Creative HealthCare Management (CHCM). *LEO* is a three-day program offered to patient care leadership at individual hospitals or healthcare settings by CHCM certified faculty. This program facilitates organizational culture change through empowering staff and increasing professional accountability for care. Initial programs presented at California hospitals have received rave reviews.

The *Educations/Service Partnership Initiative*, funded by the California HealthCare Foundation, is underway. The objective is to expand capacity in schools of nursing and increase the diversity of nursing graduates in the nine Bay Area counties. The Initiative is based on a successful program sponsored by the Hospital Association of Southern California, which increased capacity in schools of nursing in the six-county Los Angeles-area by 1,200 students over a five-year period. The Bay Area initiative has two major components: collecting data and facilitating partnerships. The data collection phase is complete. During this phase, barriers to expanding nursing schools' capacity were identified; application, admission, enrollment, attrition, and graduation rates along with student demographics were collected to establish a baseline for trending school data; the cost of the nurse shortage to hospitals and the investments that hospitals and health systems are making in nursing education were documented; and untapped resources that potentially could be used to overcome barriers to expanding schools' capacity were identified. Forty-four hospitals participated in the data collection survey for a 64% participation rate. All but one Bay Area school of nursing participated. Data will be used for regional planning and for contributing to an emerging statewide database.

This Initiative also served as the catalyst for a new collaborative relationship, which has developed between CINHC and Bay Area Works, an organization sponsored by the Bay Area Council and The United Way, which links employers to the workforce. This collaboration was further facilitated through support from the Hospital Council of Northern and Central California. As all three organizations have increasing capacity in the Bay Area schools of nursing as an objective, the opportunity to work together and define areas of focus, strengthens the contributions all are making, without duplicating efforts.

Development for a comprehensive, strategically driven *Master Plan* for the California registered nurse workforce is underway. Preliminary planning is complete. Planning will occur in six focused areas: data, diversity, education, nursing practice, recruitment, and work environment. Work groups for each focused area will include experts and stakeholders from throughout the state. We anticipate having a consensus driven Master Plan within 12 months, pending funding. The Master Plan process will: build upon the excellent work already accomplished; link a multitude of programs currently sponsored and funded by hospitals, health systems, foundations and the government; extend short-term, unlinked efforts into long-term enduring solutions; and provide a roadmap for balancing nursing demand with supply.

## HOW IS CINHC FINANCIALLY?

### Development and Financial Status

Fundraising for CINHC's infrastructure and programs was one of the early challenges. The health care industry responded to our call for contributions, led by the California Healthcare Association. 2003 was CINHC's start-up year and \$217,000 in contributions was raised from hospitals, health systems individuals, and vendors. Dollars raised through contributions, coupled with innumerable hours of volunteer time or in-kind contributions, provided sufficient resources to get the organization started. CINHC leadership is grateful to those organizations that came forward. Their ongoing support enables CINHC to address significant statewide nursing issues facing the profession and patient care for the people of California.

CINHC received its first grant for program support from the California HealthCare Foundation. This \$97,000 grant funded the first year of the Education/Service Partnership Initiative. A second grant from Kimberly-Clark helped kick-off the fund raising campaign to build the Master Plan.

Total Operating Revenue, 2003 -	\$285,214
Total Operating Expenses, 2003 -	\$85,562
Net Assets, end of year -	\$199,737

### California Fund For Nursing

CINHC was designated to administer the California Fund for Nursing, a fund established by NurseWeek with proceeds from the NurseWeek Annual Awards Banquet to support California nurses through statewide initiatives. The first contribution of \$3,000.00 was made following the April 25, 2003 banquet. This important annual event recognizes California nurses who have exhibited outstanding clinical practice or leadership service.

## WHAT ELSE WAS ACCOMPLISHED?

### Tax Status

CINHC obtained tax-exempt status from the Internal Review Service and the California Franchise Tax Board. CINHC is a not-for-profit organization according to IRS code 501(c)(3). This designation allows CINHC to receive tax-free contributions and government and foundation grants to fund programs.

### Corporate Office

In December, CINHC moved into office space at 1815B Fourth Street, Berkeley. This office is being shared with Dr. John Golenski and his company, Health Priorities, Incorporated.

### Web Site

A task force led the effort to build a Web site that is now online at [www.cinhc.org](http://www.cinhc.org)

### Public Policy

Deloras Jones, executive director, provided testimony on July 16, 2003 at a special hearing held by the Assembly Select Committee on California's Nursing Shortage. Articles about CINHC appeared in NurseWeek and we are building relations with the media through occasional press releases and availability of the Executive Director.

## WHAT LIES AHEAD?

Master Plan development will continue as CINHC's primary focus for 2004. In collaboration with other partnering and sponsoring organizations, several new initiatives related to the Master Plan are under discussion. These include: creating a structure for inter-organizational nursing research, establishing a statewide database in collaboration with the Board of Registered Nursing, establishing a clearing house for successful practices, a recruitment into the profession campaign for men, creating a Region-wide (SF Bay Area) computerized clinical placement system between schools of nursing and clinical sites, and sponsoring invitationals to create a common voice on key nursing issues that will impact policy change.

Leadership Development, in partnership with ACNL, will continue as a priority. New educational offerings for the chief nursing officer, the director level, and alternative venues for providing the leadership series are being considered. *LEO* will be promoted as an important tool for changing the work environment culture and enhancing bedside practice. Additionally, we are exploring expanding the Education/Service Partnership Initiative beyond the San Francisco Bay Area.

Major challenges for 2004 include building the stakeholder coalition critical to implementing the Master Plan and seeking funding for program support, including a planning grant for Master plan development.

For additional information and to learn more about CINHC or how to get involved, visit our Web site at [www.cinhc.org](http://www.cinhc.org). E-mail: [cinhc@cinhc.org](mailto:cinhc@cinhc.org), (510) 486-0627, 1815B Fourth Street, Berkeley, CA 94710.

### ENDORISING ORGANIZATIONS

American Academy of Ambulatory Care Nurses  
American Nurses Association\California  
Associate Degree Nursing Directors, North & South  
Association of California Nurse Leaders  
California Association of Colleges of Nursing  
California Association of Health Plans  
California Association of Nurse Anesthetists  
California Association of Nurse Midwives  
California Association for Nurse Practitioners  
California Board of Registered Nursing  
California Healthcare Association  
California Medical Association  
California Nursing Outcomes Coalition  
Center for the Health Professions, UCSF  
California Strategic Planning Committee for Nursing  
California Student Nurses Association  
Coalition for Nursing Careers in California  
Conference of Local Public Health Nursing Directors  
East Bay-ACNL  
Healthcare Assoc. of San Diego & Imperial Counties  
Hospital Association of Southern California  
Hospital Council of Northern & Central California  
Institute on Aging  
Northern California Assoc. of Healthcare Recruiters  
Nursing Executive Council – HASC  
Operating Room Nurses Council of California  
Sigma Theta Tau, Int'l – Lambda Gamma Chapt.  
So CA Directors, Vocational Nursing Programs

### 2003 STEERING COMMITTEE

Sue Albert, Chair, Associate Degree Directors, South  
Joan Burritt, Healthcare Association of San Diego & Imperial Counties  
Carol Bradley, Chief Nursing Executive, Tenet Health  
Josie Clevenger, President, Bay Area Assoc. of Health Care Recruiters  
Judy Dahl, California Council of Operating Room Nurses  
Martha Daniels, Representative for Long Term Care  
Elizabeth Dietz, President, American Nurses Association\ California  
Linda Gregory, Manager, Coalition for Nursing Careers in California  
Jean Harlow, formerly with Board of Registered Nursing  
Dorel Harms, VP Professional Services, CHA  
Rosalind Hartman, Chair, Associate Degree Directors, North  
Patricia Hunter, Executive Director, American Nurses Association\CA  
Sarah Keating, Chair, California Strategic Planning Committee for Nursing

### SUPPORTING PARTNERS

Benefactor  
Kaiser Permanente

Patron  
Adventist Health  
Cedar-Sinai Medical Center

Partner  
California Healthcare Association  
C.R. Bard  
Childrens Hospital, Central Valley  
Community Medical Centers  
Hoag Memorial Hospital  
John Muir Mt Diablo Health System  
Kaweah Delta Health Care District  
Kimberly-Clark Health Care  
Memorial Hospital Association  
St Joseph Health System  
Sutter Health  
ValleyCare Health System

Contributor  
Children's Hospital, LA  
Regional Medical Center of San Jose

Friend  
East Bay-ACNL  
Mendocino Coast Hospital

Vernon Lin, Assoc. Chief of Staff, Long Beach Veterans Administration MC  
Rick Martin, Vice President Patient Care Service, Hoag Memorial Hospital  
Patricia McFarland, Exec. Director, Association of California Nurse Leaders  
Robyn Nelson, President elect, California Association of Colleges of Nursing  
Naomi Newhouse, Representative for Advanced Practice Nurses  
Susan Odegaard-Turner, Consultant  
Elizabeth Rich, Southern California Directors Vocational Nursing Programs  
Catherine Robinson-Walker, President, Leadership Studio  
Arlene Sargent, California Association of Colleges of Nursing  
Meliva Saulo, Board Member, American Nurses Association\California  
Ruth Ann Terry, Executive Officer, Board of Registered Nursing  
Verdie Thompson, Conference of Public Health Nursing Directors  
Linda Zorn, Regional Health Occupations Resource Centers

