Celebrate the amazing nurses in your life

Nurses are often the first health care provider a patient meets. Whether they’re helping someone during a health crisis, involving the family in a patient’s care, or assisting with a medical treatment, nurses bring a wealth of medical knowledge, compassion and dedication to their jobs every day. The importance of nurses cannot be overstated, yet there is a shortage of nursing professionals in this country.

In the United States, approximately 850,000 registered nurses are expected to retire by the year 2020, according to Peter I. Buerhaus, Ph.D., registered nurse. Because of the shortage, nursing is a fast-growing occupation in the U.S., with the need for nurses outstripping supply.

In order to address the gap between nursing supply and demand, and encourage young people to join this dynamic and caring career, it is essential to have programs that support the role of nurses and the nursing profession. The Johnson & Johnson Campaign for Nursing’s Future is a decade-long effort to support the profession, recruit and retain nurses, and strengthen the nursing community.

The Johnson & Johnson Campaign for Nursing’s Future recently launched “Amazing Nurses 2013,” its third annual Amazing Nurses program. With this effort, the Campaign for Nursing’s Future publicly recognizes and celebrates the essential role that nurses play in patient care and the health care field. “Amazing Nurses 2013” gives patients, their families and communities the opportunity to nominate and vote on individual nurses and view their stories of dedication to healing.

“Our support for the nursing profession begins with aspiring nurses and continues throughout their professional career,” says Andrea Higham, director of The Johnson & Johnson Campaign for Nursing’s Future. “‘Amazing Nurses 2013,’ our national recognition program, is one of the many ways we honor nurses across America who work tirelessly to care for their patients and their families. Every year, we’re inspired by new stories about amazing nurses who impact countless lives with their skill and compassion.”

The Johnson & Johnson Campaign for Nursing’s Future, launched in 2002, is a national initiative to enhance the image of the nursing profession, recruit new nurses and nurse faculty and help retain nurses currently in the profession. For more than a decade, the Campaign for Nursing’s Future has worked 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. “Amazing Nurses 2013” extends these efforts by encouraging families, patients and communities to appreciate and recognize individual nurses.

Nominate an amazing nurse today. Nurses take care of and heal so many of us – now let your amazing nurse know how much you care, by going to www.facebook.com/jnjnursingnotes or www.amazingnurses.com and completing the nomination form. “Amazing Nurses 2013” can also be followed on Twitter at @JNJNursingNotes and #AmazingNurses.