



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 2002 to enhance the image of the nursing profession, recruit new nurses and nurse faculty, and help retain nurses currently in the profession.
- Since its inception, more than 15 million pieces of recruitment materials in English and Spanish have been distributed to junior high schools, career centers and community health centers, and to every high school, nursing school, hospital and nursing organization in the country—attracting more than 500,000 people into 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.
- Campaign 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).
- A comprehensive web site, www.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 hosts more than four million unique visitors who spend an average of 10-12 minutes exploring the site.
- The Campaign has worked with health care partners to raise more than \$12 million for undergraduate student scholarships, nurse educator fellowships, and nursing school grants in cities/regions where the nursing shortage is most acute.
- Funds raised at Promise of Nursing galas have supported 800 renewable student scholarships, 250 renewable faculty fellowships and 150 nursing school grants.
- Since 2003, more than 27 Promise of Nursing galas 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.
- One million calendars and book covers, featuring The Nursing Gang™, an animated group of pre-teens created to interest 9 to 11-year-olds in the nursing profession, have been distributed to middle schools across the United States.
- In 2006, the Campaign received 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.