Use your voice: A media and advocacy workshop for Pediatric Nurse Practitioners

Kristi K Westphaln PhD, RN, CPNP-PC
Sunny G Hallowell PhD, PPCNP-BC, IBCLC

Speaker Introduction

- Dr. Kristi Westphaln is a T32 post-doctoral fellow within the Department of Bioethics at the Case Western Reserve University School of Medicine. As a PhD-prepared pediatric nurse practitioner, her research interests include health services at the intersection of primary care and child abuse and media as a means to influence public health. She is a co-author on the Woodhull 2 studies of nursing in the media, a previous senior fellow for the Center for Health Policy and Media Engagement at the George Washington University, a previous co-host and co-producer for Healthcetera radio, and currently serves as a consultant on the health journalism unit for Cleveland's NPR affiliate, Ideastream.

- Dr. Sunny Hallowell is a pediatric nurse practitioner and assistant professor who believes health care should be patient-centered, evidence-based, supported by policy and innovation. Twenty years of clinical experience inspires her leadership efforts with the National Association of Pediatric Nurse Practitioners and as a Jonas Policy Scholar on the Expert Panel on Breastfeeding with the American Academy of Nursing. Her research explores patient-centered outcomes related to bridging care from the hospital to home.

What is your previous experience with media/policy engagement?

TO JOIN THE POLL: Please text KristiWestph817 TO 22333

TO PARTICIPATE IN THE POLL:

- Text your responses to 22333
- Do not use any spaces in your text responses
- Examples: television, radio, podcast, hillday, oped, interview, vlog, blog, television, newspaper, meetlegislators, journal, professor, research, boardmember, citycouncil

Kristi K. Westphaln PhD RN CPNP-PC
2016 Media training with Barbara Glickstein (at NAPNAP Las Vegas)

Sunny G. Hallowell PhD PPCNP-BC IBCLC
2017 NAPNAP Advocacy Scholar
Disclosures

The Drs. Westphaln & Hallowell have no disclosures to share.

Learning Objectives

1. Discuss the findings of the Woodhull 2 study and implications for pediatric nurse practitioners.
2. Explore strategies for pediatric nurse practitioners to successfully engage in media outreach and advocacy engagement
3. Explore examples and tools for pediatric nurse practitioners to successfully engage in advocacy/policy efforts.

Why do PNPs need to care about media, advocacy, and policy engagement?

- Insert
  
  NURSES ARE LARGEST GROUP OF HEALTH PROFESSIONALS
  
  3 nurses to 1 doctor

SO WHAT?

There is a critical shortage of Pediatric Nurse Practitioners...

If PNPs are not part of the conversation about who we are and what we do, someone else will speak for us...

ASK a NURSE The Whole Story

If you have seen your physician, but...
The Woodhull Revisited Study: Nurses' Representation in Health News Media Twenty Years Later

**SAMPLE:**
- 573 randomly selected articles
- Nexis database & webhose
- 7 newspapers
- 3 weeklies
- 3 health care industry publications

**FINDINGS:**
- Quotes by nurses: 2% newspapers, 1% weeklies/industry publications
- Photograph analysis: 49% men, 25% women, 34% policy makers, 25% patients/families, 15% "white coats"

**MAIN THEMES:** Quality, Nursing Profession, Labor/Nursing Workforce

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Journalists' experiences using nurses as sources in health news stories = Opportunities to enhance media engagement

- If you are a source, suggest other PNPs as sources
- Develop basic media competencies
- Reporters do not have the final say on edits... Find an error? Write to the Editor!
- Outreach is needed to educate about the importance of diverse sources: Universities, Professional Organizations, Health Care Organizations
- Access is key: Journalists do not know where to find us

#NAPNAPConf, #UseYourVoice, #Woodhull2, #WoodhullRevisited, # AmplifyNursing

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My take from the Woodhull studies...

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From risk to resilience: A community forum for understanding and supporting local teens

We created a community forum with clinicians, researchers, and community members using data from the Youth Risk Behavior Survey to debunk myths, unpack the evidence, and seek solutions!
Be in the know, stay healthy, & grow!
@k_westphaln

HOSTED BY: Kristi Westphaln
CREATED IN COLLABORATION WITH: NPR Ideastream + Marion Sterling Elementary School, Mrs. Simpson's 5th Grade Class
PREMISE: Project led learning, child choice, authentic audience, evidence based health curriculum, Ohio ELA standards, presentation literacy

Advice from NPR: What makes for “Anne” excellent source?
Anne Glausser = Managing Producer, Health and Education, NPR Ideastream

• Subject matter expertise
• Access: meeting the deadline is critical
• Willingness to act as a “connector” to communities
• Authenticity: Cut through the jargon and use plain language
• Understands relationship with the journalist
1. Nothing is off the record unless explicitly agreed upon in advance
2. Sources are not typically offered advance copies of edits

From media to advocacy

What’s in a pitch?

An effective email pitch answers these basic questions:
● Why now? What’s the news hook? Why is this worth reading at this moment?
● So what? Why should people care?
● Why me? Why am I the best one to write this piece?

A pitch should also include:
● Your idea in a few lines
● Relevant credentials
● The finished piece pasted below your pitch
● Your contact information

Aspects of a successful pitch:
● Timely
● Well written
● Brief and clear
● Conveys expertise
● Unexpected point of view

Women’s Media Center study finds male journalists continue to report most news, especially for wires and TV prime-time evening broadcasts

Men report and produce the majority of U.S. news, although the biggest gender gap is at the news wires and TV evening broadcasts, according to the Women’s Media Center’s “Divided 2019: The Media Gender Gap.”

- 48 percent of news wire bylines (AP and Reuters) are snagged by men, 31 percent by women — by far the biggest gender gap in news media.
- 43 percent of TV prime-time new broadcasts feature male anchors and correspondents; 37 percent feature women.
- 60 percent of online news is written by men, 49 percent by women.
- 59 percent of print news is written by men, 41 percent by women.


THE OP-ED

Thomas Jefferson once suggested that newspaper articles could be classified as truths, probabilities, possibilities, or lies......
Historically, the line between news reporting and opinion journalism has been hazy. 

1800s - newspapers were politically driven and polarized. 

Journalism of opinion is not so much about reporting but more so about making sense of the world. 

Op Eds explore IDEAS. 

Your credibility is key - determine your area of expertise. 

Clearly identify the scope of the problem/issue. 

Present convincing evidence that includes powerful narrative and numbers. 

Address the consequences of inaction - CRAFT A CALL TO ACTION!

Think, Pair, Share… Know Thyself! 

- IDENTIFY your area of interest or expertise? WHAT DO YOU WANT TO WRITE ABOUT? Identify a topic or subject that inspired you so far at the conference or in your practice. 

- WRITE a LEDE sentence! 

- WRITE YOURSELF AN INTRODUCTION. WHO ARE YOU? WHY ARE YOU THE BEST PERSON TO WRITE THIS PIECE? Include pertinent data to support this! 

#NAPNAPConf, #UseYourVoice, #AmplifyNursing

STRUCTURE: AN EXAMPLE 

1. LEDE (around a news hook) - A lede is what sets the scene and grabs your reader’s attention – it is your introduction. A news hook is what makes your piece timely, and often is part of the lede. More information on ledes and news hooks is below. 

2. THESIS

3. ARGUMENT 

4. 1ST POINT (evidence, evidence, conclusion)

5. 2ND POINT (evidence, evidence, conclusion)

6. 3RD POINT (evidence, evidence, conclusion)

7. “To be sure” paragraph - in which you pre-empt your potential critics by acknowledging any flaws in your argument, and address any obvious counter-arguments.

8. CONCLUSION - CIRCLE BACK TO YOUR LEDE

A CHALLENGE: Craft an introductory sentence 

- Take your lede sentence and identify the main argument and the first point 

- Write a to be sure 

- Write a conclusion 

- Do this in in 140 characters = TWEET
Suggestions for disseminating your knowledge & expertise:

• Know your strengths
• Trust your knowledge
• Be authentic
• Less on the image of nursing, more on what PNPs do!
• Practice your pitch, often
• Be professional (and kind) on social media

Sample Op-Eds and Editorials

Cogan, R., Nickitas, D., Mayzck, D., Hallowell, S.G. (2019) School Nurses Share Their Voices, Trauma and Solutions by Sounding the Alarm on Gun Violence. Current Trauma Reports. [Published online 11.22.2019].


Helpful Resources: Journal Articles


Helpful Resources: Media Messaging

• https://www.barbaraglickstein.com/media-training
• https://nursing.gwu.edu/media-engagement-nurses
• https://www.theopedproject.org
• https://womensmediacenter.com/shesource

CONNECT

IN REAL LIFE: Join Dr. Westphaln at the #NAPNAPConf Media Center
Thursday, March 26: 9-10am, 12-4pm
#PracticeYourPitch, #BounceIdeas, #AmplifyNursing

TWITTER CHAT: Engage with experts in health, media, advocacy, & policy!
Thursday, March 26: 2-3pm PST, 5-6 EST
Hosted by: NAPNAP, Kristi Westphaln, and Sunny Hallowell

FEATURING: BARBARA GLICKSTEIN, ROBIN COGAN, DIANA MASON, CAROLE MYERS, ALICE BENJAMIN, AND MORE...