Sigma Theta Tau International Honor Society of Nursing

Nurses for a Healthier Tomorrow gears up for campaign launch

In 1999, a small group of organizations started discussing a joint communications crusade to address the nursing shortage. Now 30 members strong, Nurses for a Healthier Tomorrow is about to launch its much-anticipated campaign.

The coalition of leading national nursing and health care organizations, with Luci Baines Johnson and Elizabeth Dole as honorary co-chairs, has developed a national campaign designed to boost the attractiveness of nursing as a profession. The campaign targets middle and high school youth, although retaining current nurses is also an objective.

The coalition of leading national nursing and health care organizations, with Luci Baines Johnson and Elizabeth Dole as honorary co-chairs, has developed a national campaign designed to boost the attractiveness of nursing as a profession. The coalition plans to add a radio spot, brochures and other print and broadcast advertising campaign.

"It's Real" shows young students that nursing is hip, it's cool, it's exciting, it's respected, it demands real brain power, and it provides incredible benefits to all humankind," says Greta Sherman, senior partner of JWT Specialized Communications' health care group.

"It's Life" reminds students that human kind would not exist as we know it without the nurturing, life-saving aspects of nurses and the nursing profession," Sherman continues.

Campagne features seven nurses

As a silver sponsor of Nurses for a Healthier Tomorrow, JWT Specialized Communications donated $250,000 in research and creative services to the coalition.

The agency's focus group research with students in grades two through 10 indicated that young people are not receiving adequate positive information about nursing as a profession. The Nurses for a Healthier Tomorrow advertising campaign features specific messages aimed at improving the image of nursing while encouraging young people to enter the profession.

In addition to showcasing clinicians, the campaign features successful nurses in a wide range of work environments and positions. Communicating the message that nursing is NURSES FOR A HEALTHIER TOMORROW PAGE 2

Assessing business and performance needs

By Hona Matthews and Pamela Klauer Titiko

Picture this...one morning as you walk onto the unit, the change of shift is in full swing. As you pass by the break room, you notice four nurses sitting around the table in the middle of report. Abruptly, one of them moves her chair away from the table, shakes her head and says loudly to the team, "it's impossible to get an accurate report around here. All I want to do is leave."

You return to your administrative office, puzzled. You sit down and start thinking about recent unit events. Tempers have been flaring more than usual lately. And staff members are acting out more toward one another. To top it all off, your patient satisfaction survey results are the lowest they've ever been. Physic...
Nurses for a Healthier Tomorrow

For everyone, the campaign also includes men and minorities. Nursing is portrayed as a career in which professionalism, teamwork and leadership are key.

The following seven nurses are featured in the campaign:
- Shane Oliver, RN, MS—Senior Health Policy Analyst, National Committee to Preserve Social Security and Medicare, Washington, D.C.
- Aurora Hernandez, RN—Staff Nurse, George Washington Hospital in Washington, D.C.
- Jeff Jeffries, RN, CEN—Staff Nurse, Emergency Department, Laurel Regional Hospital in Laurel, Md.
- Sandra Lee, RN, CRNA—Clinical Administrator, Diagnostic Clinic Center for Outpatient Surgery in Largo, Fla.
- Garry Olney, RN, BSN, MBA—Chief Executive Officer, San Dimas Community Hospital in San Dimas, Calif.
- Janice Phillips, RN, PhD, FAAN—Program Director and National Institute of Nursing Research in Bethesda, Md.
- John Wesołowski, Jr., RN, CRNA—Staff Anesthetist, R.A. Cowley Shock Trauma Center, University of Maryland Medical System in Baltimore, Md.

Each nurse in the campaign represents one of the many opportunities and attractions of the nursing profession. Their biographies are featured on the Nurses for Healthier Tomorrow Web site, www.nursesource.org.

"It's an honor to have been selected to work on this campaign. It's a campaign that's really needed to boost awareness of our image among the public, specifically among our youth," says Sharon Rager, RN, MSN, MBA, president and publisher of Nursing Spectrum. "Our vision, to support and recognize registered nurses, is at the heart of all we do at Nursing Spectrum. We are dedicated to programs that further nursing's public image and that encourage today's nurses to stay in the profession. We admire Nurses for a Healthier Tomorrow's united efforts to address the nursing shortage with an innovative communications campaign.""}

The Helene Fuld Health Trust, HSBC, Truete, whose purpose is the improvement of the health, welfare or education of student nurses, is also a bronze sponsor. Their major grant was used to produce advertising and will help place them across the country.

Other major contributors to the coalition include the Rollin M. Gerstacker Foundation, Independence Foundation and Kaiser Foundation Health Plan Inc.

Nurses for a Healthier Tomorrow continues to seek tax-deductible monetary contributions to help fund production and placement of radio spots and recruitment brochures, as well as efforts to reach guidance counselors.

To make your pledge, please contact Kathy Benckstein at kbenckstein@seti.iupui.edu or 1.888.634.7575 toll free. You may also pledge online at www.nursesource.org.

Help support nursing research!

What if you could contribute to nursing research without actually donating money? With Sigma Theta Tau's upcoming credit card program, you will help support our programs with every retail purchase you make.

Issued by MBNA America Bank, N.A., the new Sigma Theta Tau credit card provides members with a convenient opportunity to support the society's efforts in promoting the health and professional development of nurses. This card was selected because it provides competitive rates and benefits to its members.

MBNA is the largest independent credit card lender in the world and has a longstanding reputation for providing exceptional customer service.

Details about this new program, as well as application forms, will be available on the society's Web site, www.nursingsociety.org/new. Please look for updates in the very near future.

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How you can affect the future of nursing

By Mary Wykle

With every challenge comes opportunity. And today, nurses are facing their share of both. From severe staffing shortages and fewer young people entering the field to sicker patients and information overload, many nurses are being stretched to maximum capacity. Unfortunately, the "big picture" of opportunity sometimes gets lost in the commotion.

Affecting the future of nursing in this hectic environment takes leadership—nurses who are committed to their vision of nursing and facilitate the growth and experiences of others. If this sounds like too large a task for one nurse to undertake, consider this: Nurses are nurse in whose own way, whether large or small, are working to impact the future of nursing.

Sigma Theta Tau provides many opportunities for its members to become leaders at local levels through chapter involvement—and at an international level. I encourage you to join us this year and recoup the benefits of nursing leadership.

2001 Biennial Convention

"I chose to become a nurse because I wanted to deliver care in a way that was different from medicine," says Lynne Royer, RN, MSN, FNP, clinical director at Community Hospital in Indianapolis.

"When I attended Sigma Theta Tau's biennial convention, I was surrounded by a community of bright nurse leaders who not only share my passion for nursing, but are also setting the direction nursing takes in the future."

"It's exciting to discuss ideas and solutions with such well-known figures in nursing," Royer adds. Attracting clinicians, educators, researchers and administrators, the 2001 Biennial Convention features information uniquely targeted to nurses in today's environment. Throughout the November 10-14 event, speakers will cover a wide range of topics, including clinical excellence, global leadership through nursing research and how to gain knowledge to accomplish goals.

"The biennial convention offers an opportunity to collaborate on research and literature and hear new ideas from nursing leaders throughout the world," says Richard Smith, RN, MN, assistant professor with the University of Arkansas for Medical Sciences College of Nursing. "One morning at convention, I sat at the breakfast table with Luther Christman as he shared his perspective on nursing. Listening to him reinforced my own philosophy of our profession."

For more information about the schedule of events, registration and accommodations, please visit our Web site or call toll-free: 1.888.634.7575 (U.S. and Canada) or +1.800.634.7575.1 (International). Register for convention today!

International volunteer positions

Following each biennial convention, the board of directors makes appointments to the Sigma Theta Tau International structural committees, building the corporation and foundation boards, task forces, and review panels. Whether you have a penchant for communications or a desire to join one of our diverse committees, serving as a volunteer has great benefits.

"As a member of the international public relations committee, I have had the opportunity to expand my network of nursing colleagues and learn new skills," says Beth Brooks, RN, PhD, mentor consultant with HR Partnerships in Chicago. "I also feel more connected with the organization and able to contribute to nursing as a whole."

No matter which volunteer position interests you, you have an opportunity to impact the future of Sigma Theta Tau and nursing, work toward a common goal with nurses from diverse backgrounds, and extend your network of colleagues to a regional, national and international level.

For specifics about the volunteer positions, abet nursing executive and senior corporate volunteer in late summer or call Sandy Abol at 1.888.634.7575 (U.S. and Canada) or +1.800.634.7575.1 (International) or e-mail sabel@stti.inpui.edu.

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Alzheimer’s research. In late summer, the synthesis of 300 AD studies will be published in The Online Journal of Knowledge Synthesis for Nursing (OJNSN).

While reviewing the research, some startling facts were revealed:
- AD can only be definitively and accurately diagnosed on autopsy.
- While living, patients are diagnosed based on health history, physical examination, neuropsychological testing and laboratory studies (Richards & Hendrie, 1999, Burgener & Dickerson-Putman, 1999; Kuhn, Ortigara, & Farran, 1997).
- The cost of caring for a person with AD is twice as high as the cost of caring for patients without AD (Schumock, 1998). The cost of nursing home care is projected to be $148 billion by 2007, and AD affects 15 percent of those in that setting (Gottlieb, 1999).
- Studies have concluded that the cost of residential care is substantially less expensive in assisted living facilities when compared to nursing homes (Leon & Moyer, 1999; Snow, 1996).
- The impact on the family caregiver(s) of a person with AD is more devastating than the disease itself because of the number of persons affected and the toll it takes on their lives. Caregivers spend an average of 70-100 hours per week in caregiving activities (Max, Webber, & Fox, 1995). The emotional, physical and financial stresses associated with caring for a relative with AD can lead to caregiver burnout (Dijkstra, Sipsma, & Dassen, 1999).
- Research has also shown that there are a variety of ways to help AD caregivers. For instance, caregivers who participate in awareness training and problem-solving programs cope better with the AD patient’s behavior, such as wandering, hoarding and inappropriate sexual aggression (Nadler-Moodie & Wilson, 1998; Farran & Keane-Hagerty, 1994).
- Caregiver activities can affect the patient in different ways. For instance, caregiver interventions are most effective for the patient when they are initiated in the mild to moderate stages of the disease, reinforcing the need for early diagnosis (Richards & Hendrie, 1999; Kuhn, Ortigara, & Farran, 1997). Also, when caregivers attend support groups and receive counseling, admission to a nursing home for the AD patient, and the cost associated with it, can be postponed.
- Pharmacological and non-pharmacological management of AD symptoms, according to the research so far, is promising. The use of cholinesterase inhibitors corrects biological derangement for patients with mild to moderate AD (O’Cain et al, 1999; Nordberg & Svensson, 1998; Delagarza, 1998). Validation, music and massage therapies have shown promise in the control of AD behavior (Richards & Hendrie, 1999; Clark, Lipe, & Billrey, 1998; Delagarza, 1998; Nordberg & Svensson, 1998; Anderson, Calliton, & Brill, 1995). However, since none of these interventions stop the inevitable progression of AD, more research in this area is necessary.

Data of this sort are important as health care providers seek ways to care for persons with AD and their families, particularly as we project the number of people who will be affected in the future as the population ages. By creating a synthesis of the current AD research, we hope to provide busy caregivers with a reliable and valid resource. To subscribe to the OJNSN, visit the library section of the society’s Web site, www.nursingsociety.org.

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