Oregon Nurses Make a Difference

ONA’s 2016 – 2017 Report
A Message from ONA’s President Katy Cooper

As ONA makes the transition from the close of one strategic plan to the launch of another, we have a lot to celebrate!

Over the past two years, we’ve successfully raised nursing standards, increased Oregonians’ access to health care and trained a new generation of nurse leaders and advocates. From the bedside to the boardroom, Oregon nurses have stood up to make a difference for our patients, our coworkers and our communities.

This report recognizes these shared accomplishments and shines a light on the work we’ve done to achieve the goals laid out in our 2015-2017 strategic plan. I hope you enjoy reading about our journey. We used the ANA Code of Ethics for Nurses as our compass throughout this plan and we will continue relying on those principles to guide us as we move into the next chapter of our story.

It has been a privilege to serve as your president throughout this transition. I’m proud of the gains we’ve made and I look forward to working with you to continue advocating for nursing, quality health care and healthy communities.

Sincerely,

Kathleen Cooper, BSN, RN, CCRN

From the bedside to the boardroom, Oregon nurses made a difference for our patients and their families, our colleagues, and our communities.
More than 100 nurse leaders participated in a special ONA Leadership Summit in Portland, March 21, 2017.
ONA member and state representative candidate Rachel Prusak, MSN, APRN, FNP-C, speaks during a revenue reform rally and lobby day at the State Capitol in Salem, Oregon June 6, 2017.
About Us

The Oregon Nurses Association (ONA) is the state’s largest and most influential nursing organization. We provide professional development and continuing education for registered nurses, advanced practice nurses and nursing students; represent nurses in collective bargaining agreements; and advocate for legislative and policy changes to build healthy communities.

ONA is a constituent member of the American Nurses Association and the American Federation of Teachers and we are affiliated with the Oregon Nurses Foundation, the Oregon Student Nurses’ Association.

ONA’s 2015-2017 Strategic Plan

In 2016 – 2017 we strengthened our position as the voice of nursing by focusing on three strategic priorities.

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<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Membership Growth and Diversity</td>
<td>Member Leadership Development</td>
<td>Strengthen Internal Structures</td>
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STRATEGIC PRIORITY

Membership Growth and Diversity

January 2016 – 10,944 members  |  January 2018 – 12,276 members

INTERNAL MEMBERSHIP GROWTH
January 2016 to January 2018

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<th></th>
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<td>Providence Seaside Hospital</td>
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<td>Sky Lakes Medical Center</td>
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MEMBER RECRUITMENT

ONA nurses, staff, leadership and stewards strengthened our existing bargaining units through extensive internal organizing campaigns including nurse-to-nurse conversations, improvements to new employee orientations and dedicated stewards programs.

Today, half of ONA’s bargaining units are above 80 percent membership and nurses have shown the ability to lead successful internal organizing campaigns in public and private facilities and in open shops.

OREGON NURSES FOUNDATION REBORN

The Oregon Nurses Foundation (ONF) tripled its board membership over the last two years, expanding from three to nine members including two non-RN public members.

ONF also won recognition for its successful Speak Up for Safety addiction education program. The program has trained more than 1000 Oregon nursing students to recognize and proactively address substance use disorders in the workplace. Its unique curriculum was honored with a grant from California Casualty in 2017.

ONF also announced the new Randall L. Williams Scholarship for Nursing Education in 2017. The scholarship honors longtime ONA leader Randy Williams and helps continue his legacy of excellence among Southern Oregon nursing students. In 2018, the foundation will hold its largest fundraising event to date, “ONF Presents: A Celebration of Nursing Excellence and Diversity”.

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OREGON NURSES FOUNDATION
More than 400 ONA nurses and community members rallied outside ONA’s offices to support nurses at OHSU April 24, 2017. In a show of solidarity, AFT President Randi Weingarten and ONA President Katy Cooper, BSN, RN, CCRN, rounded at the hospital meeting with nurses who couldn’t attend the rally.
PROTECTING OREGONIANS’ HEALTH CARE WITH MEASURE 101

Nurses and ONA staff turned out in record numbers to protect health care for hundreds of thousands of Oregonians during the Measure 101 campaign. In one of the largest field campaigns ONA has ever had, nurses successfully fought to pass Measure 101 and continue funding the Oregon Health Plan for nearly 350,000 Oregonians and to lower insurance premiums for 210,000 more.

- Every ONA staff member participated in at least 1 campaign activity. Most volunteered for 3 or more
- ONA members and staff completed 220 volunteer shifts to support the Yes on Measure 101 campaign
- Labor, health care and community organizations came together to form our winning coalition
- Oregonians voted overwhelmingly to approve Measure 101 and protect health care for thousands of vulnerable Oregonians

A record number of ONA nurses volunteered during the successful Measure 101 campaign. Nurses gave speeches, made phone calls, canvassed and voted to protect health care for thousands of Oregonians and their families.
WINNING CONTRACT CAMPAIGNS

When ONA nurses stand together, we win contracts that improve patient care and enhance nurses’ working conditions.

ONA at Rogue Regional Medical Center

More than 250 ONA members at Rogue Regional Medical Center turned out for a rally on their first day of federal mediation in July 2017. The rally was the culmination of months of internal organizing and community outreach; including a nurse-led community campaign that featured stickers, posters, yard signs, a podcast and substantial media coverage. The nurses reached a tentative agreement with the hospital, less than 24 hours after their rally.

ONA at OHSU

ONA’s contract action team (CAT) at OHSU made the difference in its contract win in 2017. The ONA CAT collected more than 1,600 informational picket pledge cards, helped recruit 400 nurses to attend a rally at ONA and went door-to-door asking local businesses to post pro-ONA posters to show they supported nurses.

Thanks to this outreach and work at the bargaining table, nurses won a three-year contract that gave nurses a stronger voice in staffing decisions, stabilized workers’ health insurance and included economic gains.

ONA at PeaceHealth Peace Harbor Medical Center

In Florence, ONA nurses at PeaceHealth Peace Harbor Medical Center organized a public forum with more than 100 community members to discuss how their bargaining issues affected local health care. On May Day 2017, more than 100 ONA nurses, staff and community members participated in an informational picket against the hospital.

The local nurse team successfully reached a contract agreement in July.

# Increased Social Media Engagement

ONA has successfully used social media to expand our reach and influence. We’ve steadily grown our following using strategic content creation, sharing and promotion. Today more than 50,000 people a month regularly read ONA’s social content including ONA members, labor partners, nursing influencers, legislators, hospital administrators and the general public.

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BY YEAR

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<th>Year</th>
<th>Average number of people who read each ONA post</th>
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<td>2016</td>
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<tr>
<td>2017</td>
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2
STRATEGIC PRIORITY
Member Leadership Development

The best way to ensure nurses’ voices matter is to elect nurses and nurse advocates to help make public policy.

NLI PREPARES NURSES TO LEAD
Since its inception in 2015, 23 nurses have graduated from ONA’s Nurse Leadership Institute (NLI). Nineteen graduates have taken on key leadership roles within ONA including positions on ONA’s Board of Directors, ONA’s Cabinet on Health Policy, ONA’s Cabinet on Education, and ONA’s Cabinet on Economic & General Welfare. Other NLI graduates have served as leaders in their bargaining units or in Nurse Practitioners of Oregon and one was hired as an ONA staff member.

NLI nurses’ capstone projects have also helped ONA increase our contributions to research and best practices on critical nursing issues ranging from safe staffing to workplace violence prevention.

ELECTING NURSE ADVOCATES
The best way to ensure nurses’ voices are heard is to elect nurses and nurse advocates who can help shape health care policy.

In 2016, ONA successfully elected longtime ONA nurse leader and first-time political candidate Sheri Malstrom, RN, to the State House of Representatives. We also re-elected ONA staffer and State Representative Rob Nosse and retired public health nurse Senator Laurie Monnes Anderson.

Sheri and Rob are both graduates of the Oregon Labor Candidate School, which ONA created to teach union leaders how to run for and win public office. Sheri, Rob and Laurie each hold important positions on the Legislature’s health care committees.

NURSES RETAKE STAFFING COMMITTEES
ONA nurses across the state are using Oregon’s improved hospital nurse staffing law to transform their staffing committees to develop and approve new staffing plans that provide the coverage patients and nurses need.

After updating the Oregon Hospital Nurse Staffing Law in 2015, ONA staff and members have spent two years educating local bargaining units, professional nursing care committees (PNCCs), and staffing committees on how to use the law to raise local staffing standards. Tuality Community Hospital in Hillsboro is one example of how the law empowered ONA members to take control of their staffing committees.

“Our old hospital staffing committee simply wasn’t functional. Staffing Request and Documentation Forms (SRDFs) were dismissed or ignored and no one tracked how many came in or from what units.
Nurses were sometimes working short in unsafe environments. We needed to make a change,” said Cindy Kistler, RN, chair of ONA’s executive committee at Tuality Community Hospital.

“We knew ONA had just helped pass the new staffing law in Oregon. We knew we had education and support from ONA and we decided to take advantage of it. The staffing law is a great tool but you have to know it before you use it.

We learned more about the new law from ONA's professional services and labor staff. We read it and started texting and emailing questions to each other. We knew at every turn management would try to come up with a reason why we can’t do something. But if you know the law, you can say, ‘Yes I can.’” Cindy said.

At Tuality, nurses used the staffing law’s new provisions to elect ONA nurses to the hospital-wide staffing committee. When the hospital's administration disagreed with the election process, nurses informed managers about the new law’s provisions and successfully seated the nurses they elected.

Replacing nurses who were hand-picked by management with ONA nurses who knew the staffing law and how to use it completely changed the hospital’s culture.

“Now we’re writing and approving staffing plans where our managers are covering call for our PACU nurses,” Cindy said. “It’s great.”

Nurses at Tuality continued pushing for staffing improvements through the staffing committee and during contract negotiations. In early 2018, ONA nurses at Tuality won a two-year contract agreement that included a promise to establish Oregon’s first hospital-wide break relief system for nurses, establishing a new model for nurses across the state.

“ONA nurses and staff have a responsibility to inform the public about national, state and local health care, labor and public policy issues. Over the last two years, nurses throughout the state have been strong public advocates on critical issues including national and state health care reforms, hospital conditions, workplace violence prevention, diversity in nursing, public health policies, labor issues and advances in nursing practice.”

For the last few years, our staffing ratios kept going higher and higher. Nurses weren’t able to get CNAs, charge nurses were taking patients and there was no way to stop admissions. When nurses brought up concerns about staffing nothing would happen. Management would do whatever they wanted. Even nurses would say, ‘They can do whatever they want to do.’ Now nurses’ attitudes have started to change. We feel we can make the staffing improvements we need to.”

Cindy Kistler, RN
ONAS 2016 - 2017 REPORT

3

STRICTEGIC PRIORITY

Strengthen Internal Structures

OCEAN EDUCATION EXPANDS
More than 1300 nurses have taken a course on ONA’s unique OCEAN online continuing education platform and OCEAN’s catalog has grown to include more than 30 courses on topics ranging from staffing and practice issues to nurse entrepreneurship.

ONA is the only American Nurses Credentialing Center (ANCC) provider in Oregon and the only approver of ANCC education in the Pacific Northwest. ONA has approved 74 individual continuing education activities and is increasing its work with external partners including Washington State University, the University of Portland and the Healthcare Association of Hawaii.

INCREASING ACCESS TO HEALTH CARE
While recent national policies aim to limit individuals’ access to health care, ONA is leading work to protect and expand Oregonians’ access to health care.

Every child in Oregon has access to health care coverage through the Health Care for all Oregon Children Act, which ONA helped pass in 2016.

And thanks to the Reproductive Health Equity Act, which ONA and our partner organizations helped pass in 2017, every insurer in Oregon offers free coverage of reproductive health care services; including well-woman visits, contraceptive prescriptions, breast feeding counseling, pregnancy screenings, STD tests, post-partum care and counseling for domestic violence victims.

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THE NATION’S BEST PRACTICE ENVIRONMENT FOR NPS
Nurse Practitioners of Oregon (NPO) members have already established the nation’s most progressive practice environment for nurse practitioners (NPs).

During the last two legislative sessions, we’ve improved it even more by making Oregon’s groundbreaking NP payment parity law permanent, authorizing NPs to perform vasectomies, and enabling NPs to own corporate medical clinics.
NPO CELEBRATES 40 YEARS

NPO celebrated its 40th anniversary at our annual NPO education conference in October 2017. More than 200 NPs and other health professionals attended the conference at Salishan Resort on the Oregon Coast and completed more than 3200 hours of continuing education while hearing from national and state nursing leaders including ANA President Pam Cipriano, PhD, RN, NEA-BC, FAAN, NPO’s leadership team and NPO Hall of Fame inductees.

REDESIGNING ONA HEADQUARTERS

Following a four-month-long facelift, ONA finished remodeling our Tualatin offices in 2017. The refinished space allows all ONA staff to work on the same floor, adds modern technology to group meeting rooms and maximizes rental opportunities inside the building.

The new office layout will help staff work across departments and encourage active team-building to support our membership.
A Message from ONA’s CEO Martin Taylor

Returning to ONA after nine years away has felt like an easy adjustment to a familiar, comfortable place despite the chaos and stress in the surrounding environment.

I can only appreciate my transition because of the incredible foundation ONA nurses have built over the last decade. Your work has allowed our organization to maintain stability and to grow even during uncertain times.

ONA’s 2015-2017 strategic plan was a monumental success. It created new leaders, improved internal structures and gave us the momentum and inspiration we needed to shape our next five-year plan. Your work over the last two years has opened the door to exciting new opportunities.

A brighter future is only possible because of the extraordinary actions nurses and staff have taken to ensure our organization succeeds. That work goes back further than the last two years. For many nurses, it goes back more than two decades.

We all stand on the shoulders of the giants who came before us. My giant is named Susan King.

With your help, I believe we can build on the remarkable foundation Susan and countless other nurses who came before us carefully constructed.

While our environment will continue changing, our true north will stay the same.

We will ensure ONA continues working to create a world where strong nurses have a voice in patient care, lead new advances in nursing practice and advocate to improve health care for all.

In Unity,

Martin Taylor

TO LEARN MORE ABOUT ONA’S 2018-2023 STRATEGIC PLAN VISIT WWW.OREGONRN.ORG/STRATEGICPLAN
“Your work over the last two years has opened the door to exciting new opportunities.”

ONA’s Chief Executive Officer Martin Taylor outside ONA’s Tualatin office in 2018.