

# Make a Splash Dive into Diversity

BTN Committee:

Colin Tomblin, BTN Director and Chair

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# Concerns

- The adequacy of health care services for minorities.
- The need to increase the number of minority health care providers.
- The need to provide opportunities for minority nursing students to develop leadership skills.
- The need for the nursing education system to be more responsive to the needs of the minority students.

## Goals

- Develop and promote “Breakthrough Institute” as a collection of tools to assist in the recruitment, education, and retention of underrepresented groups.
- Work with Council of State Presidents (COSP) to encourage involvement in BTN initiatives.
- Publish a column in *Imprint* updating students about BTN activities.

## NSNA Program Activities BTN Web Page

[www.nsna.org](http://www.nsna.org)

- Communications from the BTN Director
- Leadership U – earn credit for participating in BTN projects.
- BTN Guidelines Booklet.
- Award Booklet.
- BTN Columns in *Imprint*.

## ***BTN Guidelines***

- BTN history and background information.
- How to start a BTN committee.
- Ideas for promoting BTN projects.
- Information about Discover Nursing Career Center web page [www.nsna.org](http://www.nsna.org)

## ***“Nursing - The Ultimate Adventure” Video***

- Purpose: to recruit young students into the nursing profession.
- Objective: to present nursing as a vital challenging career with limitless professional opportunities.
- Target: junior and senior high school students
- Concept: use an upbeat and energetic appeal.
- Distribution: free to official NSNA chapters engaged in the BTN project.



***“Nursing - The Ultimate Adventure”  
Pamphlet***



- What is nursing?
- How to apply for nursing school.
- Educational pathways to becoming a nurse.
- Licensure requirements.
- Salary and benefits.

Discover Nursing Career Center  
**Web Page [www.nsna.org](http://www.nsna.org)**

- Information about selecting a nursing school
- Scholarship and loan information
- Career opportunities
- Links to nursing schools
- Nursing organizations

# Additional Recruitment Tools

- Television Advertising and Nurse Recruitment Video, Pamphlets and Posters
- Call 888-981-9111
- Web Site [www.discovernursing.com](http://www.discovernursing.com)



# Awards

NSNA will present Breakthrough to Nursing Project Awards for the most:

- Successful Breakthrough to Nursing Project
- State and School levels

## Contact NSNA Headquarters

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