

# NURSES

Their *vital* role in  
**TRANSFORMING  
HEALTHCARE**

*Narrated by*  
**JOAN  
LUNDEN**



## Viewer's Guide

THE CAMPAIGN FOR NURSING'S FUTURE

*Johnson & Johnson*

# NURSES

*Starting* with the foundation of professional nursing in 1860, nurses have made a significant impact on our individual lives and on our society as a whole. And that impact, both quantitative and qualitative, will become even more pronounced as demands on our health care system increase exponentially. There is an expected shortage in the US of over 500,000 nurses in the coming years.

“Nurses: Their Vital Role in Transforming Healthcare,” narrated by Joan Lunden, is a half-hour documentary exploring the impact of nurses on our nation’s health care system, in our community, on patients and their families, and of course, on the nurses themselves. We look at the role of nurses on both the front lines of health care, as well as the backbone of patient treatment. We see nurses as innovators in health care—like pain detection in newborns. We see how their observational skills, advanced knowledge, interventions and compassionate care help patients manage their medical needs.

“Nurses” also explores critical issues in the health care system that, if changed, could allow nurses to practice to the full extent of their education across the country. Experts discuss how nurses, working together with all the stake holders including patients, physicians, providers and insurance companies, can improve patient outcomes while reducing the costs of health care in the future. This video is intended to engage communities, health care leaders and government officials in the discussion around the impact of nursing.

If you would like more information about this project or if you would like to use it for a meeting or conference, please send us an email at: [contactus@discovernursing.com](mailto:contactus@discovernursing.com).

## WHO ARE TODAY'S NURSES?

The answer might surprise you.

In “Nurses: Their Vital Role in Transforming Health Care,” you’ll learn that today’s nurses are increasingly earning advanced degrees and serving as primary care providers. They practice in rural or urban areas, in hospitals and homes. Nurses are considered scientists and innovators. And they are becoming change agents in the world of health care today.

These changes matter to all of us, from health care workers and advocates to government representatives and their constituents.

Why? Because our nation faces serious health care challenges, now and in the years ahead—an aging and more diverse population, more chronic conditions, millions more insured, rising costs and a shortage of providers.

Nurses can help address those challenges. With a workforce of 3 million across the health care spectrum they have the potential to help reduce costs and improve patient outcomes. They can change the paradigm of health care. But there’s still much that needs to be done.

As you watch “Nurses,” think about these issues:

**Advancing Education Transformation** — Prepare our nursing workforce for the future by strengthening education and training. A more highly educated nursing workforce can lead to system improvements and improve quality, accountability, and coordination of care.

**Leveraging Nursing Leadership** — Prepare the next generation of nurses to meet the health care needs of people, their families, and the communities where they live and position nurses to lead system change.

**Removing Barriers to Practice and Care** — Expand access to care by maximizing the use of nurses and removing outdated laws, regulations, and policies that prevent nurses from practicing to the full extent of their education and training.

**Promoting Nursing Diversity** — Recruit and prepare a more diverse and culturally competent nursing workforce to provide care in a variety of settings to an aging and more diverse population with more chronic illnesses.

**Fostering Interprofessional Collaboration** — Promote a team-based approach to education and practice to improve the quality and coordination of health care.

Source: The Campaign for Action, a joint effort by the Robert Wood Johnson Foundation and the AARP, is working to put into action the recommendations in a 2010 Institute of Medicine report on the future of nursing.

# A VIEWER'S GUIDE

## GET INVOLVED AND TAKE ACTION

So what can you do to help harness nurses' potential? After you have viewed "Nurses" please join the conversation and share your thoughts. Here are some ways that you can help.

**Socialize** — Access and share "Nurses: Their Vital Role in Transforming Healthcare" among personal and professional networks. Start a digital dialogue about topics in the documentary. Write a blog post. **Share a Tweet: How are #nurses changing healthcare?** Check out the @JN NursingNotes film at [DiscoverNursing.com/NursesVital](http://DiscoverNursing.com/NursesVital) #NursesVital.

And, keep up-to-date in the social space by following the #NursesVital hashtag, visiting the Nursing Notes by Johnson & Johnson Facebook Page or the Campaign's website, [discovernursing.com](http://discovernursing.com).

**Get Connected** — Research online nursing resources for information and follow them on social media including the Johnson & Johnson Campaign for Nursing's Future - [discovernursing.com](http://discovernursing.com), the Robert Wood Johnson Foundation and AARP effort - [campaignforaction.org](http://campaignforaction.org), and the National Council of State Boards of Nursing - [ncsbn.org](http://ncsbn.org).

**Join the Conversation** — Ask questions and get answers by topic or by state, watch webinars and find events - [campaignforaction.org/community](http://campaignforaction.org/community).

**Take Action** — Contact your legislators regarding your state's laws governing nursing practice.

Get involved to make a difference at the local and state levels - [campaignforaction.org/states](http://campaignforaction.org/states).

Connect with other health care leaders in your community. Host an informal breakfast or luncheon and work together for changes in scope of practice regulations.

# A SPECIAL THANKS TO

## THOSE WHO HELPED MAKE THIS DOCUMENTARY POSSIBLE

Paula Agosto, MHA, RN  
Michael Apkon, MD, PhD, MBA  
Susan Bakewell-Sachs, PhD, RN, PNP-BC  
Elena Becker, RN, BSN  
Madeline Bell, BSN, MS  
Peter I. Buerhaus, PhD, RN, FAAN  
Geraldine 'Polly' Bednash, PhD, RN FAAN  
Tara Cortes, PhD, RN  
Amy Gramiak, RN, BSN  
Judith Haber, PhD, APRN, BC, FAAN  
Susan Hassmiller, PhD, RN, FAAN  
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Steve Arnold, APRN, MSN  
Kathy Pounds, RN, BSN  
Pam Farnham, RN  
Susan Kohl Malone, MSN, RN, NCSN,  
PhD candidate  
American Association of Colleges of Nursing  
American Hospital Association  
American Nurses Association  
American Organization of Nurse Executives  
Big Sandy Medical Center  
Gift of Life Foundation  
Institute of Medicine  
Josiah Macy Jr. Foundation  
National League for Nursing  
National Student Nurses' Association, Inc.  
Norwalk Hospital  
Nurse-Family Partnership National  
Service Office  
NYU College of Nursing  
Providence Sacred Heart Medical Center  
and Sacred Heart Children's Hospital  
Robert Wood Johnson Foundation  
The Children's Hospital of Philadelphia  
The College of New Jersey  
University of Connecticut Health Center  
University of Pennsylvania School of Nursing  
The University of Washington School of  
Nursing  
Vermont Blueprint for Health  
Washington State University College  
of Nursing  
Charlene A. Winters, PhD, APRN, ACNS-BC  
Deanna L. Babb, DNP, APRN, FNP, BC  
Sarah Barton

None of the people interviewed in this program were paid in cash or received any other value for their participation in this video.

# ABOUT THE CAMPAIGN

The Johnson & Johnson Campaign for Nursing's Future is a multi-year national initiative designed to enhance the image of the nursing profession, recruit new nurses and nurse faculty, and help retain nurses currently in the system. Launched in February 2002, the Campaign works in cooperation with professional nursing organizations, schools, hospitals and other health care groups to promote opportunities in nursing and increase awareness of the value of the nursing profession to our society and America's health care community. To learn more, visit the Campaign's comprehensive website at:

[www.discovernursing.com](http://www.discovernursing.com).

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