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OCN Oregon Center for NURSING

JANUARY 2010

News & reviews

A MESSAGE FROM THE OREGON CENTER FOR NURSING'S EXECUTIVE DIRECTOR KRISTINE K. CAMPBELL, RN, PHD

Dear Friends of OCN,

Happy New Year! As we begin 2010, I look back with a sense of awe at the amount of work accomplished by the Oregon Center for Nursing, in partnership with so many of you, in 2009.

- Our *Leadership at the Point of Care: The Critical Role of the Nurse Manager* conference, attended by over 175 nurse managers, brought together nursing leaders from throughout Oregon and Washington and inspired us all to put into practice what we learned. It also set the stage for our quarterly nurse manager education and networking breakfasts, where we've had lively, great discussions about topics suggested by conference participants.
- *Oregon's Nurse Faculty Workforce*, published in April 2009, clearly outlined the critical faculty shortage faced by Oregon's nursing programs.
- The Nursing Student Admissions Database project produced outstanding data on the actual number of nursing school applicants in Oregon, published in *Who Gets In? Pilot Year Data from the Nursing Student Admissions Database*. We are admitting almost 50 percent of applicants who apply to Oregon's nursing programs, which is a great news story!
- SB 701, establishing a Nurse Faculty Loan Repayment Program in Oregon, was enacted in July 2009.
- We completed the first year of our *Nurturing Cultural Competence in Nursing* mini-granting program, funded by Partner's Investing in Nursing's Future. Seven wonderful projects are completing their work and six new projects are getting started.
- Our first fundraising breakfast, *Advocacy, Innovations and Solutions*, in October was hugely successful with nearly 200 attendees and \$65,000 raised to support OCN's work. It was a fun and informative event and we are grateful to our fabulous table hosts for all their work. *Thank you all!*



2010 will be an equally busy year! We are looking forward to the release of a new report on career satisfaction among registered nurses. Our 4th *Leadership at the Point of Care* conference will take place in February 2010. The quarterly education and networking breakfasts continue for nurse managers and nurse leaders in Long-Term Care. We'd love to have you join us!

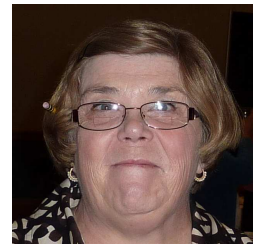
There's lots of exciting information in this newsletter. Happy reading!

A MESSAGE FROM JOAN CALEY, MS, RN, CNS, CNL, NEA-BC, NEW OCN BOARD PRESIDENT

I'm honored to be following in the footsteps of past President Nancy O'Connell and to continue working with OCN's talented Executive Director Kris Campbell and the OCN Board of Directors.

Last year, the Board finalized the OCN Strategic Plan for 2009-2011 which gives clear direction for OCN's activities in 2010. Our comprehensive strategic plan has seven goals:

1. Develop and support strategies for the recruitment and retention of nurses in the workplace.
2. Support education transformation, increased program capacity, and the development and evaluation of innovative educational methodologies in nursing.
3. Promote a diverse nursing workforce.
4. Promote leadership development in nursing.
5. Increase the number of master's & doctoral prepared nursing faculty.
6. Improve recruitment and increase retention of nurse faculty in Oregon.
7. Achieve financial stability for the Oregon Center for Nursing.



Joan Caley

We are looking forward to a very busy and productive year! I hope you all have the opportunity to get involved in some way as we work to solve the nursing shortage in Oregon.

Leadership at the Point of Care: The Critical Role of the Nurse Manager in 2010

February 25 –26, 2010

Crowne Plaza Portland
Convention Center

1441 NE 2nd Avenue, Portland, OR 97232 Room Rate for
Conference Participants: \$109+tax

REGISTRATION FEE: \$250.00
11.5 CEUs

Conference Objectives:

- Participate in opportunities for collegial discussion and networking
- Acquire new skills to empower you in your nurse manager role
- Embrace leadership as a vital nursing function
- Build competencies around leading change
- Learn to make the most of available resources

For more information, please contact:

Kelley Ilic

503-943-7150 • ocnadmin@up.edu

or visit

www.oregoncenterfornursing.org

Conference Agenda:

Thursday, February 25, 2010

- 0730 – 0825 **Registration and Breakfast**
0830 – 1000 **Keynote: The Complexity of Nursing Work**
Patricia R. Ebright, DNS, CNS, RN
1015 – 1115 **Employment and Labor Law for the Nurse Managers**
Eve Logsdon, JD, SPHR
1115 – 1215 **How to Thrive as a Nurse Manager – Talking Stick Session**
1315 – 1415 **Healthy Work Environments at Risk: Preventing Lateral Violence**
Diana Swihart, PhD, DMin, MSN, CS, RN-BC
1415 – 1515 **Creating Healthy Work Environments**
Traci Hanlon, RN, MSN
1530 – 1630 **Understanding Different Styles of Communication**
April Lewis, MPA

Friday, February 26, 2010

- 0830 – 0930 **Nurse Manager Stress and Work Complexity:
Translating Evidence into Practice**
Maria R. Shirey PhD, MBA, RN, NEA-BC, FACHE
0930 – 1030 **Mentoring and Coaching**
Mary Schoessler, EdD, RN
1045 – 1200 **Finding a Mentor/Being a Mentor - Talking Stick Session**
1300 – 1500 **From Surviving to Thriving – Leadership Panel**
Carol Bradley, MSN, RN, CENP
Debbie Glass, MS, RN, NEA-BC
Kathleen O'Leary, RN, MPH
Lynn Szender, RN, NHA

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Return of the Nightingale Project Creators Visit China

by Jill Schumacher, RN, MS and Meredith McCord, RN, MS

In August 2009, two Oregon nurses, Jill Schumacher, RN, MS and Meredith McCord, RN, MS, participated in the Nursing Delegation to China sponsored by People to People Citizen Ambassador Program. The focus of this delegation, led by Barbara Dossey, PhD, RN, FAAN, International Co-Director of the Nightingale Initiative for Global Health, was to explore the relevance of Florence Nightingale's legacy of her life's work in nursing, nursing leadership and citizen activism in health reform to 21st century global nursing and healthcare.

The nursing delegation met with representatives of nursing and medicine in Beijing, Guilin and Shanghai. The clinical and educational settings included several hospitals, a "state-of-the-art" stem cell therapy facility, an end-of-life care/hospice setting, a university hospital of Integrated Traditional Chinese and Western Medicine and a rural health clinic.

Highlights of these professional exchanges included:

- Exploring the integral and holistic model of nursing and its application to practice, education, research and policy-locally and globally;
- Learning about China's nurse recruitment, satisfaction, retention and renewal (China has 1.3 million nurses; they need 13 million nurses);
- Comparing the role of the nurse in modern day China and America, including the impact of technology; educational preparation, and the degree to which nursing practice is defined by medical practice;
- Using volunteers to address the critical shortage of health

care access to nurses;

- And, meeting with nurse award winners of the Chinese Nightingale Nurse Medal.

As nursing delegates, Jill and Meredith gifted over 200 Nurse Commemorative coins/medallions to our Chinese colleagues on behalf of the Return of the Nightingale Project. The human connection and the response of the Chinese and American Nurse Delegates in that moment of giving and receiving was truly overwhelming. The gifting of the coins/medals was particularly powerful due to the strong connection that Chinese nurses have maintained with their beloved Nightingale. The nurses were given these tokens of appreciation in acknowledgement of all of the contributions that each and every nurse gives every day to their families, their communities, their countries and therefore, the world.

Jill and Meredith are co-creators of the Return of the Nightingale Project. One of goals of their project is the creation of beautiful nurse commemorative coins depicting images of nursing and attributes of the nurse designed to be given to nurses as tokens of appreciation. Another goal is to heighten awareness of the critical importance of nurse appreciation and the impact on nursing practice culture and professional work climate. The powerful message shared with our Chinese colleagues was simply, "Thank you for Being a Nurse! Beyond language, culture, ethnicity, history, I know who you are, the important work that you do and the life that you lead because I am a nurse too!"



People to People Nursing Delegation



Jill Schumacher presents a Nightingale coin to a Chinese colleague in Shanghai.



Nursing Student Admissions Database Update

Lyzz Caley Stewart, RN, BSN, BA, Program Manager

In July 2009, the Oregon Center for Nursing released *Who Gets In? Pilot Year Data from the Nursing Student Admissions Database*. The data and report have received nothing but positive reviews and there have been several requests to see the project replicated on a national level. Key findings from the first year of our project include:



Lyzz Caley Stewart

- Previous reports have overstated the actual number of applicants to nursing school.
- In 2008-2009 there were 2.3 applicants per nursing school seat.
- 45% of applicants to Oregon’s nursing schools were accepted.
- 93% of enrolled students in Oregon’s nursing schools are Oregon residents.
- Applicants from underrepresented ethnic/racial groups who met the qualifications for nursing school were admitted at rates similar to Caucasian students.

Who Gets In? Pilot Year Data from the Nursing Student Admissions Database can be viewed and downloaded at www.oregoncenterfornursing.org. In October 2009, fresh on the heels of releasing *Who Gets In?*, data collection for the project’s second year began. In addition to examining the number and demographics of nursing school applicants, nursing school student retention will also be investigated. A brief report on retention of 2008-2009 Oregon nursing students will be available in early spring 2010.

Thank you to all of our partners at Oregon’s 21 nursing programs for their assistance in providing reliable and accurate data to create these crucial reports!

The NSAD Project received pilot and second year funding from the Oregon Workforce Investment Board via the Oregon Department of Community Colleges and Workforce Development, Employer Workforce Training Fund, GRNT#0148 (Pilot) and GRNT#0229 (Year 2).

Nurturing Cultural Competence in Nursing Update

Jana Bitton, MPA, Program Manager

Jana Bitton recently joined OCN as the Nurturing Cultural Competence in Nursing (NCCN) program manager. Jana obtained her Master’s in Public Administration from Portland State University and recently worked at the Community Foundation for Southwest Washington.



Jana Bitton

NCCN recently awarded grants totaling \$68,300 to six mini-grant projects. All projects are designed to increase understanding of cultural competence in nursing.

Representatives from the 2009 and the 2010 mini-grant cycles will attend the 2010 Grantee Meeting on Wednesday, January 27th to describe their experiences, build collaboration and share new ways to increase cultural competency among nurses.

2010 Mini-Grant Recipients:

Providence Hood River Memorial Hospital

Washington State University- Vancouver

OHSU School of Nursing-Ashland

Our House of Portland Cascade AIDS Project, the Association for Nurses in AIDS Care and eight other nursing programs in SW Washington and Oregon

Salem Hospital Foundation and Interface Network

OHSU School of Nursing

2010 Proposed Project:

Educate nurses about communicating health information clearly by creating new and revised information for patients and families, and training nurses to gauge patients’ understanding of health information

Analyze rubrics created from the research funded by the 2009 NCCN mini-grant

Work with consultants to develop cultural learning activities for undergraduate nursing students

Provide a training ground for nursing instructors and students in cultural competency related to HIV/AIDS patients

Create a training program to transform perinatal services for the Latino population

Strengthen the capacity of faculty to prepare culturally competent nurses



StudentMAX® Update

Shelley Buettner, MN, RN Program Director

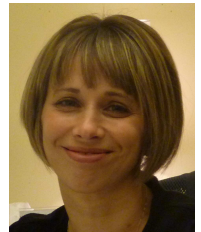
In November 2009, StudentMAX® program director Carol Mitchell, MN, RN retired from the Oregon Center for Nursing. Her efforts to form collaborative partnerships among local hospital and schools have proven effective in increasing clinical placements in the Portland/SW Washington area. Additionally, her innovation in improving the StudentMAX® product has resulted in significant expansion of our national market base.

We would like to take this opportunity to formally wish Carol well in retirement.

StudentMAX® is now under the direction of Shelley Buettner, MN, RN, who comes to OCN with both clinical and IT experience. As part of the transition into the role and to gain greater understanding of the program, she is conducting a series of interviews with every local partner and national client.

Locally, the StudentMAX® Consortium is exploring the expansion of clinical placement opportunities in new and creative ways. Some potential directions for expansion include homeless shelters, daycare centers and opportunities to work alongside allied healthcare professionals. The members of this group continue to collaborate in streamlining and standardizing the process for clinical placement coordination.

Nationally, StudentMAX® is gaining more interest among potential clients. In the last month alone, three potential clients have contact StudentMAX® for more information – including an international healthcare system. The StudentMAX® software and training program is continually enhanced to ensure client success with implementation and sustainability. Last, but not least, the StudentMAX® website has been redesigned to enhance access to the most up-to-date product information. Please take a moment to visit our new site at www.studentmax.org.



Shelley Buettner

I Support Nursing!

Every year, the Oregon Center for Nursing has advanced efforts to solve Oregon's nursing shortage. We work tirelessly year-round for nurse leaders, nurse educators, and staff nurses from all sectors of the field to make a difference in the working lives of Oregon's current and future nurses.

Honor a nurse, a family member, a friend, or yourself with a donation to OCN. Make your check payable to the Oregon Center for Nursing. Your donation is deductible to the full extent of the law. Our tax ID# is 74-3052430. Thank you in advance of your support of the Oregon Center for Nursing and the important work that we are engaged in. Together we are solving the nursing shortage one nurse at a time.



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Thank you for supporting the Oregon Center for Nursing, a 501(c)(3) charitable organization.

Tax ID 74-3052430. Donations are tax deductible to the extent permitted by law.

Oregon Center for Nursing, OCN, MSC 192, 5000 N. Willamette Blvd., Portland, OR 97203

“ADVOCACY, INNOVATION, SOLUTIONS” BREAKFAST ENTERTAINING AND SUCCESSFUL

On October 14, 2009, over 190 supporters of the Oregon Center for Nursing gathered at the Oregon Zoo for the OCN “Advocacy, Innovation, Solutions” fundraising breakfast. Program highlights included Kristine Campbell’s vision speech, Marcia Roberts’ narrative of OCN’s impact on her life, Thomas Aschenbrener’s presentation on the future of nursing in Oregon and the premiere of OCN’s

“Advocacy, Innovation, Solutions” video. Former OCN Board President Nancy Connell said, “We are all just thrilled...the fact that so many people came ... says so many positive things about what we’re doing and why... And it was FUN!” Over \$65,000 was raised to support the Oregon Center for Nursing and its mission to provide the leadership to solve the nursing shortage in Oregon.



Thomas Aschenbrener, NWHF, David Eaton, Equity Foundation and Kris Campbell, OCN



School Nursing

In September 2009, representatives from Multnomah Education Service District met with OCN to discuss the challenges and rewards of school nursing. The following article was written by Jan Hootman, RN, PhD, FNASN and Beth Baynes, RN, MSN, NCSN in an effort to educate us all on the realities faced by school nurses today.

What do school nurses do? Roles vary depending upon one’s job description and case load. Primary roles include providing direct health care to students and staff, providing leadership for the provision of health services, screening and providing referrals for health conditions, promoting healthy school environments and well-being, serving as a leader for formation of health policies and programs, and acting as a liaison between school personnel, family, community, and health care providers.

What does a school nurse’s day look like? There is no typical day; unanticipated events occur often. A morning schedule shared by a contributor to this article included participating in a staffing to review performance concerns, assessing students and providing nursing intervention, teaching hand washing in three classrooms, contacting parents, contacting community resources for information administering medication, delegating to paraprofessionals, and leading weekly walking with students .

What is required to be a school nurse? School nursing requirements vary and may include School Nurse Certification, obtained through the State

Department of Education or the National Board of School Nurse Certification BSN and pediatric experience are recommended as basic preparation for any school nurse.

Who hires school nurses? School nurses work for local, private, parochial and charter schools, public health departments and hospitals

What is the best thing about being a school nurse?

*“Being an active part of the community that supports and cares for the vulnerable and less fortunate.” -Bill
“The smile of ‘one of my kids.’” -Carol
“Draws on every professional, social and personal skill I possess. I learn tremendously every year, about the job and myself. I think the Marine slogan is appropriate for school nursing: “The toughest job you’ll ever love!” -Torie*

For more information about school nursing, please visit: National Association of School Nurses (www.nasn.org), Oregon School Nurse Association (www.orschoolrn.org), or contact Oregon School Nurse Consultant, Leslie Currin (Leslie.Currin@ode.state.or.us)

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