



Public Health Nursing Standards and Credentials

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Speaker

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Expectations are Changing

- Just showing up isn't enough
 - Knowledge is expanding, and we need to stay on top of current issues
 - Public expectations of quality and outcomes are increasing
- Cont.

Expectations are Changing

Cont.

- Both public health in general and public health nursing have stated their expectations clearly:
 - Accreditation of agencies
 - Board of Public Health Examiners

Standards and Credentials are Inter-related

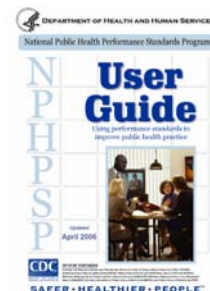
- A standard is an expected level of performance
- A credential is a verification of achievement
- Some standards require staff to hold credentials
- Credentials are based on standards of various kinds

Standard

- An expectation of performance
- A descriptor of behavior
- Can be either
 - Individual standard
 - Organizational standard
- Both are applicable in to modern public health nursing

Performance Standards

- Organizational expectations
- Essential to organizational measurement and development



PH Performance Standards

- Exist for 3 levels of organization
 - Board of Health
 - Local
 - State
- Are providing structure for the accreditation of public health agencies

Essential Service # 8: Assure Competent Public and Personal Health Care Workforce

- This service includes:
 - Education, training, development, and assessment of health professional—including partners, volunteers and other lay community health workers—to meet statewide needs for public and personal health services.
 - *Efficient processes for credentialing technical and professional health personnel.*

Essential Service # 8: Assure Competent Public and Personal Health Care Workforce

- Cont.
- Adoption of continuous quality improvement and life-long learning programs.
 - Partnerships with professional workforce development programs to assure relevant learning experiences for all participants.
 - Continuing education in management, cultural competence, and leadership development programs.

ANA Scope and Standards

- Description developed by nurses, for nurses
- Expectation we have of ourselves for the highest level of practice in an area



Defining Standards

- Standards of nursing practice:
 - Statements that describe a level of care or performance common to the profession of nursing in general or in a specialty area by which the quality of nursing can be judged
 - Includes standards of care (relationship to patient or client)
 - And standards of professional performance (presentation/management of self in the practice of nursing)

Public Health Nursing Standards

- Expectations of what a nurse does when practicing in this area
- Years of confusion
 - Community health or public health?
 - The answer is: it depends
- My focus is public health
 - The community is the 'patient'
 - It's not just care of individuals in home or community settings

Types of Credentials

- Educational
- Practice
- Workplace-specific

Educational Credentials

- These represent the education you have received prior to practice or as you move up a practice ladder
 - Associate degree
 - BSN
 - MS or MPH
 - DNSc, DrPH, DNP, PhD

Educational Credentials

- Public health nursing has been distinguished by the long-standing expectation that the BSN is the basic educational credential for practice
- Employment realities have made holding to this credential a challenge

Practice Credentials

- Legal credential from a state board of nursing
 - Registered Nurse (RN)
 - Advanced Practice Nurse (APN)
- Cannot engage in work as a nurse without it

Specialty Credentials

- Community health nursing credential
 - Nurses credentialing center
 - Certification of Public Health (CPH) from new National Board of Public Health Examiners (NBPHE)

American Nursing Credentialing Center (ANCC): Public/Community Health Nurse Certification

- Certification by examination that the nurse is qualified to
 - Combine nursing practice & public health practice to promote and preserve the health of populations.
 - Practice with a focus that is general and comprehensive, not limited by age group or diagnosis; continuing, not episodic.

cont.

ANCC: Public/Community Health Nurse Certification

- Assume responsibility to the population as a whole; work with individuals, families, or groups contributes to the health of the total population.
- Use a holistic approach in the health care management of individuals, families, and groups in a community, including health promotion, health maintenance, health education, case management, and the coordination and continuity of care.

cont.

ANCC: Public/Community Health Nurse Certification

- Work in ambulatory clinics, private offices, occupational health practices, health departments, schools, health maintenance organizations, home health agencies, visiting nurses' associations, correctional institutions, camps, and other community-based settings.
- Requires BSN and 2,000 hours of clinical practice in the specialty within the last three years.

ANCC: Clinical Nurse Specialist in Public/Community Health Nursing

- Certification by examination that the graduate-prepared community health nursing specialist (CNS) can
 - Perform all functions of the community health nurse generalist.
 - Emphasizes the use of skills to promote the health of an entire community.
 - Substantial clinical experience in assessing the health of a community and
 - Proficient in planning, implementation, and evaluation of population-focused programs.

ANCC: Clinical Nurse Specialist in Public/Community Health Nursing

- Based on knowledge of epidemiology, demographics, biometrics, environmental health, community structure and organization, community development, management, program evaluation, policy development, and case management.
- Engages in research and theory application relevant to community practice and health policy development.
- Requires MS degree with supervised clinical practice

Limited Use

- Almost cancelled for lack of interest
- Not recognized by employers?
- Not promoted by relevant organizations?
- Collaboration with ANCC in reconsidering
 - American Nurses Association Congress on Nursing Practice and Economics (CNPE),
 - Association of Community Health Nursing Educators (ACHNE),
 - Association of State and Territorial Directors of Nursing (ASTDN),
 - Public Health Nursing Section of the American Public Health Association (APHA)

National Board of Public Health Examiners (NBPHE)

- Newly established
- Exam for Master in Public Health (MPH) graduates of accredited programs
- A generalist credential in public health
- A challenge for nurses with the MPH
 - Do I want/need another credential?
 - Do I hurt myself by ignoring this possibility?

Workplace Credentialing

- Verification of an individual's education, license status, work history
 - Used by employers to verify identity and fit with need
 - Used by payers in clinical settings to verify eligibility for reimbursement

Public Health Workplaces

- Have not had as many credentialing steps/concerns as clinical settings
- Use fewer advanced practice nurses with reimbursement questions
- Hire nurses into a wide range of jobs, some of which are seen as not requiring the license

Accountability

- As the single largest professional group practicing public health, nurses must be held accountable for the highest possible level of practice
 - Meeting professional standards
 - Achieving relevant credentials
 - Meeting program and organizational standards

Resources

- Association of State and Territorial Directors of Nursing
www.astdn.org
- American Public Health Assoc Public Health Nursing Section
www.apha.org/membergroups/sections/aphasections/phn
- Association of Community Health Nursing Educators
www.achne.org
- American Nurses Credentialing Center
www.nursingworld.org/ancc
- Exploring Accreditation
www.exploringaccreditation.org
- National Board of Public Health Examiners
www.nbphe.org

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Geriatric Mental Health

Michael Friedman, LMSW
Chairperson, Geriatric Mental Health Alliance
of New York