



## About The Johnson & Johnson Campaign for Nursing's Future

### Campaign Overview

In 2002, a severe nursing shortage challenged U.S. hospital and healthcare customers. Grounded in its Credo values, Johnson & Johnson took a leadership position and launched the Johnson & Johnson *Campaign for Nursing's Future*. The *Campaign* is a multi-year, \$50 million national initiative designed to enhance the image of the nursing profession, recruit new nurses and nurse faculty, and help retain nurses currently in the profession. While still maintaining the original focus, the *Campaign* has evolved over the years to include an additional focus on solving new issues such as the need for better access to healthcare, desire to expand the quantity and quality of the nursing workforce, and need for more capacity within nursing schools.

Over the past nearly 15 years, the *Campaign* has received numerous accolades from organizations such as the American Hospital Association, National League for Nursing, American Association of Colleges of Nursing, the National Student Nurses' Association and UCLA School of Nursing. In addition the *Campaign* earned the 2004-2005 Ron Brown Award for Corporate Leadership for demonstrating a deep commitment to innovative initiatives that empower employees and communities, as well as advance strategic business interests. And most recently, our trio of national television advertising commercials, "Nurses Heal", was awarded a silver Effie for incorporating an insightful communications strategy and outstanding creative. In March 2016, Johnson & Johnson and its *Campaign for Nursing's Future* was recognized with a Jonas Award for Advancing Nursing and Global Health in recognition of the *Campaign's* contributions to the nursing profession and healthcare. The [Jonas Center](#) is dedicated to building the effectiveness of America's professional nurses and deploys philanthropy to advance the nursing profession through grants and programs.

### The Campaign for Nursing's Future Outcomes

- Contributed to an increase in enrollment in entry-level baccalaureate nursing programs, which equates to more than 175,000 new nursing graduates (more than double) since 2002, according to the American Association of Colleges of Nursing (AACN)
- Contributed to a 62 percent increase in the number of young nurses (ages 23-26) entering the field between 2002 and 2009, according to a 2011 article published in *Health Affairs*
- One of the key factors that helped boost interest in the nursing profession over the last 10 years, according to a 2013 article published in the *New England Journal of Medicine*
- Provided an additional \$30 million to nursing communities in the form of scholarships, faculty fellowships and grants to help alleviate the shortage

Developed and sustained with the assistance of an advisory panel of national nursing organizations, the *Campaign for Nursing's Future* includes:

### Scholarship, Grant and Fundraising Commitments

A major goal of the *Campaign* is to raise funds for regional nursing communities. [Promise of Nursing galas](#), hosted by the *Campaign* and held across the country, and other regional events have raised more than \$20 million in nursing scholarships and grants, faculty fellowships and program expansion grants for schools of nursing across the U.S. to support nursing education. In partnership with the Foundation of the National Student Nurses' Association, the funds are awarded in cities and regions where the nursing



shortage is most acute. As part of its Promise of Nursing galas, the *Campaign* sponsors a Promise of Nursing Video Challenge, encouraging local nurses and nursing students to capture their passion about nursing on camera. In addition, the *Campaign* supports a variety of innovative regional programs that promote nursing, including sponsoring nursing camps for elementary and high school students.

### **Continuing Education**

As part of a long-standing commitment to care for frontline healthcare workers around the world as the Ebola crisis continues, the Johnson & Johnson *Campaign for Nursing's Future* announced a partnership with [Nurse.com](#) during fall 2014 to launch a [continuing education campaign](#) on Ebola risks and protocols available to every nurse in America, free of charge. Since November 2014, more than 70,000 nurses have completed the Ebola preparedness course on Nurse.com, supported by the Johnson & Johnson *Campaign for Nursing's Future*. The complimentary course equips nurses across the U.S. with important information about recognizing, preventing and combatting the virulent disease. The educational resources include a digital continuing education course, latest news about Ebola and other resources.

For more than a decade, the *Campaign* has partnered with Nurse.com, a leading provider of CE for nurses in the U.S., to bring vital learning opportunities to the nation's largest group of healthcare providers. Together, both organizations have provided CE programming to nurses on topics ranging from career and leadership development to response to natural disasters. For example, when an earthquake hit Haiti in 2010, the *Campaign* worked with Nurse.com to provide a timely series of CE courses to assist nurses who wanted to respond to the devastation. Similarly, the *Campaign* supported Nurse.com CE activities to help nurses learn about the treatment of injuries following the destructive tsunamis in Japan in 2011 and the Philippines in 2013. Nearly 84,000 hours of CE credit were awarded to nurses for these special learning activities, and 500,000 CE contact hours to date have been earned by nurses through a partnership with Nurse.com.

### **Nurse Educator Initiatives**

In response to a critical shortage of faculty across nursing schools, the *Campaign* has expanded its emphasis on nurse faculty recruitment and retention. In September 2007, the *Campaign* and the American Association of Colleges of Nursing launched the [Minority Nurse Faculty Scholarship](#) to alleviate the growing shortage of nurse educators and promote diversity through financial and professional support to full-time minority students enrolled in graduate nursing programs who plan to work as nursing faculty upon graduation.

Additionally, career development opportunities are available to less experienced faculty who participate in the [National League for Nursing's \(NLN\) Leadership Institute](#), a joint effort between the *Campaign* and the NLN Foundation for Nursing Education designed to use mentoring to enhance leadership skills. Television, print and interactive advertising featuring real nurse educators also help promote faculty recruitment and retention.

### **Recruitment Resources**

Since its launch, the *Campaign* has distributed more than 32 million pieces of recruitment materials in English and Spanish, including brochures, posters and videos, to many junior high schools, career centers and community health centers, as well as to every high school, nursing school, hospital and nursing

- [DiscoverNursing.com](#) • [Facebook.com/JNJNursingNotes](#) • [Twitter.com/JNJNursingNotes](#) • [Pinterest.com/JNJNursingNotes](#) • [YouTube.com/JNJDiscoverNursing](#)



organization in the country – attracting more than 750,000<sup>1</sup> men and women to join the profession. The educational brochures, which are available on the *Campaign's* website listed below, focus on nursing specialties including public health nursing, nurse educators, long-term care nursing, visiting nursing and school nursing. These brochures provide information for those interested in what these types of nurses do, educational requirements, professional associations and other helpful resources.

The *Campaign's* national commercial advertisements (which can be found on its [Discover Nursing Channel on YouTube](#)) have successfully motivated more young adults to think about nursing as a career option, including 24 percent of 18 to 24-year-olds<sup>2</sup>.

### Communication and Social Media

Distributed to more than 75,000 recipients throughout the country, *Nursing Notes* is the *Campaign's* award-winning, twice-monthly e-digest featuring stories of nurses who are creating improved patient outcomes and transforming the new standard of care. The *Campaign* also produces “[Nursing Notes Live](#),” a podcast supplement to *Nursing Notes*. “Nursing Notes Live” delivers exclusive interviews and news segments that provide further insight on content and specialties featured in each *Nursing Notes* issue. The series airs two new episodes each month, which are available for download through the podcast section on iTunes and [DiscoverNursing.com](#).

The *Campaign* also has an active social media presence, providing exclusive content and encouraging discussion and interaction with nurses via its [Nursing Notes by Johnson & Johnson Facebook Page](#), [Twitter handle, @JNINursingNotes](#) and [JNINursingNotes Pinterest Page](#). The *Campaign* maintains a robust repository of media assets on its [Discover Nursing YouTube Channel](#) including Day in the Life video vignettes, patient perspectives and other learning resources. Most recently during National Nurses Week 2016, the *Campaign* launched a new video series – “Nurse Effect” – showcasing real-life stories which demonstrate the inspirational and powerful relationship between a patient and nurse.

In 2011, the *Campaign* released [three new television commercials](#) spotlighting real nurses in the emergency room, hospice care and pediatric settings. The spots focus on the important role that nurses play for their patients – both physically, as well as emotionally. In May 2013, the “Nurses Heal” suite of spots were awarded a Silver Effie, for incorporating an insightful communications strategy, impactful creative and results to prove effectiveness.

### Comprehensive Website

The *Campaign* features a comprehensive website – [www.DiscoverNursing.com](#) – for individuals who are interested in pursuing a career in nursing. DiscoverNursing.com contains searchable links to hundreds of nursing scholarships and more than 1,700 accredited nursing educational programs, funding resources, and information on more than 100 specialties and career paths for those with nursing degrees. Profiles of real nurses can also be found on the site.

### Customer and Career Education

The *Campaign* provides internal support to the Johnson & Johnson Operating Companies in a variety of ways: by partnering with the Johnson & Johnson Family of Consumer Companies and the CVS

<sup>1</sup> According to the American Academy of Colleges of Nursing (AACN)

<sup>2</sup> According to a 2002 Harris poll



MinuteClinic to sponsor the [2015-2016 CVS "TOGETHER WE CARE®" Nurse Practitioner Scholarship Program](#) to strengthening the relationship between Health Care Systems and Veterans Affairs in sharing information from the VA about PTSD on the *Campaign's* website, [discovernursing.com](http://discovernursing.com).

One of the major achievements in providing internal company support has been the establishment of an advisory panel consisting of representatives from throughout the Enterprise. This panel meets biannually in a summit forum for the purpose to inform, discuss and integrate programs on nursing education, nurse advocacy and nurse development. The *Campaign* also works collaboratively with the Nursing Innovation Council of Excellence (NICE) Employee Resource Group within Johnson & Johnson.

In 2015, the *Campaign* created a [Nursing Career Resource Guide](#) to help nursing leadership, nurses and nursing students navigate the many resources the *Campaign* offers – all in one convenient location and one easy-to-navigate downloadable document. The Nursing Career Resource Guide aims to share information and resources by nursing organizations, schools, hospitals and other health care groups to help provide opportunities for students, nurses and educators alike.

In April 2010, the *Campaign* launched [Your Future in Nursing](#), an interactive training program designed to offer first-year nurses a risk-free experience of what to expect on the job. *Your Future in Nursing* was developed in part because of the success of the “Virtual Nurse Manager” CD-ROM, which was created with the help of a team of real nurse managers and executives and features real-life scenarios to provide leadership training for newly-promoted nurse managers.

#### **Supporting the Profession/Nurse Recognition**

As part of ongoing efforts to engage communities and to promote an active dialogue about nursing, the *Campaign* premiered “**Nurses: Their Vital Role in Transforming Healthcare**” during fall 2014. The center of the “Nurses” program is a one-half-hour documentary narrated by Joan Lunden which explores the impact of nurses on our nation’s healthcare system, in our community, on patients and their families and of course, on the nurses themselves. The film looks at the role of nurses on the front lines of healthcare, as well as the backbone of patient treatment. We see how their observational skills, advanced knowledge, interventions and compassionate care help patients manage their medical needs. In addition, innovations in healthcare spearheaded by the nursing professions are examined and how nurses can take a seat at the table and be leaders in improving patient outcomes and reducing healthcare costs in the future. View the documentary here: [www.DiscoverNursing.com/NursesVital](http://www.DiscoverNursing.com/NursesVital)

During National Nurses Week 2016, in partnership with Nurse.com, the *Campaign* launched “The Transformers,” a content series highlighting the ways in which advanced practice nurses (APNs) are transforming healthcare delivery in the U.S. The series focuses on inspirational profiles and Q&As of APNs whose practice enhances traditional nursing roles in such areas as chronic disease management, transitional care, prevention activities, health coaching and quality improvement.

In 2014, Nurse.com and the *Campaign* partnered to launch [The Next Shift: Nurturing Tomorrow's Nurses](#), which offers seasoned RNs the opportunity to use storytelling to make a difference in the growth of their younger colleagues. Their stories help ensure the passion they’ve felt for their profession and their patients will live on in the nurses who one day will take their place.



To commemorate the *Campaign's* 10<sup>th</sup> Anniversary celebration in 2012, nurses and student nurses from around the world were invited to submit their photos online to be part of ***The Art of Nursing: A Portrait of Thanks Mosaic Project***, a unique mosaic image which celebrated the nursing profession. For every photo uploaded the *Campaign* also donated \$1 to the Foundation of the National Student Nurses' Association to help fund nursing student scholarships. The final mosaic was unveiled during fall 2012.

In a continued effort to celebrate and recognize nurses, the *Campaign* launched the "**Amazing Nurses**" program in July 2011, which ran for three consecutive years. The national recognition initiative invited the public to submit nominations and vote for nurses who demonstrated and provide extraordinary care and make a difference every day in the lives of others. The following nurses were selected by the public as "Amazing Nurses":

- 2013: **Gloria Kindzeka, RN**, Pediatric Homecare nurse at Hiawatha Home Care, Coon Rapids, Minn.;
- 2012: **Ann Coyle, RN, BA**, Neonatal Intensive Care nurse at Virtua Voorhees Hospital in Voorhees, NJ;
- 2011: **Lillian Shockney, RN, BS, MAS**, administrative director of the Johns Hopkins Breast Clinical Programs

During National Nurses Week 2011, the *Campaign* launched its first ever mobile app, **Happy Nurse™**, which was developed in recognition of the need for nurses to decompress and unwind. The title of the game recognizes that nurses must attend to their own well-being to be able to better provide for their patients. Happy Nurse™ is available through multiple channels, including online at [www.DiscoverNursing.com/HappyNurseGame](http://www.DiscoverNursing.com/HappyNurseGame) or on an iPod touch, iPhone or iPad via the [iTunes App Store](#).

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