**SUPPLEMENTAL DIGITAL CONTENT FOR “Nursing Leadership from Bedside to Boardroom: A Gallup National Survey of Opinion Leaders”**

**INTRO** Hello, I am \_\_\_\_\_ calling from The Gallup Poll. We are calling today to set up a time to speak to **(Name)** regarding participation in an important study on health care in the United States. **(Name)** has been selected as a leader and his/her responses to this study are very important. His/Her individual responses will be kept completely confidential. Gallup is working in conjunction with the Robert Wood Johnson Foundation on this study. The results will be used to increase awareness and understanding of important health care issues facing America today. May I speak with or set up a time to speak with **(Name)**?

**Q1** In your opinion, what do you see as the number one issue facing health care today?

***(Interviewer:*** (Open ended)***)***

01 Other (list)

02 (DK)

03 (Refused)

04 HOLD

05 HOLD

**Q2** How much trust and confidence would you have in information about health and health care that you could get from each of the following sources - a great deal, a moderate amount, not much, or none at all? How about \_\_\_\_\_\_\_\_\_\_?

***(Programmer:* read and rotate A-G*)***

4 A great deal

3 A moderate amount

2 Not much

1 None at all

5 (DK)

6 (Refused)

|  |  |
| --- | --- |
| **Q2A** | A doctor |
| **Q2B** | A nurse |
| **Q2C** | Books, including trade publications and journals |
| **Q2D** | Internet |
| **Q2E** | Television |
| **Q2F** | Magazines |
| **Q2G** | Newspapers |

**Q2\_1** In your opinion, do you feel that there is a nursing shortage in America today, or not?

1 Yes

2 No

3 (DK)

4 (Refused)

***(Skip: If code 1 in Q2\_1, Continue;  
Otherwise, Skip to Q5)***

**Q3** How serious a problem do you feel the nursing shortage is in America? Would you say it is a very serious problem, somewhat serious, not very serious, or not at all serious?

4 Very serious problem

3 Somewhat serious

2 Not very serious

1 Not at all serious

5 (DK)

6 (Refused)

***(Skip:* If code 3 or 4 in Q3, Continue;  
Otherwise, Skip to Q5*)***

**Q4** For each of the following, please tell me, in your opinion, if this is a very important reason there is a nursing shortage, a somewhat important reason, a not very important reason, or not a reason why there is a nursing shortage. How about \_\_\_\_\_\_\_\_\_\_?

***(Interviewer:* Read and rotate A-H*)***

4 Very important reason

3 Somewhat important reason

2 Not very important reason

1 Not a reason

5 (DK)

6 (Refused)

|  |  |
| --- | --- |
| **Q4A** | Poor pay or compensation |
| **Q4B** | Lack of interest in nursing as a profession |
| **Q4C** | Not enough openings for students in nursing schools |
| **Q4D** | Too many nurses leaving the profession |
| **Q4E** | Shortage of leadership opportunities |
| **Q4F** | Unable to attract minorities |
| **Q4G** | Seen as a profession for women |
| **Q4H** | Stressful/poor work environment |

**Q5** Thinking about the next 5 to 10 years, how much influence do you think each of the following professions or groups of people will have in health reform in the United States - a great deal, a moderate amount, not much, or none at all? How about \_\_\_\_\_\_\_\_\_\_?

***(Interviewer:* Read and rotate A-G*)***

4 A great deal

3 A moderate amount

2 Not much

1 None at all

5 (DK)

6 (Refused)

|  |  |
| --- | --- |
| **Q5A** | Doctors |
| **Q5B** | Nurses |
| **Q5C** | Health Care Executives |
| **Q5D** | Insurance Executives |
| **Q5E** | Government |
| **Q5F** | Pharmaceutical Executives |
| **Q5G** | Patients |

**Q6** Please think about the role of nurses in America today in planning, policy, and management of health systems and services. Do you feel that nurses CURRENTLY have a great deal of influence in each of the following ways, a moderate amount, not much, or none at all? How about \_\_\_\_\_\_\_\_\_\_?

***(Interviewer:* read and rotate A-I*)***

4 A great deal

3 A moderate amount

2 Not much

1 None at all

5 (DK)

6 (Refused)

|  |  |
| --- | --- |
| **Q6A** | Increasing access to care, including primary care |
| **Q6B** | Increasing the quality of care |
| **Q6C** | Reducing medical errors and improving patient safety |
| **Q6D** | Improving health care efficiency and reducing costs |
| **Q6E** | Promoting wellness and expanding preventive health care in the local community |
| **Q6F** | Integrating new technologies, including electronic health records |
| **Q6G** | Helping coordinate patients through the health care delivery system |
| **Q6H** | Helping the health care system adapt to an aging population |
| **Q6I** | Helping the health care system adapt to an increasingly ethnically, racially, and culturally diverse population |

**Q7** Would you like nurses to have more influence, about the same influence, or less influence than they do now in planning, developing policy, and the management of the following health systems and services? How about \_\_\_\_\_\_\_\_\_\_?

***(Interviewer:* read and rotate A-I*)***

3 More influence

2 About the same influence

1 Less influence

4 (DK)

5 (Refused)

|  |  |
| --- | --- |
| **Q7A** | Increasing access to care, including primary care |
| **Q7B** | Increasing the quality of care |
| **Q7C** | Reducing medical errors and improving patient safety |
| **Q7D** | Improving health care efficiency and reducing costs |
| **Q7E** | Promoting wellness and expanding preventive health care |
| **Q7F** | Integrating new technologies, including electronic health records |
| **Q7G** | Helping coordinate patients through the health care delivery system |
| **Q7H** | Helping the health care system adapt to an aging population |
| **Q7I** | Helping the health care system adapt to an increasingly ethnically, racially, and culturally diverse population |

**Q8** Please tell me if you think each of the following is a major barrier, a minor barrier, or not a barrier to nurses' ability to contribute to improvements in planning, policy development, and management of health systems and services. How about \_\_\_\_\_\_\_\_\_\_?

***(Interviewer:* read and rotate A-K*)***

***(Interviewer:* Repeat scale as needed*)***

3 Major barrier

2 Minor barrier

1 Not a barrier

4 (DK)

5 (Refused)

|  |  |
| --- | --- |
| **Q8A** | Education compared to physicians |
| **Q8B** | Nurses have different levels of education (i.e., two-year degrees, four-year degrees, graduate degrees, nurse practitioners, etc.) |
| **Q8C** | The media’s depiction of nurses in advertising, on television and in film |
| **Q8D** | The stereotypes of nursing compared to other health professions |
| **Q8E** | Nursing lacks a single voice in speaking on national issues |
| **Q8F** | Lack of opportunities for nurses to advance into leadership positions |
| **Q8G** | Resources and attention are primarily focused on acute care, not on preventive care and health maintenance |
| **Q8H** | Relatively poor compensation for nurses |
| **Q8I** | Nurses are not perceived to be important health care decision-makers compared to physicians |
| **Q8J** | Doctors, not nurses, are seen as revenue generators |
| **Q8K** | Nurses are perceived as lacking long-term strategic vision |

**Q9** What, if anything, do you think could be done to ensure that nurses take on more leadership responsibility in improving health status and delivering health care services in the United States today?

***(Interviewer:*** (Open ended)***)***

01 Other (list)

02 (DK)

03 (Refused)

04 Nothing

05 HOLD

**D1** At any time in your career, have you worked in the health care sector at a managerial or leadership level?

1 Yes

2 No

3 (DK)

4 (Refused)

***(Skip:* If code 1 in D1, Continue;  
Otherwise, Skip to D6*)***

**D2** How long have you worked in the health care sector in a managerial or leadership level?

**D3** Do you have experience working in health care delivery?

1 Yes

2 No

3 (DK)

4 (Refused)

***(Skip:* If code 1 in D3, Continue;  
Otherwise, Skip to D6*)***

**D4** In which area did you work?

1 Public health/prevention

2 Acute or chronic care (hospital, clinic, doctor's office)

3 Other (long term care, etc.)

4 (DK)

5 (Refused)

**D6** GENDER:

1 Male

2 Female