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THE JOHNSON & JOHNSON CAMPAIGN FOR NURSING'S FUTURE RAISES FUNDS FOR WASHINGTON NURSING SHORTAGE
Promise of Nursing Gala Raises \$510,000 for Nursing School Students, Faculty, Programs

SEATTLE, WASH. (March 30, 2006) – To help ease Washington's growing shortage of nurses, a statewide coalition of hospitals, nursing schools and nursing organizations joined Johnson & Johnson for the *Promise of Nursing for Washington* gala. More than 650 local nurses and health care professionals attended last night's event at the Seattle Westin Hotel to celebrate the nursing profession while raising funds to help relieve the shortage.

"The shortage of registered nurses in Washington and across the country impacts each and every one of us," said Scott Armstrong, CEO of Group Health Cooperative in Seattle, Wash. "In Washington alone there is a need for at least 1,900 hospital nurses. As a result of the shortage emergency rooms are unable to handle all the patients they receive, elective surgeries are cancelled and care cannot be delivered, as it is needed. This problem needs the help of the entire community and our business leaders. Collectively, we can step up to the plate and solve the nursing shortage."

The collaborative efforts of the state's health care organizations along with The Johnson & Johnson *Campaign for Nursing's Future*, raised \$510,000 at last night's event, with 100 percent of the proceeds going toward regional nursing school grants, faculty fellowships and student scholarships. Nursing student scholarships and faculty fellowships are granted to qualifying applicants for the duration of their program.

“It’s great that we are seeing a significant increase in interest in the nursing profession, but there’s still much work to be done to alleviate the very acute faculty shortage that our nursing schools are experiencing,” says Dorothy Detlor, dean and professor, Washington State University Intercollegiate College of Nursing. “Funds raised through events like the Promise of Nursing for Washington help support nursing schools and colleges to provide the educational programs needed to prepare the next generation of nurses.”

According to the Health Resources and Services Administration, by the year 2020, Washington is expected to suffer a nursing shortfall of 56 percent, or 26,000 nurses.

“Washington is experiencing a growing nursing shortage that will only intensify as the demand for health care increases,” said Patty Mulhern, chief nursing officer of Visiting Nurse NW. “Nurses are a critical part of patient care, and I’m thankful for the generous support of Johnson & Johnson in their efforts to honor the nursing profession.”

“With the aging baby boomer population, the nursing shortage in this country is of critical concern as it impacts the quality of health care now and in the coming years,” said Curt M. Selquist, company group chairman, Johnson & Johnson Health Care Systems Inc. “The state of Washington is a region that is impacted by the nursing shortage and collective efforts such as this event can enhance the image of the nursing profession, recruit and retain nurses, and attract nurse educators to help mitigate the shortage.”

Since 2002, the *Promise of Nursing* galas have raised more than \$8 million nationwide. The final gala for 2006 will take place in Southern California on April 27. For additional information on *The Promise of Nursing for Washington* or other upcoming galas, please email NursingFundraisingEvent@hcsus.jnj.com.

The organizations that comprise *The Promise of Nursing for Washington* Steering Committee are: Children’s Hospital and Regional Medical Center; Gonzaga University Department of Nursing; Group Health Cooperative; Health Work Force Institute at the Washington State Hospital Association; Home Care Association of Washington; Kennewick General Hospital; Kindred Hospital Seattle; Mark and Huldah Buntain School of Nursing, Northwest University; Mid-Valley Hospital; MultiCare Health System; Northwest Organization of Nurse Executives; Planned Parenthood of Western Washington; Providence St. Peter Hospital; Seattle Cancer Care Alliance; Seattle Pacific University School of Health Sciences; Seattle University College of Nursing; Swedish Health Services; UFCW Local 141 USNU; University of Washington Medical Center; University of Washington Tri-campus Nursing: Bothell, Seattle, Tacoma; Virginia Mason Medical Center; Visiting Nurse Services of NW; Washington Center for Nursing; Washington State Nurses Association; Washington State Nurses Foundation; and Washington State University Intercollegiate College of Nursing.

ABOUT THE PROMISE OF NURSING

The Promise of Nursing for Washington 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.

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