Johnson & Johnson recently launched a $20 million multi-year campaign to attract more people into the nursing field. "The Campaign for Nursing's Future" complements the existing Nurses for a Healthier Tomorrow campaign.

"Throughout Johnson & Johnson’s history as a major provider of products and services to hospitals, we have always had a special affinity for the nursing profession," said James T. Lenehan, vice chairman of Johnson & Johnson’s board of directors. "Nurses are part of the framework of a well-run society. With the shortage we have at hand, this delicate balance could be greatly disrupted. By partnering with an organization such as Nurses for a Healthier Tomorrow, we are allowed to combine our resources towards a common goal … encourage individuals to join the nursing profession while offering security and peace of mind to those who have already dedicated their lives to the vocation."

— Joan O’Sullivan, Managing Director, Marsh Affinity Group Services, a service of Seabury & Smith

Johnson & Johnson launches campaign to address nursing shortage

The nation is facing a dangerous nursing shortage. The risk is both short- and long-term, and is more serious in some geographic areas than others. Rather than wait until the problem is severe and patients are at risk, NHT is working now to heighten awareness about the looming nursing shortage and the excellent opportunities that await those who seek a career in nursing.

James T. Lenehan, vice chairman of Johnson & Johnson’s board of directors, unveils “The Campaign for Nursing’s Future” at Union Station in Washington, D.C.
Nurses for a Healthier Tomorrow coalition members

- Academy of Medical-Surgical Nurses
- American Academy of Nurse Practitioners
- American Academy of Nursing
- American Association of Colleges of Nursing
- American Association of Critical-Care Nurses (AACN) Certification Corp.
- American Association of Nurse Anesthetists
- American College of Nurse Practitioners
- American Hospital Association
- American Nephrology Nurses’ Association
- American Nurses Association
- American Organization of Nurse Executives
- American Psychiatric Nurses Association
- American Public Health Association
- American Red Cross
- Arthritis Foundation
- Association of Academic Health Centers
- Association of American Medical Colleges
- Association of periOperative Registered Nurses
- Association of Women’s Health, Obstetric and Neonatal Nurses
- Emergency Nurses Association
- Health Occupations Students of America
- Honor Society of Nursing, Sigma Theta Tau International
- Hospice and Palliative Nurses Association
- International Society of Psychiatric-Mental Health Nurses
- National Association of Clinical Nurse Specialists
- National Association of Neonatal Nurses
- National Association of Orthopaedic Nurses
- National Association of Pediatric Nurse Practitioners
- National Association of School Nurses
- National Coalition of Ethnic Minority Nurse Associations
- National League for Nursing
- National Organization for Associate Degree Nursing
- National Student Nurses’ Association
- Oncology Nursing Society
- Society of Otorhinolaryngology and Head-Neck Nurses
- Society of Trauma Nurses
- U.S. Department of Veterans Affairs

Most Americans are worried about nursing shortage

Vanderbilt study provides key insights on perceptions and fears

Americans are extremely aware of the national nursing shortage and believe it is a serious problem, according to a national poll released by the Vanderbilt University Medical Center’s School of Nursing and Center for Health Services Research in Nashville, Tenn. The study finds that a majority of Americans are concerned about the impact the nursing shortage may have on their ability to gain proper medical care. It also confirms that Americans overwhelmingly trust, respect and admire nurses, and would encourage family and friends to consider a nursing career. However, a general lack of knowledge of the many opportunities nursing offers remains a significant barrier to nursing recruitment efforts.

“We found three in four Americans believe the nursing shortage is a serious health care problem, and people believe it will negatively impact the quality of care they get in the nation’s hospitals,” said Dr. Peter Buerhaus, a leading researcher on the nursing shortage and associate dean of nursing at Vanderbilt.

The study shows that:
- 81 percent of Americans recognize there is a nursing shortage; 65 percent believe it is either a major problem or a crisis.
- 93 percent agree (80 percent strongly agree) that the nursing shortage jeopardizes the quality of health care in the United States. Seniors, aged 55 and older, are particularly sensitive to the shortage’s impact on the quality of the health care system.
- 75 percent are concerned that the nursing shortage could affect their future health care experiences, and 65 percent of younger Americans (aged 18 to 34) experience anxiety over the shortage.

Other key findings of the survey include:
- 95 percent of Americans find nurses’ opinions on health issues to be credible and overwhelmingly trust, respect and admire nurses.
- 97 percent view nurses and the nursing profession favorably (76 percent very favorably) and 91 percent say nurses play a critical role in the health care system.
- Although 83 percent of Americans, including 78 percent of men, would encourage a loved one to enter the nursing profession, only 21 percent would consider a nursing career themselves.
- Only one male in 10 would consider nursing as a career.
- 91 percent said they would view it positively (74 percent very positively) if a family member or close friend told them they were considering a nursing career.
- The care that nurses offer patients is the main reason Americans have considered a career in nursing. Thirty-four percent of those who have considered nursing as a career say the primary reason is because nurses care about people and want to help others.
- Most Americans are unaware that nursing offers career opportunities outside of patient care – such as research or hospital management. Many Americans have only a cursory knowledge of the differences between the different types of nursing professionals, such as licensed practical nurses, registered nurses and nurse practitioners.
- Americans much more strongly associate nurses with activities providing care, such as critical-end-of-life care (74 percent), than they do with functions such as working in laboratories (35 percent), conducting research (32 percent), and writing and revising hospital and clinic policies (30 percent).
- Most Americans have little or no idea about nursing salaries and there is little recognition that they are competitive with those of other professions.

According to the researchers, interest in nursing likely will increase significantly once Americans are made aware of the opportunities the profession offers. Already, 21 percent say that they have at least once considered a career in nursing.

“The biggest problem is that people are unaware of the array of opportunities and rewards in nursing today,” Dr. Buerhaus said. “They are unaware that nursing salaries are very competitive with other professions or that nursing offers career opportunities in health research, hospital management, and family and community health care, in addition to traditional patient care. We need to get these messages out to parents, teachers, counselors and – above all – students at all levels.”

Commissioned by Johnson & Johnson, the nationwide poll was conducted with telephone interviews with 1,005 Americans aged 21 and older. Penn, Schoen & Berland Associations Inc. of Washington, D.C., conducted the poll.

To make a contribution or get more information you can:
- Contribute online at www.nursesource.org
- Mail your contribution to: Nurses for a Healthier Tomorrow c/o Honor Society of Nursing, Sigma Theta Tau International 550 W. North St. Indianapolis, IN 46202
- Call, write or e-mail us about sponsorship opportunities:
  - Kathy Bennison, 888.634.7575, bennison@stti.iupui.edu
  - Sonja Popp-Stahl, 317.262.8080, sonja@betcom.com

Most Americans are worried about nursing shortage

The groundswell of efforts to address the nursing shortage and must be about educating the public so they want nurses, as well as attracting more people into the profession.

— Beth Ulrich, Regional Vice President and Editor, NurseWeek
Nurses for a Healthier Tomorrow

Grassroots support helps distribute PSA, print ads

The Nurses for a Healthier Tomorrow 30-second television public service announcement (PSA) generated 2,062 confirmed telecasts on 47 stations nationwide through February 2002. The PSA has reached an estimated audience of 49.9 million and airtime value of $221,507, according to Salo Productions, the PSA distributor. The number of RNs will fall 20 percent below requirements in 2020. The second half was contingent upon the successful implementation of the coalition’s first-year goals as outlined in its grant proposal. The Fuld Trust, whose mission is to support and promote the health, welfare and education of student nurses, awarded grants to three organizations in 2000, including Nurses for a Healthier Tomorrow, that were implementing promising strategies to address the nursing shortage. This pilot grantmaking initiative was the Fuld Trust’s first effort in supporting innovative strategies that address the barriers in recruiting and retaining highly skilled nurses into the profession.

The Helfe Fuld Health Trust is the nation’s largest private funder devoted exclusively to nursing students and nursing education. In 1955, Dr. Leonhard Felix Fuld and his sister, Florentine, created a foundation in honor of their mother, Helen. In 1965, the foundation was converted to the Helene Fuld Health Trust.

The Nurses for a Healthier Tomorrow campaign directs audiences to the coalition’s Web site, www.nursesource.org. Based on recently released statistics, the Web site is getting a significant amount of attention. Total Web site traffic for the third and fourth quarters of 2001 and January-February 2002 included 39,164 unique visitors (people who visited the site) and 187,305 total hits (individual actions on the site). Web site visitors will discover all kinds of information about nursing. The site features career content including career profiles of numerous nursing specialties, career resources and links to educational programs. Information about the nursing shortage also is featured on the Web site. The site is linked to an interactive health careers job-bank database, which allows Internet users to search for career opportunities nationally. The site also provides links to the home pages of all coalition members and sponsorship information. The Web site includes a “Campaign News” section for visitors to view the campaign’s print ads, read bios on the nurses featured in the campaign, and place an order for the PSA kit. The section also gives visitors information on how they can help build grassroots support for the coalition’s efforts.
Nursing school enrollments rise, ending six-year period of decline

Enrollments in entry-level baccalaureate nursing programs increased in fall 2001, ending a six-year period of decline, according to the American Association of Colleges of Nursing (AACN), a Nurses for a Healthier Tomorrow member organization. Although the increase ends a downward trend, AACN reports that the number of nursing students currently in the educational system is insufficient to meet the projected demand for 1 million new nurses over the next 10 years. Findings from AACN’s annual survey show that enrollments in entry-level baccalaureate nursing programs increased 3.7 percent in fall 2001 compared to fall 2000. Post-doctoral programs saw a significant increase of 39.2 percent. AACN cites the following factors for the increase in enrollments:

- Nursing schools have amplified student recruitment efforts, including launching aggressive marketing campaigns.
- Legislation in some of the country has provided more funds to nursing schools to expand programs and reach out to prospective students.
- Faculty shortages are being addressed through partnerships between schools and health care facilities that allow personnel to serve as teachers and clinical support.
- Although entry-level baccalaureate programs saw an enrollment increase overall, 40 percent of nursing schools surveyed reported no change or declines in student enrollments. Also, enrollment in programs that enable registered nurses with a high school diploma or associate’s degree to earn a bachelor’s degree continued to decline. Enrollment levels in graduate and higher-degree nursing programs are struggling to remain at current levels. AACN’s findings were reported in its 21st annual survey of institutions with baccalaureate and higher-degree nursing programs. More information about the survey results can be found at AACN’s Web site at www.aacn.nche.edu.

Nurses rank second in Gallup “Honesty and Ethics” poll

The nation’s nurses rank second among all professions for their honesty and integrity, according to the 2001 CNN/USA Today/Gallup Poll ranking the honesty and ethics of professions. With 84 percent of Americans rating nurses “high” or “very high” in honesty and integrity, nurses were second only to the top-ranked firefighting profession.

The 2001 poll marked only the third year that nurses were rated. Nurses ranked first in the previous two years when nurses were displaced by firefighters following the Sept. 11 terrorist attacks. The poll was conducted in November 2001. Although nurses placed second in the 2001 poll, the 84 percent rating is markedly higher than their first-place finishes in 2000 and 1999, when they received ratings of 79 percent and 73 percent, respectively.

Kiwian International Foundation awards $10,000 grant to campaign

The Kiwanis International Foundation has awarded a $10,000 grant to the Nurses for a Healthier Tomorrow coalition to help the coalition’s efforts to recruit and retain more nurses in the United States. The Kiwanis International Foundation was incorporated in 1915 to provide financial assistance to service programs that support the objectives of Kiwanis International. The foundation has given more than $58 million to meet the needs of children and young people worldwide. Founded in 1915, Kiwanis International has 300,000 members in 79 countries.

Sponsors make nurse recruitment a reality

Supporters of Nurses for a Healthier Tomorrow to date range from individuals to institutions:

- PLATINUM SPONSOR ($1,000,000)
  - Rollin M. Gerstacker Foundation
  - Independence Foundation
  - Kaiser Foundation Health Plan, Inc.
  - Kiwanis International Foundation
  - Resurrection Health Care

- GOLD SPONSOR ($500,000)
  - Connecticut Society of PeriAnesthesia Nurses
  - Emory University
  - Epsilon Gamma Chapter (STTI)
  - Mount Mercy College
  - Montana State University College of Nursing

- SILVER SPONSOR ($250,000)
  - Ball Memorial Hospital, Inc.
  - Holy Family Memorial
  - Holy Family Memorial
  - Holy Family Memorial
  - Holy Family Memorial

- BRONZE SPONSOR ($100,000)
  - Ball Memorial Hospital, Inc.
  - Holy Family Memorial
  - Holy Family Memorial

- PATRONS (Up to $1,000)
  - Adventist Health
  - Albany Medical Center
  - Alegent Health
  - Alexian Brothers Medical Center

- NURSES’ CIRCLE ($10,000 and above)
  - American Assembly of Nursing Administration
  - Apollo Group, Inc.
  - Ball Memorial Hospital, Inc.
  - Baptist General Hospital

- EXECUTIVES
  - Baptist General Hospital
  - Blount Memorial Hospital
  - Baptist General Hospital
  - Baptist General Hospital

- THETA GAMMA CHAPTER (STTI)
  - Baptist General Hospital
  - Baptist General Hospital
  - Baptist General Hospital

- Bette A. Pinch (STTI)
  - Baptist General Hospital
  - Baptist General Hospital
  - Baptist General Hospital

- ZETA DELTA CHAPTER-AT-LARGE (STTI)
  - Baptist General Hospital
  - Baptist General Hospital
  - Baptist General Hospital

- Rho Xi Chapter (STTI)
  - Baptist General Hospital
  - Baptist General Hospital
  - Baptist General Hospital

- KAPPA EPSILON CHAPER (STTI)
  - Baptist General Hospital
  - Baptist General Hospital
  - Baptist General Hospital

- Elizabeth A. Kenney in memory of Amy LaVelle, RN and Jane McFadden, RN

- Kent State University

- Mary K. Kohles-Baker

- Lakeland Regional Medical Center

- Lambda Mu Chapter (STTI)

- Loma Linda University

- Los Angeles-Nursing Executive Council

- Mayo Foundation for Medical Education and Research

- Margaret McClure

- Medical Center of Central Georgia, Inc.

- Mercy Medical Center, New Hampton

- Miami Children’s Hospital

- Miami Valley Hospital

- Mission Hospital Regional Medical Center

- Montana State University College of Nursing

- Montefiore Medical Center

- Monty Memorial College

- National Association for Health Care Recruitment (NAHCR)

- New York University Hospital Center

- NPCS Associates Services, LLC (www.NursCare.net)

- Niagara University

- Susan Nick

- Northwest Medical Center

- Nursing Executive Council, San Fernando Valley

- Mary B. O’Brien

- Karla M. Pangborn

- Parma Community General Hospital

- Parma Community General Hospital, Nursing Administration

- Susan V. Patterson

- Pineapple Health System

- Quinnipiac College

- Kathryn A. Raethel

- Regis College

- Rehabilitation Institute of Chicago

- Sacred Heart Medical Center

- San Juan Regional Medical Center

- San Juan Regional Medical Center

- Slidell Memorial Hospital

- Betty A. Sinor

- Thomas D. Smith

- St. Charles Medical Center

- St. Francis Hospital & Health Centers

- St. Joseph College

- St. Joseph Healthcare Foundation

- St. Luke's Episcopal Hospital

- St. Mary’s Medical Center, Madison, Wisconsin

- St. Peter’s Hospital, Albany

- Karen A. Stiefel

- Theta Gamma Chapter (STTI)

- University HealthSystem Consortium

- The University of Alabama at Birmingham

- University of Alabama School of Nursing

- University of Alabama at Birmingham

- University of Cincinnati

- University of Colorado Hospital Authority

- University of Connecticut School of Nursing

- University of Florida

- University of Hartford

- University of Indianapolis

- The University of Kansas Medical Center

- The University of Michigan School of Nursing

- University of Nebraska Medical Center

- University of South Alabama College of Nursing

- University of Southern Mississippi

- Van Slyck & Associates, Inc.

- Virginia Mason Medical Center

- Virginia Organization of Nurse Executives

- Washington Hospital Center

- West Suburban College of Nursing, Oak Park

- West Suburban Hospital Medical Center, Oak Park

- Westmore Medical Center, Inc.

- Wisconsin Organization of Nurse Executives

- Xi Pi Chapter (STTI)

- Ypsilanti Regional Medical Center

- Zeta Delta Chapter-at-Large (STTI)