GOALS	ACTION/STRATEGY	RESPONSIBLE PARTY
Primary Goal: ***Garner support for certification of public health nurses.***	1. Acknowledge and promote value of certification of public health nurses within the profession	PHN STF; IPHNA; IPHA NS
	2. Expand the definition of public health nursing to include multiple population focused specialties.	PHN STF; IPHA NS
	3. Develop and disseminate a consistent message valuing the role of public health nurses and specialists and need for certification.	PHN STF; IPHNA; IPHA NS
	4. Develop a marketing plan to promote public health nursing and certification. a. Educate clients, colleagues, employers, community and health care leaders, legislators, nursing students about benefits of certification. b. Use media to publicize message. c. Enlist support of state and national legislators. d. Identify and engage a sympathetic champion (e.g. Barak Obama)	APHNE; IPHNA; IPHA NS
	5. Educate policy and funding bodies regarding value and benefit of public health with emphasis on public health nursing.	IAPHA
	6. Expect high quality care delivered by certified public health nurses as the standard.	
	7. Communicate expectations to policy makers, budgeting bodies, and legislators.	
	8. Educate policy makers, budgeting bodies, and legislators about critical role of public health nurses in assuring the health of the community,	
	9. Educate policy makers about the shortage of public health nurses.	
	10. Solicit support of state and national legislators and special interest groups (e.g. AARP) for public health nursing certification.	
	11. Develop employer support for targeted continuing education and certification.	
	12. Become involved with professional organizations that promote and support public health nursing (e.g. Illinois Public Health Association Nursing Section; Illinois Public Health Nurse Administrators).	IPHNA;IPHA NS
	13. Support continuing research to validate certification as a strategy to contribute to better client outcomes, and increased job satisfaction and retention.	IAPHA; IPHNA
	14. Gather data/indicators for development of a public health nursing impact paper.	IPHNA; PHN STF
Long-term Goal: ***Implementation of public health nursing certification.***	1. Promote the value of certification of public health nurses within the profession.	PHN STF; IPHNA; IPHA NS
	2. Identify specialized skills set and framework for practice of public health nursing.	PHN STF; IPHNA
	3. Influence schools of nursing to promote more curriculum breadth and depth in population focused skills set.	APHNE SAB & Consortia
	4. Influence NCLEX testing boards to include public health content in testing.	Nursing Educators
	5. Participate in task forces and work groups at local, state, and national level to promote, develop and implement certification.	All nurses; IPHI; Public Health Training Centers
	6. Establish local and state standards for entry level for public health nurses (BSN or completion of BSN within specified time frame).	IDPH; IPHNA; IAPHA
	7. Establish local and state standard for qualifications for public health nursing managers (MS in public health nursing, MPH).	IDPH; IPHNA; IAPHA
	8. Develop and promote public health nursing workforce development.	IPHNA;IPHA NS; IDFPR; IPHI; Public Health Training Centers
	9. Demonstrate commitment to quality care for clients by supporting continuing education and certification for public health nurses.	IAPHA; IPHNA;
	10. Encourage and assure continuing education for public health nursing staff and managers.	IPHNA; IAPHA; IPHA NS
	11. Provide financial and professional support for certification.	Employers; IPHNA
	12. Encourage and support recognition and display of credentials.	Employers; IPHNA; IPHA; IAPHA
	13. Recognize and reward nursing and other advocates for certification.	
	14. Advocate for comparable and competitive pay for public health nurses with budgeting bodies.	IAPHA; IPHNA;
	15. Pursue certification for local health department administrators and national accreditation for local health departments.	IAPHA
Long-term Goal: ***Develop infrastructure***	1. Investigate the use of the Public Health Practitioner Certification Board as credentialing body	PHN STF
	2. Facilitate the appointment of a public health nurse to the Public Health Practitioner Certification Board	IPHNA; IPHA NS
	3. Formulate an IPHA Resolution in support of certification	PHN STF; IPHA NS

Legend of Acronyms:
PHN STF – Public Health Nursing State Task Force; **IPHA NS** – Illinois Public Heath Association's Nursing Section; **IPHNA** – Illinois Public Health Nurse Administrators; **APHNE** – Advancing Public Health Nursing Education (in Illinois grant); **APHNE SAB** – State Advisory Board; **IAPHA** – Illinois Association of Public Health Administrators; **IPHI** – Illinois Public Health Institute; **IDPH** – Illinois Depart of Public Health; **IDFPR** – Illinois Department of Financial & Professional Regulations