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**Contacts:**

Kristen Wallace  
Johnson & Johnson Health Care Systems  
732.562.3527  
[kwallace@hcsus.jnj.com](mailto:kwallace@hcsus.jnj.com)

Adaugo Nwakamma  
GCI Group  
404.260.3572  
[anwakamma@gcigroup.com](mailto:anwakamma@gcigroup.com)

**OREGON MOBILIZES IN RESPONSE  
TO STATEWIDE NURSING SHORTAGE CRISIS**

***Johnson & Johnson Promise of Nursing for Oregon Gala Raises More Than \$300,000  
for Nursing School Students, Faculty and Programs***

**PORTLAND (June 8, 2007)** – In an effort to help alleviate the growing nursing shortage in Oregon, The Johnson & Johnson *Campaign for Nursing's Future* hosted the Promise of Nursing for Oregon gala at the Oregon Convention Center to raise funds to help ease the nursing shortage experienced throughout the state. In collaboration with the Oregon Center for Nursing and local health care organizations, the Campaign raised more than \$300,000 at last night's event, with 100 percent of the proceeds going toward student scholarships, faculty fellowships and regional nursing school grants.

"The nursing shortage occurring throughout the state of Oregon is severe," said Kristine Campbell, Ph.D., RN and executive director of the Oregon Center for Nursing. "It is not only affecting the quality of our health care, but the shortage is also driving up the cost of health care, and it is only going to get worse. I can think of no better mission right now than to work towards alleviating this crisis, and we are grateful to The Johnson & Johnson *Campaign for Nursing's Future* for playing a vital role in this effort."

According to the Health Resources and Services Administration (HRSA), an arm of the U.S. Department of Health and Human Services, Oregon health care providers will experience a 44 percent vacancy rate in nursing positions by the year 2020, requiring more than 15,000 nurses to provide adequate patient care.

"Sufficient nurse educators and progressive programs are critical in providing the tools that nursing students need in order to become skilled nurses and ensure a thriving nursing workforce in the future," said Nancy Bell, Director of Professional Development at Samaritan Health Services.

The Oregon 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 \$12 million.

"We are committed to the nurses in this region, and we will continue to support efforts that will help to alleviate the Oregon 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 ease the shortage."

Hundreds of area nurses and health care professionals from regional hospitals and institutions attended last night's event at the Oregon Convention Center in Portland to celebrate the nursing profession.

For additional information on the *Promise of Nursing for Oregon*, email [NursingFundraisingEvent@hcsus.jnj.com](mailto:NursingFundraisingEvent@hcsus.jnj.com). For information about nursing in Oregon, visit [www.oregoncenterfornursing.org](http://www.oregoncenterfornursing.org).

The organizations that comprise the *Promise of Nursing for Oregon* Steering Committee are: Central Oregon – Cascade Healthcare, Pioneer Memorial Hospital, Mountain View Hospital; Chemeketa Community College; Kaiser Permanente; Legacy Health System; Linfield College; Linn Benton Community College Associate Degree Nursing; Mercy Medical Center; Mt. Hood Community College; Northwest Health Foundation; Oregon Center for Nursing; Oregon Consortium for Nursing Education; Oregon Health & Science University Hospital; Oregon Health & Science University School of Nursing; Oregon Nurses Association; Oregon State Board of Nursing; Portland Community College; Providence Milwaukie Hospital; Providence Health System; Providence St. Vincent Medical Center; Salem Hospital Regional Health Services; Samaritan Health Services; Tuality Healthcare.

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

The *Promise of Nursing for Oregon* 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.

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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