



New Statewide Image Campaign Begins

The Center for Health Workforce Development in Tennessee kicked off a new statewide image campaign November 15.

The goal of the campaign is to impact youth across the state of Tennessee in an effort to expose them to health careers and provide them with the most current information available. It was created on the recommendation of the workforce advisory committee as another strategy to address the shortage of nurses and other allied health professionals.

The campaign includes a full-service health careers web site-- www.tnhealthcareers.com--and collateral materials such as posters, pamphlets, and print, television and radio advertisements. The web site is linked to all hospitals in the state.

Hospitals and others may attach their own logos to the print, television and radio ads for use in local community recruitment efforts. In addition, ads in movie theaters will run Thanksgiving through Christmas in selected markets across the state.

A limited number of posters and pamphlets are available and templates for the posters and pamphlets can also be downloaded from the www.healthworkforce.org web site. Hospitals are encouraged to place these materials in high traffic areas within their facilities.

The center will publish a practical, user-driven "how to" guide to help member institutions prevail during current and predicted workforce shortages in the near future. The center's ***Where, When, Why and How Guide to Recruitment, Retention, and Workforce Development*** will include descriptions of successful and groundbreaking practices in Tennessee and throughout the U.S. The guide will include three major sections--recruitment, retention and workforce development.

If you have any questions about the campaign or materials, contact Bill Jolley at THA, 615-256-8240, bjolley@tha.com.

Nursing Gala Slated for January 22, 2004

The Center for Health Workforce Development is very excited that Johnson & Johnson has chosen Tennessee as one of the sites for sponsoring a regional gala as part of *The Campaign for Nursing's Future*, a multi-year initiative to attract more individuals to the nursing profession.

On January 22, 2004, Johnson & Johnson, along with numerous health systems, hospitals, academic institutions, regional associations and other organizations, will host an event to celebrate nursing in Tennessee. Another

objective of this gala is to raise money for nursing student scholarships, faculty fellowships and nursing school grants. The event will be called “The Promise of Nursing for Tennessee.”

The gala will provide a way for organizations to show support for nurses and truly celebrate their everyday extraordinary contributions. It is important for hospitals to recognize the integral role nurses play in every community. They make a difference and deserve to be rewarded and recognized for what they do in health care.

This regional gala will be held at the Renaissance Nashville Hotel, but it will be a statewide event. THA encourages organizations to purchase a table(s) at the event--each table costs \$7,500 and includes 10 seats at each table. If hospitals are not able to support the purchase of a table, they still can contribute toward the campaign.

Organizations may split the cost of a table with another hospital or purchase a seat. They also may donate any of the seats back to the nursing community. Hospitals that are unable to fill all of their seats have the opportunity to invite additional nursing students, nurse educators and community nurses to join them at their tables. **Contributions of any amount will be accepted** and every penny raised will go directly to the Tennessee nursing community.

One of the advantages of sponsoring a table or supporting the campaign is all donors will be recognized at the event. For additional information, contact Bill Jolley at THA, 615-256-8240, bjolley@tha.com.

Center Awarded HCA Foundation Grant

The Center for Health Workforce Development has been awarded a \$25,000 grant from the HCA Foundation to help provide a statewide career planning system that will support the introduction of Health Occupation Students of America (HOSA) programs in Tennessee, raise completion rates, promote and prepare students for higher education, increase awareness of the growing health care industry, and strengthen economic development.

The Kuder[®] Career Planning System will be provided to all students enrolled in public and private secondary schools in Tennessee. Each student will have the opportunity to complete research-based interests, skills and work value assessments and develop an electronic career portfolio. The Internet-based system will be customized to the Tennessee Career Pathways, including health sciences, and will provide direct links to post-secondary institutions, job opportunities, and information on the healthcare industry in Tennessee.

The center will have access to information to track individual interests and gather aggregate data. The data may be filtered by county, community college region and individual secondary school. This data will support individual counseling and course selection, and help students discover, explore and prepare for occupations within their areas of interest. This information will help teachers, counselors and HOSA advisors place students in internship opportunities; schedule work site visits, speaker opportunities, or job fairs; and aid in curriculum planning, grant writing and program development.

Statewide rollout also will include the implementation of Develop Your Future™, a career planning course for middle, junior high and high schools. The course provides a “cookbook” of lesson plans that teachers and HOSA advisors can use to guide students through the career development process. Classroom activities and discussions will help students explore their career areas of interest. These activities will make it easier for students to explore today’s diverse health care industry.

Nursing Program earns Academic Excellence and Quality Award

The nursing program at Jackson State Community College recently received the Academic Excellence and Quality Award from the Tennessee Board of Regents, a rare honor for a community college in Tennessee.

The success of Jackson State's associate degree nursing program can be attributed to a commitment to quality improvement as evidenced by the implementation of a master evaluation plan (MEP), faculty clinical competence development, and student performance on the national council licensure examination. On more than one occasion, this program has helped alleviate the shortage of nurses in West Tennessee.

An integral part of the program's success is the MEP. The plan calls for constant data gathering and evaluation, and requires that all decisionmaking be based on objective data. This process allows for quality improvements to ensure acceptable outcomes.

Another vital component is faculty clinical competence development standard, which requires all nursing faculty (full and part-time) to participate in clinically-relevant practice and/or educational activities. It is estimated that the volume of nursing knowledge doubles every three years, and this faculty development program allows faculty skill levels to grow exponentially as well. Ultimately, students in Jackson State's nursing program benefit from the dynamic program curricula and teaching methodologies that reflect current techniques, knowledge and technologies.

During the program's 13 years, eight of the 10 graduating classes have achieved a 100 percent first-attempt pass rate on the NCLEX exam and almost all of the program's 400-plus graduates are working as registered nurses in Tennessee.

In 2000, at the request of the local medical community, additional resources were allocated to expand the nursing program to increase the number of nursing graduates from 40 a year to 60.

Arguably the greatest testament to the excellence of this program became evident in October 2002. Staggering under the strain of a 20 percent vacancy rate in its nursing staff, Jackson-Madison County General Hospital’s board of trustees adopted a resolution that created a partnership between the hospital and the college. The resolution approved the expenditure of the hospital's district funds in the amount of \$550,000 over a three-year period to expand Jackson State's nursing program. The money will be used primarily for nursing faculty salaries and equipment.

This partnership between Jackson-Madison County General Hospital and Jackson State will double the number of nursing graduates from 60 to 120 a year.

Grant Provides Assistance to Potential Health care Professionals

A grant totaling nearly \$1 million has been awarded to East Tennessee State University's (ETSU) James H. Quillen College of Medicine, Johnson City, to initiate an enrichment program for high school and college students interested in health care.

The grant, funded by the U.S. Department of Health and Human Services, will be used to establish the Health Careers Opportunity Program (HCOP) at ETSU. This six-week summer program will provide learning experiences, including classroom lectures, field trips and job shadowing exercises with local healthcare providers.

The goal of the program is to help nurture an interest among young men and women and educate them about the many opportunities in the healthcare field. The program will be looking for student participants who are considered economically or educationally disadvantaged.

This is the first time the ETSU College of Medicine has hosted HCOP. High school and college students interested in learning more about HCOP should contact the ETSU office of support services at the College of Medicine at 439-2037 or e-mail sacom@etsu.edu.

Vanderbilt Awarded Nursing Care Grant for Magnet Award

Vanderbilt University Medical Center, Nashville, has been awarded nearly \$1 million in a federal grant from the Health Resources and Services Administration's division of nursing to address nurse recruitment and retention and its impact on the quality of care delivered at the hospital in an effort to achieve magnet status from the American Nurses Credentialing Center.

Magnet status is the highest award an organization can receive for nursing care. The award was developed by the American Nurses Credentialing Center, a division of the American Nurses Association in 1994, and is the gold standard by which nursing and patient care is measured in the U.S.

Hospitals recognized with a magnet award tend to attract and retain the most elite and well-rounded nurses and other healthcare providers, and typically have better staffing ratios and leadership structures than other healthcare providers. Retaining experienced and highly skilled nursing staff has been shown to be directly linked with positive patient outcomes, such as lower mortality rates, shorter length of stay and fewer falls.

The grant will support each unit's board leader at the medical center to go through facilitation training. This training supports VUMC's model called 'shared governance,' which provides the structure for and outlines the process of shared decisionmaking at the point of service. It helps nurses have control over nursing practice decisions and opens the door for better communication and collaboration.

The grant will cover five years of work involved with applying for and earning magnet status. The application for magnet status will be submitted in December 2005, and a site visit should be conducted in spring 2006.