

Web Exploration

Student's Name

Institutional Affiliation

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Campaign for Action is an American-based website that aims at providing Americans with better treatment outcomes and quality of life and is an organization supported by nursing professionals and foundations across the country. The website is funded by the Robert Wood Johnson and AARP foundations. The main collaborators include businesses, educators, healthcare providers, and nurses in every state, and their goal is to improve the health of people and strengthen nursing practices as a whole. Nursing is the largest sector in the healthcare industry, with over four million nurses employed and providing healthcare services. As such, these two foundations came together in 2010 to initiate a campaign to harness the power of nurses countrywide. The website's principles are guided by the six categories highlighted in a report from the Institute of Medicine.

One can navigate the website using drop-down menus available from the icons on the top part of the screen. However, there is also a search button that facilitates easy navigation. Entering keywords into the search box provides search results that can be filtered based on their relevance or date. The date selected may focus on the newest or oldest article available. For instance, a keyword search for 'obesity' yielded nine results. The oldest article on the topic was published in 2014 while the newest one was from 2019. The keyword 'obesity' brought the same results regardless of whether the search was based on date or relevance. In the oldest article on the website, Hassmiller (2015) highlights obesity as one of the key challenges the United States faces. She further posits five ways in which nurses can help mitigate this problem. When the Texas Department of State Health celebrated its achievements in 2016, McCallion (2016) highlighted a decrease in obesity rates as one of the advancements the department had made. The improvement came about due to increased access to healthy food and more regular physical activities among locals.

References

Hassmiller, S. (2014). The Top Five Issues for Nursing in 2015 | Campaign for Action.

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