

Nurses Campaign for Patient Safety

REQUEST

- Give staff nurses a greater voice in a health care reform legislative debate.

RESPONSE

- Emphasize patient safety aspects of erosion in staff nurse autonomy and working conditions as well as loss of “whistleblower” protection.
- Support a Campaign for Patient Safety to bring to bear on nursing issues a coalition of large existing consumer, child, senior, and ethnic advocacy groups.

RESULTS

- Despite splintering of national nursing interests, the campaign reached millions as the subject of an ABC News NIGHTLINE feature story and was reported by the leading major daily news journalist on the subject as a success due specifically to the group’s decision to hire communications expertise.
- The Associates then assisted the office of a senior Member of Congress in crafting legislation, the key provisions of which were adopted by the consumer community as part of its healthcare platform. The provisions were ultimately included in several health care reform bills that moved through Congress.

CUSTOMER

Campaign for Patient Safety

Please ask us about recent projects. voiceassociates.net