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THE JOHNSON & JOHNSON CAMPAIGN FOR NURSING'S FUTURE RAISES FUNDS FOR TENNESSEE NURSING SHORTAGE
Promise of Nursing Gala Raises \$350,000 for Nursing School Students, Faculty, Programs

NASHVILLE, TENN. (March 10, 2006) – To help ease Tennessee's growing shortage of nurses, a statewide coalition of hospitals, nursing schools and nursing organizations joined Johnson & Johnson for the *Promise of Nursing for Tennessee* gala. More than 425 local nurses and health care professionals attended the event yesterday at the Renaissance Nashville Hotel to celebrate the nursing profession while raising funds to relieve the shortage.

The *Promise of Nursing for Tennessee* gala, sponsored by The Johnson & Johnson Campaign for Nursing's Future, raised \$350,000, with 100 percent of the proceeds going toward regional nursing school grants, faculty fellowships and student scholarships. This was the second event for Tennessee since the program's inception. Funds raised at the 2004 gala supported 32 student scholarships, 11 faculty fellowships and 11 grants for nursing schools throughout the state. Nursing student scholarships and faculty fellowships are granted to qualifying applicants for the duration of their program.

"Tennessee is experiencing a nursing shortage that will only intensify as the demand for health care increases," said Dr. Peter Buerhaus, Valere Potter professor of nursing and senior associate dean for research at Vanderbilt University School of Nursing. "In spite of employment growth within the nursing profession, we continue to face a projected

shortage due to the expected growth in population coupled with a soon-to-retire baby boomer generation – currently the largest portion of the nursing workforce.”

“As Tennessee has greater success marketing itself as a retirement destination, the state’s aging population will place an even greater demand on quality health care. We need programs and events like The Promise of Nursing for Tennessee to expand awareness of the profession of nursing, as well as create scholarship opportunities for future nursing students,” says Stephen C. Reynolds, president and CEO, Baptist Memorial Health Care.

According to a 2004 report issued by the Health Resources and Services Administration (HRSA) Tennessee will experience a projected shortage of more than 13,000 Registered Nurses (RNs) this year, increasing to more than 35,000 by 2020. Current projections show that the state will be able to meet only 53 percent of the demand for RNs by 2020.

“We are facing the most profound nursing shortage in history, and Tennessee is feeling the impact,” said Curt M. Selquist, company group chairman, Johnson & Johnson Health Care Systems Inc. “The nursing shortage demands a collective effort such as this to enhance the image of the nursing profession, recruit and retain nurses, and attract nursing educators.”

Since 2002, the *Promise of Nursing* galas have raised more than \$8 million nationwide. Additional galas for 2006 include Seattle, March 29, Southern California, April 27 and Houston in the Fall.

For additional information on *The Promise of Nursing for Tennessee* or other upcoming galas, please email NursingFundraisingEvent@hcsus.jnj.com.

The organizations that comprise *The Promise of Nursing for Tennessee* Steering Committee are: Baptist Memorial Health Care Corp., Blount Memorial Hospital, BlueCross BlueShield of Tennessee Community Trust, College of Nursing at the University of Tennessee Health Science Center, Covenant Health, Erlanger Health System, LifePoint Hospitals, Methodist Healthcare, Memphis, Middle Tennessee Medical Center, Mountain States Health Alliance, National HealthCare Corporation, Parkwest Medical Center/Methodist Medical of Oak Ridge, Saint Francis Hospital, Tennessee Center for Nursing, Tennessee Hospital Association, Tennessee Nurses Association & Foundation, UBI Healthcare, Union University/West Tennessee Healthcare, Vanderbilt University Medical Center, Vanderbilt University School of Nursing, Wellmont - King College School of Nursing.

ABOUT THE PROMISE OF NURSING

The Promise of Nursing for Tennessee gala is part of a public-awareness campaign -- The Johnson & Johnson *Campaign for Nursing's Future* -- launched by Johnson & Johnson in February 2002. The multi-year, \$30 million campaign is designed to enhance the image of the nursing profession, recruit new nurses and nurse faculty, as well as help retain nurses currently in the profession. Working in cooperation with various professional

nursing organizations, schools, hospitals and other health care groups and providers, the Campaign focuses on promoting opportunities within nursing as well as increasing awareness of the value of the nursing profession to our overall society and health care community.

In January 2006, the *Campaign for Nursing's Future* accepted the Ron Brown Award for Corporate Leadership on behalf of Johnson & Johnson. The Ron Brown Award for Corporate Leadership is the only presidential award to honor companies for the exemplary quality of their relationships with employees and communities. Johnson & Johnson was one of three companies this year to receive this prestigious award established in honor of the late U.S. Secretary of Commerce Ron Brown.

ABOUT JOHNSON & JOHNSON

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