

# FUTURE OF NURSING™

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## Campaign for Action

September 2, 2011

Judith Hansen  
Executive Director  
Wisconsin Center for Nursing

Tim Size  
Executive Director  
Rural Wisconsin Health Cooperative

Dear Applicants,

Thank you for your application to join the Future of Nursing: *Campaign for Action* as a state Action Coalition. Your commitment to “advancing health, leading change” as stated in the Institute of Medicine’s (IOM) landmark report and your knowledge of the issues in your state were clearly reflected in your application.

We are pleased to inform you that Wisconsin has been selected to join the 15 existing Action Coalitions (ACs). Your application reflected the strength of initial planning, and your state’s readiness for change. Important to this effort, and demonstrated by your application, is the array of stakeholders that you have brought together for this effort. We are confident that your Action Coalition’s contributions to the National *Campaign for Action* will make a significant impact as we work to transform health care through nursing.

With technical assistance from the Center to Champion Nursing in America (CCNA), an initiative of AARP, the AARP Foundation and the Robert Wood Johnson Foundation, ACs will develop and implement a unique set of goals within the framework of the IOM recommendations.

The *Campaign for Action* will provide support and technical assistance to the ACs to include:

- Strategic planning tools and assistance with capacity building;
- Information resources, including issue briefings, webinars, and access to the AC extranet site to review and utilize important information;
- Communication resources, such as template media materials, audience-specific messages, media training, and website design
- Content experts to assist you in issue areas based on the IOM recommendations.

On behalf of the *Campaign for Action* staff, we are very excited to welcome you.

Sincerely,



Sue Hassmiller, PhD, RN, FAAN  
Senior Adviser for Nursing  
Robert Wood Johnson Foundation  
Director, Future of Nursing: Campaign for Action



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Senior Vice President & Director  
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