

# ABOUT *RAISE THE VOICE*

Nurses are using their unique insight to take action and create innovative solutions that provide affordable, coordinated, and effective care that Americans so urgently need. Through the *Raise the Voice* campaign, the American Academy of Nursing is mobilizing its Fellows, partner organizations, and health leaders to ensure Americans are aware of how nurses are changing - and improving - the fundamental way care is delivered.

Over the next two years, *Raise the Voice* will host a series of Critical Conversations -- conversations that will be at the forefront of sensitive but critical subjects that need to be addressed. Today's Critical Conversation found its roots in a policy brief entitled "Advanced Care Planning as an Urgent Public Health Concern" developed by a task force of the Academy. This policy brief identifies four policy recommendations for ensuring that conversations about advanced care illness preferences are on-going and the norm. Implementing these recommendations requires sensitive, but critical, public conversations about advanced care planning. *Raise the Voice's* Critical Conversation today serves as a model for future conversations.

*Raise the Voice* is an initiative of the American Academy of Nursing. The Academy serves the public and the nursing profession by advancing health policy and practice through the generation, synthesis, and dissemination of nursing knowledge. Every day, the Academy and its Fellows transform health care policy and practice through nursing knowledge.

For more information please visit [www.AANnet.org](http://www.AANnet.org).

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## PRESS QUOTES

“Perhaps in no other area of health care decisions than those surrounding advanced illness is there more public anxiety and confusion. The Academy’s *Raise the Voice* campaign offers solutions that work for challenging problems in health care. In both its policy brief, *Advance Care Planning as an Urgent Public Health Concern*, and its October 7th Public Forum on the topic, the Academy brings informed dialogue from national experts on ways to improve treatment planning for care for patients with advanced illness.”

**Virginia Tilden**

Former Chair, American Academy of Nursing Task Force

“Our nation must change its health care system if we are to improve access to quality, affordable, equitable health care. *Raise the Voice* showcases examples of how nurses are contributing to this aim in innovative ways.”

**Diana Mason**

Co-Chair, *Raise the Voice*

“While others continue to debate how to solve today’s health care challenges, such as the uninsured and disparities in health delivery, nurse researchers and experts are finding solutions, piece-by-piece, from the ground up. In hospitals, universities, and health centers, nurses are devising new strategies to get patients and their families the care they need, regardless of insurance status. The promise of these techniques is enormous and needs to be shared with the American people.”

**Donna E. Shalala**

President, University of Miami  
Former US Secretary of Health and Human Services  
Chair, RWJF Initiative on the Future of Nursing, at the IOM

“For years nurses have been devising and developing practical innovations to address various health care challenges. Despite the advantages of many nursing care models, the current financial and structural problems of the US health care system stand in the way. Through *the Raise the Voice* campaign, the Academy will promote the ideas and initiatives that offer the kind of affordable, coordinated, and effective care that Americans so urgently need.”

**Louis Stokes**

*Raise the Voice* Advisory Council Member,  
Senior Counsel, Squire, Sanders & Dempsey, LLP,  
Former Member of Congress