



New models for elevating the practice and status of community-based nursing across the spectrum of cancer care in Central and Eastern Europe



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A B S T R A C T

Keywords:

Nurse empowerment
Health equity
Community involvement

Purpose: This supplement comprises an evaluation of Bridging Cancer Care, an initiative of the Bristol-Myers Squibb Foundation first conceived in 2007, addressing disparities in cancer care between Central and Eastern Europe and Western Europe. The strategic focus was refined in 2010 to put particular emphasis on capacity building of nurses in terms of education, training and empowerment.

Methods: The evaluation was based on review of data and information from the program's monitoring and evaluation framework and from biannual reports submitted by grantees to the Bristol-Myers Squibb Foundation. Eleven of the grantees were selected to develop case studies, which illustrate a) the role of nurses in tobacco cessation, b) expansion of the scope of practice for general practice nurses in health promotion, prevention and early detection of cancer, c) capacity building for nurses in contemporary models of cancer care, care navigation and psychosocial support and d) establishment of nurse training programs in palliative care in Central and Eastern Europe.

Results: Between 2010 and 2013, 22 grants were awarded in Russia, Poland, Czech Republic, Hungary and Romania. The evaluation characterized the program's impact in terms of improved health equity, health outcomes, capacity building of nurses and public awareness about cancer. With regard to health equity, all projects targeted disproportionately affected populations (children, poor, rural, ethnic) among whom 35,493 individuals were reached either through cancer screening or community and clinical care. In relation to capacity building, overall 5724 healthcare workers, primarily nurses, received training in various aspects of cancer care, while more than 50,000 patients and more than 470,000 members of the general public were reached through educational initiatives. Most of the programs have been sustained beyond Bristol-Myers Squibb Foundation funding.

Conclusion: The positive results were achieved predominantly through greater nurse empowerment, supported by the development of 17 different, customized and nurse-focused curricula. Such training can increase nurses' knowledge and skills as demonstrated by examination testing and evaluation of nurses in the workplace. Several projects also resulted in enhanced nurse leadership attributes and eleven lead to positive changes in models of clinical or community care involving nurses. In eight cases, these changes were subsequently embodied in new health policies.

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Introduction

The Bristol-Myers Squibb Foundation

Mission and vision

The mission of the Bristol-Myers Squibb Foundation is to promote health equity and improve the health outcomes of populations disproportionately affected by serious diseases and conditions, by strengthening community-based health care worker capacity, integrating medical care and community-based

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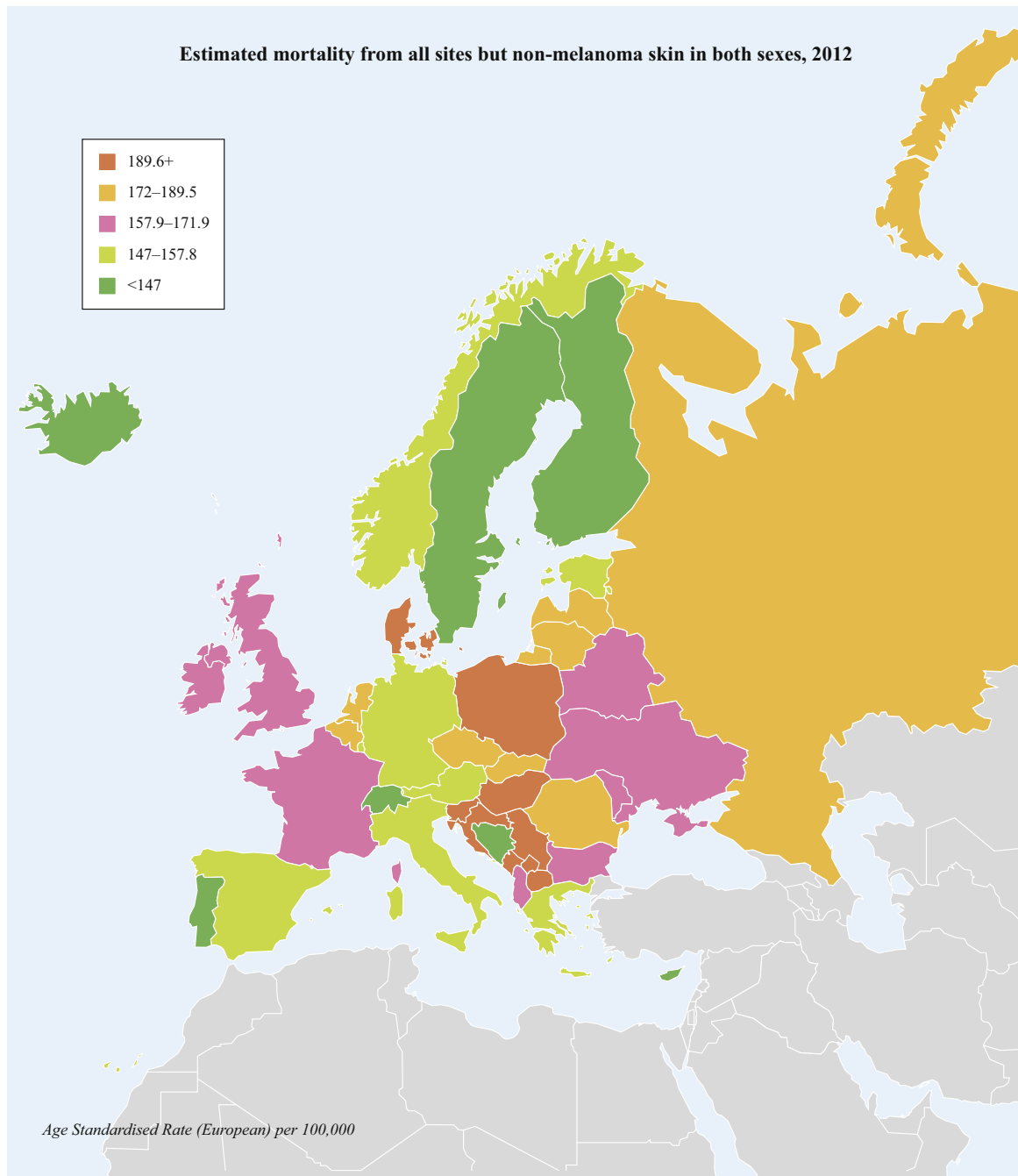


Fig. 1. Age-standardized mortality rates for all cancers in both sexes excluding non-melanoma skin cancer.

supportive services, and mobilizing communities in the fight against disease.

Commitment to corporate social responsibility has remained consistently strong since the Bristol-Myers Fund—now the Bristol-Myers Squibb Foundation—was established in 1955. Since then, the Foundation has invested in a broad range of programs that reflect its values and serve the needs of society. Over time the mission has evolved in line with the Bristol-Myers Squibb Company's therapeutic areas of expertise, the Foundation's own growing experience and with changing global health priorities. In particular, the flagship philanthropic, *SECURE THE FUTURE*[®] program was launched in 1999 to address the HIV/AIDS epidemic devastating Sub-Saharan Africa. It is distinguished by its promotion of community support

for patients, especially children, affected by HIV/AIDS and its social consequences and by integration of that support with the best medical solutions for the disease in resource-limited settings. The success of *SECURE THE FUTURE*[®] has had a formative effect on the current mission of the Foundation.

Foundation programs promoting health equity SECURE THE FUTURE[®]. Over the last 15 years, *SECURE THE FUTURE*[®] has provided funding of more than \$160 million for both medical and community-based programs in 22 African countries. Lessons learned from this grant program will help to inform a new community-based care program for lung cancer patients in the South East United States starting in 2014.

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