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**MASSACHUSETTS MOBILIZES IN RESPONSE
TO NURSING SHORTAGE CRISIS**

***Promise of Nursing Gala Raises More Than \$700,000 for Nursing School Students,
Faculty and Programs***

BOSTON (March 15, 2007) – As part of its ongoing commitment to help alleviate the nursing shortage in Massachusetts, The Johnson & Johnson *Campaign for Nursing's Future* returned to Boston for the third time to raise funds that will help ease the shortage throughout the region. In collaboration with local health care organizations, the Campaign raised more than \$700,000 at last night's event, with 100 percent of the proceeds going toward regional nursing school grants, faculty fellowships and student scholarships.

Since 2003, *Promise of Nursing for Massachusetts* events have raised nearly \$2 million, with student scholarships and faculty fellowships being granted to qualifying applicants for the duration of their program.

"Although Massachusetts has experienced one of the most severe nursing shortages in its history, recently we've seen an increase in the number of people entering the profession," says Jeanette Ives Erickson, R.N., M.S., senior vice president for Patient Care and chief nurse, Massachusetts General Hospital and chair of the event. "Continuing our efforts with campaigns like Johnson & Johnson's that enhance the image of nursing and provide

scholarships for students will ensure that our patients receive the best and safest care possible now and into the future."

Nearly 1,000 area nurses and health care professionals from regional hospitals and institutions attended last night's event at The Westin Copley Place to celebrate the nursing profession.

"We remain deeply committed to the nurses in this region and continue to support efforts that will help alleviate the Massachusetts nursing shortage," said Andrea Higham, director, The Johnson & Johnson Campaign For Nursing's Future. "This event is a wonderful example of how we can work together to continue to enhance the image of the nursing profession, recruit and retain nurses, and attract nurse educators to help resolve the shortage."

According to the Health Resources and Services Administration (HRSA), an arm of the U.S. Department of Health and Human Services, Massachusetts health care providers will experience a 41 percent vacancy rate in nursing positions by the year 2020, requiring more than 36,000 nurses to provide adequate patient care.

"Massachusetts is feeling the squeeze of the nursing shortage," said Greer Glazer, dean of the College of Nursing and Health Sciences at the University of Massachusetts Boston. "Sufficient nurse educators and progressive programs are critical to providing the tools our nursing students need to become skilled nurses and ensure a thriving nursing workforce in the future. Events like *The Promise of Nursing for Massachusetts* demonstrate how much we can accomplish together to help ease this growing problem."

The Massachusetts nursing shortage mirrors a national shortfall, and in its effort to reduce the gap in local communities across the country, Johnson & Johnson has hosted similar fund-raising galas over the past four years, generating more than \$9 million. Additional galas for 2007 include Gulfport, Miss.; Portland, Ore.; and Philadelphia.

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

The organizations that comprise *The Promise of Nursing for Massachusetts* Steering Committee are: Baystate Medical Center, Beth Israel Deaconess Medical Center, Boston College William F. Connell School of Nursing, Boston Medical Center, Brigham and Women's Hospital, Cambridge Health Alliance, Caritas Christi Health Care, Children's Hospital Boston, Dana-Farber Cancer Institute, Faulkner Hospital, Hallmark Health System, Inc., HEALTHSOUTH and Fairlawn Rehabilitation Hospital, Massachusetts Center for Nursing, Massachusetts College of Pharmacy & Health Sciences, Massachusetts Eye and Ear Infirmary, Massachusetts General Hospital, Massachusetts Hospital Association, Massachusetts Organization of Nurse Executives, MGH Institute of Health Professions, Mount Auburn Hospital, Newton-Wellesley Hospital, Northeastern University School of Nursing, North Shore Medical Center, Saints Medical Center, Southcoast Hospitals Group, South Shore Hospital, Spaulding Rehabilitation Hospital

Network, Tufts-New England Medical Center, and University of Massachusetts Boston, College of Nursing & Health Sciences.

ABOUT THE PROMISE OF NURSING

The Promise of Nursing for Massachusetts 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 in 2006 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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