**PRESENTED AT THE 2011 DNP CONFERENCE**

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**Abstract Category:** DNP in Policy Leadership

**Title:** Creating Health Policy Success for DNP Students: A Course Initiative

**Purpose:** To synthesize how DNP students using diverse strategies can impact health care policy and effectively market the role of the DNP nurse. Rationale: Create significant self-confidence in DNP students’ leadership and marketing capabilities to transform nursing and practice.

**Objective 1:** Identify diverse strategies that employ health policy leadership skills.

**Objective 2:** Utilize a creative curriculum approach to advance health policy and leadership competencies.

**Objective 3:** Demonstrate how DNP students can accomplish significant changes in health policy and marketing of the role in just one semester.

**Abstract:**

One of the essential components of the Doctor of Nursing (DNP) role is leadership in the development of health policy initiatives. The DNP Program at Georgia Southern University provides a capstone DNP role immersion experience that offers the student a real world role in leading policy development using diverse approaches. Eleven students, completing individualized DNP role immersion experiences, are engaged in policy strategies to improve the practice environment of advanced practice nurses, and to improve patient safety and health care outcomes. One student effectively wrote a bill, secured a legislative sponsor, effectively lobbied the legislature and created a grassroots movement to get it passed effecting a significant change in advanced practice nurse’s scope of practice. Another student investigated the inconsistency of state and county regulation of the body art industry and worked to achieve evidence-based model regulations incorporation into policy in multiple counties. Other students are effecting policy change for advanced care practitioners in the milieu of a large health science university are creating new practice models. Each of the role immersion experiences has implications for improved health care policy and improved health care outcomes while marketing the leadership of the DNP nurse. This presentation will synthesize the unique strategies of a DNP course and the significant leadership impact DNP students have had on health policy in just one semester at the end of the program.