



Executive Director Report Program Year 2009 - 2010

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Projects/Issues Addressed This Year:

- Public Policy Guidebook – A public policy guidebook was drafted by the ED and edited by the Public Policy Workgroup. This product has been placed on the website to serve as a member reference.
- ASTDN continues to participate in the Americans for Nursing Shortage Relief and Nursing Community activities. ASTDN participated in several sign-ons throughout the year.
- Advocacy Training – ASTDN is collaborating with ANA to provide advocacy training for the 2010 annual meeting. Appointments will be made with Congressional staff in order to put new skills into practice.
- A new Public Policy Workgroup Chairperson was approved and oriented.
- Johnson and Johnson Public Health Nursing Recruitment Campaign – ASTDN provided the impetus and in-kind support for a recruitment project for PHNs that was funded by Johnson and Johnson. Several states provided volunteers to “act” in the visual presentations.
- H1N1 Hotwash – ASTDN participated in a hotwash with ASTHO and NAACHO following H1N1 activities. Public health nursing stories were collected across the states for compilation and presentation at to ASTHO.
- CDC Support – Several attempts were made to improve CDC support for public health nursing. Unfortunately, this did not result in material support. The CDC had expressed a desire to support ASTDN’s activities around improving public health nursing capacity for achieving health equity. The ED presented CDC with a discussion paper for potential funding for a PHN Leadership Education Institute, a PHN Apprenticeship Program and for funding of our health equity meeting.
- Resource Development – The ED composed a Resource Development Plan for ASTDN. Recruitment is underway for additional committee members.
- HRSA Visit – The ED visited HRSA and provided additional information to the Division of Nursing on ASTDN activities. ASTDN was encourage to watch for grant announcements for which the organization might be eligible.

- ASTHO Affiliates Council – ASTDN was asked to participate in ongoing meetings of the Affiliates Council. Many calls centered around support for the passage of Health Reform and inclusion of population-based prevention activities in the bill.
- Friends of the CDC and Friends of HRSA – ASTDN continues to participate in activities related to these two important coalitions, mainly in support activities for CDC and HRSA funding.
- Health Equity Coalition – ASTDN continues to participate in this coalition, and has an official representative to the coalition.
- NACCHO Health Equity - The ED held a telephone conference call with NACCHO to share and be informed by each organization's efforts on health equity. NACCHO was funded by CDC for over ten years to strengthen the capacity of local health departments to work on issues related to class, race and health and to right social injustices. Their efforts center and trying to get local health departments to change their practice on a daily basis to address racism, class inequities. They expressed great interest in ASTDN's health equity paper.
- Transportation Reauthorization – ASTDN has participated in coalition activities and support letters relative to the reauthorization of the Transportation bill and its importance to land use decisions and public health.
- Immunization Action – ASTDN supported ANA's successful proposal for Immunization Education and Action, and a member has been placed on the advisory board.
- Public Health Nursing Research Agenda – ASTDN has supported proposals for the public health nursing research agenda. A fall invitational conference is planned, and ASTDN has been asked to participate.
- American Red Cross Nursing Advisory – A member has been appointed to serve on this important panel.
- Workforce – ASTDN worked with University of Kentucky and the University at Albany Center for Health Workforce Studies on enumeration issues.
- Pandemic Flu - ASTDN was asked to join the CDC's working group on pandemic flu and to participate in the COCA – Clinician Outreach and Communication Activity. Important announcements were circulated via listserv.
- Public Health Nursing Competencies – Following updating by the Council on Linkages of the public health competencies, ASTDN continues to work with a small subcommittee of the QUAD Council on an update of the PHN competencies.
- QUAD Council – ASTDN's ED provided QUAD Council with a crosswalk of mission, vision and values statements of member organizations.
- Mid-Year Meeting – With support from the membership and executive board, ASTDN successfully held its first teleconferenced mid-year meeting.
- Publications – ASTDN publications continue to be popular. ASTDN responded to numerous requests for publications and requests for guidance on web-based documents. Publishing companies continue to utilize the PHN competencies, and are awaiting the new revisions.
- ASTHO information exchange – ASTDN continues to provide ASTHO with requested briefings in preparation for state visits to SHOs.

Projects/Issues Pending:

- Additional recruitment is needed for the Resource Development Committee.
- The search for grant funding continues.