Join us in San Diego in 1999

More than 2,000 nurse leaders in clinical practice, administration, education and research are expected to attend Sigma Theta Tau International’s 1999 convention in San Diego, California, at the Town & Country Resort. "When we pulled out all the stops for the 75th Anniversary celebration in Indianapolis, we essentially established a new benchmark for convention excellence," said society CEO Nancy Dickenson-Hazard. "The 1999 meeting in San Diego will be different but equally exciting with more opportunities to network and learn in the type of intellectually stimulating atmosphere that exists when nurse leaders come together."

Founders Awards Banquet Opening Event
In a break from tradition, the convention will open Saturday evening, Nov. 6, with the prestigious International Founders Awards Banquet. The banquet will be followed by more than 20 hosted receptions sponsored by Sigma Theta Tau chapters and friends of nursing. Absent from the program in 1999 will be Info Expo. "Technology has evolved to the point where it is now a part of everything we do," explained Martha Conrad, RN, MSN, CNS, C, chair of the 1997-99 Program Committee. "Likewise, you will see the latest technology woven into every day of the program."

Opening day will center on clinical scholarship and include the International Multimedia Awards luncheon and the Exhibit Hall Grand Opening and Dessert Reception. More than 300 members will participate in the 2nd Biennial Walk/Run for Nursing Research on Monday morning, Nov. 8, Science Sessions Day. The exhibit hall will be a hub of activity with research posters, the Board of Directors Silent Auction for Nursing Research, the hands-on computer lab and chapter displays. Tuesday’s Leadership Forum will serve nurses no matter where they are, whether in direct care, management or education," commented Past President Fay L. Bower, RN, DNSc, FAAN, who chairs the institute’s advisory committee. "In his or her own way, the experienced critical care nurse who embarks on a career in home care is as much a novice as the new graduate or the new faculty member. ILI programs will serve all of them in their quest to become leaders in health care."

Sigma Theta Tau Chapters Pilot Breast Cancer Awareness Program
Breast cancer is the most common cancer among women, excluding cancers of the skin, and accounts for one out of every three cancer diagnoses in the United States. In December of 1997, the collaboration of Sigma Theta Tau International and the American Cancer Society (ACS) was announced. The two organizations launched a breast cancer detection pilot program beginning in May 1998 and running through November 1998. The "Triple Touch Program" was originally created by the Florida Division of ACS.

Leadership: Not a Job or a Title
"Leadership is not a job or a title," affirms Sigma Theta Tau International President Eleanor J. Sullivan, RN, PhD, FAAN. "All nurses can become influential leaders who help to transform people and organizations so they can better meet the health care needs of their communities."

To help nurses become effective leaders, Sigma Theta Tau International has formalized its leadership-focused initiatives in the International Leadership Institute (ILI). Based at the society’s International Center for Nursing Scholarship in Indianapolis, the ILI will serve nurses no matter where they work or what their position. The purpose of the institute is to position nurses in the context of educational leadership, developing leaders, developing and integrating leadership knowledge in nursing and, of course, recognizing outstanding leaders. We especially seek to embrace the 80 percent of our members whose work directly involves patients, whether in direct care, management or education.” commented Past President Fay L. Bower, RN, DNSc, FAAN, who chairs the institute’s advisory committee.

"All nurses can become influential leaders who help to transform people and organizations so they can better meet the health care needs of their communities."

—Eleanor Sullivan

Leadership Institute 1999-2001
San Diego, California, at the Town & Country Resort

A panoramic view of the popular Port of San Diego.
Nursing: Health Care’s Invisible Partner

Commissioned by Sigma Theta Tau and conducted by the University of Rochester School of Nursing (URSN), the Woodhill Study was designed to document popular cultural attitudes, as reflected by print news media, in the United States toward nurses and the nursing profession and the relationship of nurses and nursing to American health care. Funding was provided by a contribution from Louise Wolmer, chairwoman and chief executive officer of HCR (Health Care Resources), Rockville, Maryland; S. Washington, DC; Epsilon Xi of URSN.

The final report titled, The Woodhill Study on Nursing and the Media: Health Care’s Invisible Partner, was completed and released in early April to Sigma Theta Tau International members, friends of nursing and media representatives.

On December 3, 1997 the URSN student researchers presented the study findings to a panel of national health care and media experts at the society’s Biennial Convention in Indianapolis, Indiana. The final report includes the panel’s response and Sigma Theta Tau’s recommendations on how nursing and the media can work together to ensure that nursing is properly represented in health care coverage. A 15-minute video highlighting the students’ presentation and panel response is also available in VHS format (Box No. 4010, $8 including shipping and handling).

Sigma Theta Tau’s Response to the Woodhill Study Findings

1) Bring representatives from nursing organizations together to create a description of nursing science and nursing roles in clear and simple terms and disseminate it broadly.

2) In collaboration with other nursing organizations, develop and implement a strategic plan for acknowledging and publicizing the science and innovations of nursing to both internal and external publics.

3) Educate nurses in the use of effective public communication and media relations models.

4) Work to disseminate the findings of the Woodhill Study and replicate the nursing and the media panels throughout the country as a means to engage the media in a dialogue on nursing.

5) Expand the Woodhill study model to include a review of how the broadcast media portray nursing.

6) Using the 1997 Woodhill study as a benchmark, conduct a follow-up study to monitor the media and carefully assess the effectiveness of the above initiatives.

To receive your complimentary copy of The Woodhill Study on Nursing and the Media: Health Care’s Invisible Partner, or to order the video, please call 888.634.7575 or E-mail: pr@stti.iupui.edu.

What Nurses Need to Know About Managed Care

One-day conference funded by Prime Health Foundation to be held in seven locations throughout US

As employers’ health care costs continue to skyrocketed in recent years, they have turned more and more to managed care to contain costs. About 160 million people are now in managed care plans. What does all of this mean for nurses?

“The realities of managed care are an increasing movement of nurses from hospital to community settings and even greater control of nursing practice by third-party payors, insurance companies and health care consultants driven by economic imperatives,” said Melanie Dreher, RN, PhD, FAAN, past president of Sigma Theta Tau International and dean of the University of Iowa School of Nursing. “The changes that accompany the shift to managed care are not foreign to nursing,” she continued. “For many years, we have advocated early discharge and shifting care to family members in home-like environments.”

With a grant from the Prime Health Foundation in Kansas City, Missouri, Sigma Theta Tau is hosting one-day conferences titled, “Demystifying Managed Care,” in advance of the 1998-99 regional conferences. The conferences are in collaboration with the University of Missouri-Kansas City School of Nursing. “This will be an exceptional opportunity for nurses to learn more about the managed care system from an overall operations and budgeting perspective to issues on quality care and ethics,” said Barbara Robinette, RN, MSN, director of constituent affairs for Sigma Theta Tau. “More importantly, the focus will be on nursing’s role in the whole process. Just as the title suggests, our goal is to take the mystery out of managed care and provide nurses with the information they need to operate effectively within the system.”

The registration fee is $60 for members and nonmembers and $30 for students. This includes lunch and a resource book. For more information or to contact the Program Department, toll-free at 888-634-7575 or E-mail: barbara@stti.iupui.edu.

Society Embarks on Soul-Searching Quest

We are now in the managed care era. The Best Education/Practice Partnership (EPP) is now entering its third year.

The EPP is a partnership between major nursing organizations, schools of nursing, hospitals and other health-related enterprises. The primary goal of the program is to engage the media, financial managers and technology experts who will also be asked to articulate the following:

1) What does the Woodhill Study reveal about how Sigma Theta Tau needs in order to preserve the timeless, traditions?

2) In collaboration with other nursing organizations, hospitals, health care agencies, the media, financial managers and technology experts.

3) Strategic planning is an ongoing process conducted by every prudent business and organization, and based on these values, clearly define the society’s future role in nursing and health care.

4) Our goal is to assure that the road we choose to take today will be the road that leads to a positive impact on the future of the profession and, in turn, the health of the world’s people.”

—Eleanor Sullivan, President

Philanthropic Kansas City Corporations Invest in Best Practices Demonstration Project

Health Midwest, Hoechst Marion Roussel, Inc., and Blue Cross/Blue Shield, all of Kansas City, MO, have pledged extraordinarily generous contributions totaling $125,000 to Sigma Theta Tau Internation to undertake a new project titled “Developing & Communicating Collaborative Models of Best Educational and Clinical Practices.”

The Best Education/Practice Partnership Foundation will be launched as a collaborative effort among the three Kansas City health-related corporations, sponsors of the Robert Wood Johnson Foundation “Colleges in Care” initiative being executed in Kansas City, schools of nursing, hospitals and other delivery services and the society. Its goal is to generate, identify, inventory, and share best educational and clinical practices through partnership demonstration models. Grants of approximately $5,000 each will be awarded over a 12-month period.

“Many of the corporations have the potential to serve as a model for the country and, possibly, the world. It will demonstrate the unique contribution that corporate leaders can make, collaboratively, to designing innovative and creative solutions to nursing education and practice,” states President Eleanor Sullivan. “Health Midwest, Hoechst Marion Roussel, Inc., and Blue Cross/Blue Shield of Kansas City are to be applauded for their vision and courage in supporting this groundbreaking research venture. They are demonstrating their commitment to nursing and the Kansas City community and their confidence that nurses care is ever evolving and improving to meet the needs of its clients throughout the community.”
Netherlands Research Conference Showcases Global Diversity

Theme: "Nursing Research for a Changing World"

More than 300 nurse researchers from around the world are expected to attend Sigma Theta Tau International's 10th International Nursing Research Congress, July 13-14, 1998 in Utrecht, The Netherlands. The congress is being held in collaboration with the University of Utrecht Department of Nursing Science; Pace University Lienhard School of Nursing, Pleasantville, New York and New York City; and the University of Ghent Department of Public Health.

Keynote speakers include Dr. Mieke Grypdonck, head, Department of Nursing Science, University of Utrecht and Dr. Eleanor Sullivan, president of Sigma Theta Tau International. Dr. Grypdonck will speak on "Improving Care of the Chronically Ill Through Qualitative Research," and Dr. Sullivan will address "Enhancing Global Health Through Nursing Research."

"This congress will foster global diversity by showcasing accomplishments in nursing research as well as provide opportunities to network, mentor and collaborate," said Dr. Sullivan.

The congress will feature papers, posters and symposia in the areas of family health, child health, women's health, nursing role/practice, nursing education, nursing management, theory/methodology, adult medical/surgical, elderly, psychiatric/mental health, and home/community health. For more information on the program or to order a copy of the book of abstracts, contact Sandy Flederjohann via e-mail at sandyf@stti.iupui.edu or fax your request to 317-634-8188.

10TH INTERNATIONAL NURSING RESEARCH CONGRESS
JULY 13-14, 1998 • URETRGT, THE NETHERLANDS

Corporations & Foundation Support International Research

In 1995, Dr. Donna Lee Wong received the first Audrey Hepburn/Sigma Theta Tau Award for Contributions to the Health and Welfare of Children. Now, through contributions to Sigma Theta Tau's Research Endowment, The Gerber Foundation, Astra USA Inc. and Osten Health Services are contributing to a seminal investigation establishing the validity and reliability of the Wong-Baker FACES Pain Rating Scale among children of various ages and cultures. (Other funding entities are considering the extent of their support for the project.)

The Wong-Baker FACES Pain Rating Scale is a renowned pain assessment tool used to gauge the pain of children. The cultural groups to be tested are American, African American, American Asian, American Hispanic, American Indian, Australian Caucasian, Australian Asian, Egyptian, Chinese and Japanese. This is the first study evaluating the effectiveness and reliability of a pain assessment instrument among culturally diverse groups. It will influence the treatment of pain in children worldwide.

Pre-congress tours include Helsinki, Finland, July 5-8, and St. Petersburg, Russia, July 8-12. For tours and travel information, contact Ron Tade, Ross & Babcock, at 317.573.8407 or 800.447.4520. Deadline: July 1 subject to availability.

Center Press is Forum for Superior Nursing Thought

As the publishing arm of Sigma Theta Tau International, Center Nursing Press helps to fulfill the society's mission by producing a scholarly journal, Image: Journal of Nursing Scholarship; Rackeffhouse, an award-winning news magazine; and numerous other publications and videos designed to disseminate nursing knowledge.

Center Nursing Press provides a forum for the publication of superior nursing thought in the general areas of clinical and international scholarship, research and health policy. "We have a long history of publishing scholarly works for nursing," said Paul T. Bruns, director of communications for Sigma Theta Tau. "The progression into books is a natural step for us to take and, hopefully, will lead to some very exciting collaborative partnerships with the best minds in nursing."

For more information on how to submit manuscripts for publication to Center Nursing Press, visit the Sigma Theta Tau International website at www.stti.iupui.edu/publications, E-mail melody@stti.iupui.edu or call toll-free: 888.634.7575 (US/Canada), 800.634.7575.1 (International).

For more information on offerings from Center Nursing Press, call toll-free 888.634.7575 (US/Canada), 800.634.7575.1 (International).

NEW FROM CENTER NURSING PRESS

Language of Nursing Theory and Metatheory
—Barbara M. King and Jacqueline Paquette
The Image Editors: Mind, Spirit and Voice
—Debra Brownlee Hincklen
The Neuman Systems Model and Nursing Education: Teaching Strategies and Outcomes
—Les L. Wolfe
Virginia Anerel Henderson: Signature for Nursing
—Eleanor Kratt Hissong
Nell Wait's Memoir
—Nell J. Wells

COMING SOON!

Immigrant Women and Their Health: An Ollie Paper
—Amy Mills
The Communication of Caring in Nursing
—Della Krystof
The Roy Adaptation Model-Based Research:
25 Years of Contributions to Nursing Science
—The Boston-Humb Foundation for Nursing Science
SAN DIEGO
Continued from page 1

on Wednesday, Nov. 10, including the in­
stallation of the new board of directors and a
reception for outgoing and incoming of­
cficers.

Exhibitor/Sponsor Information
To receive a copy of the 1990 exhibits, sponsorships and advertising brochure (available September 1999) or for more
information, contact Kathy Bennison at
888.634.7575 (US/Canada), 800.634.7575.1 (international) or via E-mail:
bennison@stti.iupui.edu. Rates for a 10' x
10' booth including 2 name badges for ad­
mission to educational sessions ($600+ value), 6' draped table, 2 chairs, fully car­
peted hall, booth identification sign and rec­
ognition in society publications: $950 if pur­
chased by January 30, 1999; $995 by July
1, 1999; or $1,045 by September 1, 1999.

LEADERSHIP
Continued from page 1

clinical leaders and aspiring entre­
trepreneurs, fellowships, online of­
ferings, new faculty development and a
career pathways service.

As a widely respected and apol­
itical honor society with our world­
wide cadre of more than 260,000 in­
ducted members, Sigma Theta Tau
International is the ideal organiza­
tion to spearhead this global leader­
ship development effort for nurses,”
said Nancy Dickenson-Hazard, KN,
MSN, CPNP, FAAN, chief executive of­
cifcer.

For more information on the Inter­
national Leadership Institute, please contact Deborah Lines at 888-634-
7575.1 or via E-mail: leadership@stti.
Iupui.edu.

CANCER
Continued from page 1

11, 1999; or $1,045 by September 1, 1999.

More than 40 participating members represent chap­
ters from the University of Miami, Florida
Atlantic, Florida International University,
Barry University, University of Indiana­
opolo, Eastern Kentucky University, University
of Southern Mississippi, Saint Anselm Col­
lege, Rutgers University Camden, Wright
State University, University of Oklahoma,
Oklahoma Baptist University and University
of Central Oklahoma.

Early detection is the key to curing
breast cancer and other cancers, as well
as many other diseases,” says Patricia
Messmer, KN, CN, PhD, project chair for
the Beta Tau chapter at the University of
Miami. “Nurses are especially qualified to
reach out into the community, help people
identify the early warning signs and ex­
plain what actions they need to take to as­
sure a favorable outcome. Our chapter
wanted to be involved in the breast cancer
awareness programs for many reasons.
Many of them are personal, however, we
have all lost or could lose someone with
this dreadful disease.”

The Sigma Theta Tau members will teach
women in their communities the three com­
ponents of breast cancer awareness and
education: mammography according to the
American Cancer Society Guidelines, clini­
cal examination, and breast self-examina­
tion techniques. Upon completion of the
project and based upon a thorough evalua­
tion of the outcomes, STTI and ACS
will encourage all 383 society chapters
throughout the world to conduct the pro­
gram in their communities in order to fa­
cilitate early detection.

Award
Nominations
Invited

The 1990-99 Regional Conference Se­
ries will honor outstanding work in a wide
variety of areas in nursing by recognizing
members, chapters and the general pub­
lific as they support the mission of Sigma
Theta Tau International. These regional
awards will be presented at the respec­
tive regional conferences (7) held Novem­
ber 1998-March 1999. Regional winners
will automatically be submitted for the
international awards to be presented at the
1999 Biennial Convention in San Di­
ego, California. November 6-10, to the
Town & Country Resort. Award categories
include: doctoral dissertations, utiliza­
tion, dissemination, mentoring, print and
electronic media, information technology,
computer-assisted instruction and more.

Preliminary 1999 Convention Program

SUN., NOV. 6
Nov-5:00pm
Registration

Nov-5:00pm
Exhibit Move-In

6:00-7:30pm
International Founders’ Awards Banquet

9:00-10:00pm
Hosted Receptions

SUN., NOV. 7
CLINICAL PRACTICE SESSIONS
8:00am-Noon
Registration & Delegate Certification

8:00am-1:00pm
Exhibit Move-In

9:00-10:15am
Concurrent Educational Sessions

12:15-1:15pm
Multi-Media Awards Luncheon

2:00-5:00pm
Exhibit Hall Grand Opening & Dessert Reception

• Hands-On Computer Lab

• Chapter Displays

• Resource Center

3:00-4:00pm
Concurrent Educational Sessions

5:00-7:00pm
Research poster setups

7:00-9:00pm
Virginia Henderson Philanthropic Reception/Recognition Dinner
(by invitation)

MON., NOV. 8
SCIENTIFIC SESSIONS
6:15am
Walk-In Nursing Research

7:15am-Noon
Registration & Delegate Certification

8:00-10:00am
Scientific Sessions Opening Plenaries I & II

10:00am-Noon
Exhibit Hall Open

• Scientific Sessions Refreshments Break

• Silent Auction

• Hands-On Computer Lab

• Research Poster Viewing

• Chapter Displays

• Resource Center

11:00am-12:30pm
Concurrent Scientific Sessions

12:45-2:30pm
Exhibit Lunch

2:30-4:30pm
Exhibit Hall Open

• Dessert Reception

• Silent Auction

• Hands-On Computer Lab

• Research Poster Viewing

• Chapter Displays

• Resource Center

3:00-4:30pm
Concurrent Scientific Sessions

3:00-4:30pm
Registration & Delegate Certification

4:45-5:15pm
Concurrent Scientific Sessions

4:30-7:30pm
Research Poster Dismissal

TUES., NOV. 9
LEADERSHIP SESSIONS
7:15am-Noon
Registration & Delegate Certification

8:00-10:00am
Leadership Sessions Breakfast and Keynote

• Key Award Presentations

10:00am-Noon
Exhibit Hall Open

• Leadership Sessions

• Refreshments Break

• Silent Auction

• Hands-On Computer Lab

• Chapter Displays

• Resource Center

11:00am-12:15pm
Concurrent Educational Sessions

NOON-4:00pm
Exhibit Move-Out

12:30-2:00pm
Audrey Hepburn Luncheon

2:15-3:00pm
Concurrent Educational Sessions

3:45-4:30pm
Leadership Closing Session

4:30-5:00pm
Delegate Briefing

6:00-9:00pm
Candidate Displays

• Meet the Candidates

• Refreshments

WED., NOV. 10
HOUSE OF DELEGATES
8:00am-Noon
House of Delegates Session I

• Elections

• State of the Society

• Chapter Leader Awards Luncheon

NOON-2:00pm
House of Delegates Session II

• Installation of New Board

• Presidential Charge

As a non-profit organization, Sigma Theta Tau International, Honor Society of Nursing, exists to encourage research to provide people and information interested in the latest knowledge in patient care.

Nursing Excellence
Sigma Theta Tau International
Honor Society of Nursing
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Fax: 317.834.8108
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Mark Your Calendar!
Sigma Theta Tau International
35th Biennial Convention
November 6-10, 1999
San Diego, California

Join us in San Diego!