



## The Johnson & Johnson Campaign for Nursing's Future 2007 Campaign Overview

*The Johnson & Johnson Campaign for Nursing's Future* 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. Launched in February 2002, the Campaign works 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 to our society and America's health care community.

In 2006, the Campaign was awarded the 2004-2005 Ron Brown Award for Corporate Leadership. The Award is presented to companies that have demonstrated a deep commitment to innovative initiatives that not only empower employees and communities, but also advance strategic business interests.

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

### ➤ **Print, Television and Interactive Advertising**

- ✓ The Campaign features print, television and interactive advertising in English and Spanish including a new advertising Campaign, which launched in May 2007, to salute America's nurses and their contributions to health care, as well as enhance the image of the profession and recruit new nurses.
- ✓ By featuring real nurses in action, the Campaign commercials have been successful in stimulating more young people to think about nursing as a career option. A 2002 Harris poll found that 46 percent of young people ages 18-24 say they recall the advertising. Twenty-four percent of those who have discussed going into a nursing career said the commercials were a factor in their consideration.

### ➤ **Comprehensive Web Sites**

The Campaign features two comprehensive web sites, including: [www.discovernursing.com](http://www.discovernursing.com) for individuals who are interested in pursuing a career in nursing, and the newly launched [www.campaignfornursing.com](http://www.campaignfornursing.com), designed to address nurse and nurse faculty retention and professional development.

- ✓ Discovernursing.com contains searchable links to hundreds of nursing scholarships and more than 2,000 accredited nursing educational programs, funding resources and tips on loans and scholarships, and information on more than 100 specialties and career paths for those with nursing degrees. The site has hosted more than **4 million** unique visitors who have spent an average of **10-12 minutes exploring the site with more than 12 million page views**.
- ✓ In September 2004, the campaign launched The Nursing Gang™ to excite children ages 9-11 about the nursing profession. This animated group of pre-teens helps children learn more about nurses through games, nursing trivia and interactive workshops. One million Nursing Gang calendars and book covers have been

distributed to middle schools across the United States and a special section of discovernursing.com is dedicated to The Nursing Gang™.

- ✓ Since the discovernursing.com launched, there have been more than 10,000 emails from nurses, nursing students and people interested in the profession. Due to popular demand, the discovernursing.com was redesigned and relaunched in November 2006 and now features more than 100 specialties and career paths for those with nursing degrees and expanded profile and materials sections.
- ✓ A new web site, campaignfornursing.com, is devoted to nurses and nurse faculty, and contains a searchable database of scholarships and fellowships for degree completion and graduate studies, as well as provides tips, information and resources for specialized training and professional development.

#### ➤ **Scholarship, Grant and Fund-raising Commitments**

- ✓ A major goal of *The Johnson & Johnson Campaign for Nursing's Future* is to raise funding for regional nursing communities. **More than \$12 million** have been raised to-date and are being used for undergraduate student scholarships, nurse educator fellowships, and nursing school grants to enable these schools to expand their programs, thereby educating more nurses.
- ✓ To raise these new scholarship funds, *The Johnson & Johnson Campaign for Nursing's Future* joins with local health care partners to host *The Promise of Nursing* galas in cities and regions where the nursing shortage is most acute. To-date, more than 27 *Promise of Nursing* events have been held across the country including those in Arizona, California, Georgia, Florida, Illinois, Michigan, Massachusetts, New Jersey, New York, Pennsylvania, Tennessee, Texas, and Washington.

#### ➤ **Career Education/Recruitment Tools**

- ✓ Since inception, *The Johnson & Johnson Campaign for Nursing's Future* has distributed **more than 15 million pieces** of recruitment materials in English and Spanish including brochures, posters and videos to every high school, nursing school, hospital and nursing organization in the country. Many junior high schools, career centers and community health centers also received the materials.
- ✓ The Campaign released the "**Virtual Nurse Manager**" CD-ROM, which provides leadership training for newly-promoted nurse managers. This program, developed by real nurse managers and executives, features interactive multiple choice scenarios that challenge new nurse managers to learn everything from time management to conflict resolution to working with a staff. In addition, the program is supplemented with video of real-life nurse managers sharing personal advice about the profession.
- ✓ To continue its outreach to children about the advantages of a nursing career, the Campaign developed The Nursing Gang™ music video featuring an animated group of pre-teens. The video has helped generate awareness of the nursing profession and has served as a tool to help educate a younger audience—children ages 9-11. A DVD was distributed to every school nurse nationwide to teach children about nursing and spark their interest in the profession.
- ✓ A 2003 survey of U.S. nursing schools found that 84 percent of those institutions that received Campaign recruitment materials experienced an increase in applications and enrollment.

➤ **Nursing Retention**

- ✓ *The Johnson & Johnson Campaign for Nursing's Future* is working with the American Hospital Association, the Robert Wood Johnson Foundation and many other partners to address key aspects of the retention issue. This includes developing new leadership and communication training for newly promoted nurse managers and mentoring programs for new nurses.

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