The State Nurse Liaison (SNL) Network: Red Cross Role and Structure

**Goal:** The State Nurse Liaison (SNL) Network is committed to helping all Red Cross units, including chapters, to recruit and retain nurses and health professionals in all business lines of service. SNLs assist the Red Cross units foster partnerships to support their focus areas: Community resilience; volunteer and youth management; face of the Red Cross, Service to Armed Forces and International; and fundraising.

**Background:** Nursing has a strong legacy with the American Red Cross, to include founders Clara Barton and Jane Delano as well as the 20,000 nurses actively serving across the organization today. For the past decade, nursing has consistently ranked first as the most trusted profession in the United States. Nurses within the Red Cross structure continue to enhance the Red Cross brand and image. The SNL Network is an internally and externally connected group of dedicated leaders and is the operational arm for Red Cross nursing and health function.

**Structure:** There are currently 41 SNLs serving across the nation. There is one SNL Advisor assigned to each of the eight Red Cross Divisions who lead the Division SNLs and the Red Cross health professional network they are building. SNL Advisors work with the Division leadership to ensure that SNL Network operations align with One Red Cross effort. The SNL Network Director coordinates and collaborates with the State Nurse Liaison Advisors (SNL-As) to achieve short and mid-range goals. Also, some network leaders are designated as subject matter experts and business line leads to assist with nursing and health integration. All roles in the SNL Network are volunteer positions.

**Role:** The SNL network provides quarterly reports based on metrics which measure program success and health/community outcome. Just as the nursing profession is the largest provider in the nation’s health care workforce, nurses also represent the largest health provider in the Red Cross. The SNL network develops and sustains operations to enhance nurse and health professional participation across all business lines: Disaster; Preparedness, Health and Safety; Biomed; Service to Armed Forces and International. SNLs work closely with internal health partners (e.g., Health Service Advisors, Disaster Mental Health Advisors) as well as external health partners (e.g., state nursing associations, public health departments, colleges and universities) in their areas.

For more information on your area's SNL, go to: http://www.redcross.org/images/MEDIA_CustomProductCatalog/m4240085_State_Nurse_Liaisons.pdf