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

*Promise of Nursing for Pennsylvania Gala Raises More Than \$550,000 for Nursing School Students, Faculty and Programs*

**PHILADELPHIA (March 12, 2008)** – As part of its ongoing commitment to help alleviate the growing nursing shortage in Pennsylvania, The Johnson & Johnson *Campaign for Nursing's Future* returned to Pennsylvania for the second 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 \$550,000 at last night's event, with 100 percent of the proceeds going toward regional nursing school grants, faculty fellowships and student scholarships.

Since 2005, *Promise of Nursing for Pennsylvania* events have raised more than \$1.1 million with student scholarships and faculty fellowships being granted to qualifying applicants for the duration of their program.

"The nursing shortage we are experiencing throughout the state of Pennsylvania is severe," said Jerri LaRocco RN, MSN and Assistant Vice President for Patient Services, Delaware County Memorial Hospital. "It is not only affecting the quality of health care throughout our state, but this nursing shortage is also driving up the cost of health care in

general, and this increase is only going to get worse. We are so grateful to The Johnson & Johnson *Campaign for Nursing's Future* for playing a vital role in the effort to alleviate this shortage.”

Nearly 800 area nurses and health care professionals from regional hospitals and institutions attended last night's event at the Philadelphia Marriott Downtown to celebrate the nursing profession. This year, the Campaign launched a *Promise of Nursing for Pennsylvania* video challenge, encouraging local nurses and nursing students to capture their passion about nursing on camera. Nurses and nursing students who were members of the *Promise of Nursing for Pennsylvania* steering committee submitted their videos, which were viewed by the audience at last night's gala. The team from the University of Pennsylvania School of Nursing were the grand prize winners and took home a \$5,000 education grant.

“We are deeply committed to the nurses in this region and will continue to support efforts that help to ease the Pennsylvania nursing shortage,” said Andrea Higham, director of The Johnson & Johnson *Campaign for Nursing's Future*. “This event demonstrates how working together, we can help to enhance the image of the nursing profession and attract nurses and nurse educators to help resolve this crisis.”

According to the Health Resources and Services Administration (HRSA), an arm of the U.S. Department of Health and Human Services, Pennsylvania health care providers will experience a 41 percent vacancy rate in nursing positions by the year 2020, requiring more than 54,000 nurses to provide adequate patient care.

"Well qualified and sufficiently-staffed nurse educators and progressive nursing programs are crucial to providing the tools that nursing students need in order to become skilled nurses and ensure a thriving nursing workforce for our country's future," said Amy Pelleg, MSN, RN, BC and Director of Clinical Nursing Education at Main Line Hospitals.

The Pennsylvania 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 five years, generating more than \$12 million.

For additional information on the *Promise of Nursing for Pennsylvania*, email [NursingFundraisingEvent@hcsus.jnj.com](mailto:NursingFundraisingEvent@hcsus.jnj.com).

The organizations that comprise the *Promise of Nursing for Pennsylvania* Steering Committee are: Abington Memorial Hospital, Albert Einstein Healthcare Network, Children's Hospital of Philadelphia, College of Nursing, Villanova University, Conemaugh Valley Memorial Medical Center, Crozer Keystone Health System, Department of Nursing, College of Health Professions Temple University, Fox Chase Cancer Center, Frankford Hospital, Geisinger Health System, HACC – Central Pennsylvania's Community College, Hahnemann University Hospital, Hospital of University of Pennsylvania, Jefferson School of Nursing, Jefferson College of Health

Professions, Thomas Jefferson University, Main Line Health, Marywood University College of Health & Human Services, Mercyhurst North East, Montgomery County Community College, Nursing Program, Pennsylvania Hospital, Pennsylvania State Nurses Association, Pennsylvania State System of Higher Education (PASSHE), Stevens & Lee P.C., St. Christopher's Hospital for Children, Temple University Health System, The Hospital & Healthsystem Association of Pennsylvania, The Pennsylvania State University School of Nursing, The University of Scranton, Department of Nursing, Thomas Jefferson University Hospitals, University of Pennsylvania School of Nursing, University of Pittsburgh School of Nursing and WVHCS, Inc.

### **ABOUT THE PROMISE OF NURSING**

The *Promise of Nursing for Pennsylvania* 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, \$50 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.

### **ABOUT JOHNSON & JOHNSON**

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