



The Johnson & Johnson Campaign for Nursing's Future

QUICK FACTS

- The Johnson & Johnson *Campaign for Nursing's Future*, a multi-year, \$50 million national initiative was launched in February 2002 to enhance the image of the nursing profession, recruit new nurses and nurse faculty, and help retain nurses currently in the profession. The *Campaign* celebrated its 10th anniversary in 2012.
- 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.
- According to an article published in the *New England Journal of Medicine* in April 2013, the Johnson & Johnson *Campaign for Nursing's Future* is cited as one of several major factors that have helped boost interest in the nursing profession since 2002.
- In 2011, the *Campaign* received the inaugural Nurse 21 *Corporate/Foundation Award of Excellence* from the UCLA School of Nursing due to its groundbreaking and far reaching efforts that transformed nursing science. Previously, the National League for Nursing (NLN) bestowed its prestigious *President's Award for Transforming the Image of Nursing* to the *Campaign* in 2010 for its continued work to provide a positive image of nursing.
- The *Campaign* features a comprehensive website: www.DiscoverNursing.com for individuals who are interested in pursuing a career in nursing.
 - [DiscoverNursing.com](http://www.DiscoverNursing.com) is the number one ranked nursing site and features a "responsive" design meaning the content of the site morphs based on how the web experience is being accessed. It contains searchable links to hundreds of nursing scholarships, more than 1,700 accredited nursing educational programs and information on more than 100 specialties and career paths for those with nursing degrees. To date, the site has seen 3 million total visits from 2.5 million unique visitors.
 - 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.
- 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.



- In 2010, the *Campaign* launched the [Nursing Notes by Johnson & Johnson Facebook Page](#), which provides Facebook-exclusive content – including articles, photos and videos – and serves as an extension of *Nursing Notes*, encouraging discussion and interaction among Page fans and *Nursing Notes* readers.
 - In 2012, the *Campaign* launched its [Twitter handle, @JNJNursingNotes](#), to help expand its social media presence and highlight *Nursing Notes*-related information, *Campaign* initiatives and other relevant nursing-related information.
 - In 2014, the *Campaign* further enlarged its social presence with a page and relevant content boards on [Pinterest](#).
 - The *Campaign* launched its podcast series “[Nursing Notes Live](#)” in 2010 as an audio extension of *Nursing Notes*. “Nursing Notes Live” delivers exclusive interviews and news segments that provide further insight on content and specialties featured in *Nursing Notes*. The series airs two new episodes each month hosted by nurse and podcast producer, Jamie Davis, and can be found in the [podcast section on iTunes](#) and [DiscoverNursing.com](#).
 - 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**” in 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
 - 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 or on an iPod touch, iPhone or iPad via the [iTunes App Store](#).
 - The *Campaign* launched the “**Amazing Nurses**” program in 2011, which ran consecutively for three years. The national recognition initiative invites the public to submit nominations and vote for nurses who demonstrate 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
- www.DiscoverNursing.com ● [Facebook.com/JNJNursingNotes](https://www.facebook.com/JNJNursingNotes) ● [Twitter.com/JNJNursingNotes](https://twitter.com/JNJNursingNotes) ● [Pinterest.com/JNJNursingNotes](https://www.pinterest.com/JNJNursingNotes) ● [YouTube.com/JNJDiscoverNursing](https://www.youtube.com/JNJDiscoverNursing)



Breast Clinical Programs, who was selected as the inaugural Amazing Nurse for her significant contributions and inspiring dedication to nursing.

- The *Campaign* has worked with numerous healthcare partners to host [Promise of Nursing galas](#) and other regional events and has raised \$20 million for undergraduate student scholarships, nurse educator fellowships and nursing school grants in cities/regions where the nursing shortage is most acute.
 - Since 2003, 35 Promise of Nursing galas have been held across the country, including those in Arizona, California, Georgia, Florida, Illinois, Maryland, Massachusetts, Michigan, New Jersey, New York, Pennsylvania, South Carolina, Tennessee, Texas and Washington.
- 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](#) in 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.
- The *Campaign* launched a new training program, [Your Future in Nursing](#), in April 2010. The interactive training tool is 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 in 2006 and made available to every U.S. hospital. The program features six different "scenarios" which challenge nurse managers to learn everything from time management to conflict resolution and more effectively dealing with staffing shortages.
- Our two-minute DVD, "**Nurse Educators, Shaping the Minds That Save Lives,**" has been distributed to every nursing school in the U.S.
- A series of educational brochures focusing on nursing specialties, including public health nursing, nurse education, long term care nursing, visiting nursing and school nursing, are available via the *Campaign* website. These brochures provide information for those interested in certain information on what these nurses do, education requirements, professional associations and other helpful resources.



- Many useful multi-media assets are housed on the *Campaign's* [Discover Nursing YouTube Channel](#), including a specially developed series of “[Day in the Life](#)” videos featuring short vignettes depicting a typical day in the lives of real nurses in the following specialties: visiting nursing, oncology nursing, general nursing, nurse education, pediatric, public health nursing and emergency room (ER) nursing among others. 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.
- Additionally, in 2011, the *Campaign* released [three new television commercials](#) spotlighting real nurses in the emergency room, hospice care and pediatric settings. The “Nurses Heal” spots focus on the important role that nurses play for their patients – both physically, as well as emotionally.
- Since the *Campaign's* inception, **more than 32 million pieces of recruitment/retention materials** in both English and Spanish have been circulated to junior high schools, career centers and community health centers across the country and to every high school, nursing school, hospital and nursing organization—attracting more than 750,000¹ people into the profession.
 - A 2003 survey of United States nursing schools found that 84 percent of those institutions that received *Campaign* recruitment materials experienced an increase in applications and enrollment.
 - [Campaign television commercials](#) have successfully motivated more young people to think about nursing as a career option, including 24 percent of 18 to 24-year-olds (Source: 2002 Harris poll).
 - More than 2 million coloring books, called “You Can Be a Nurse,” are available in English and Spanish and book covers, a website and video featuring The Nursing Gang™, an animated group of pre-teens created to interest nine- to 11-year-olds in the nursing profession, have been distributed to children worldwide.

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¹ According to the American Academy of Colleges of Nursing (AACN)