



in the News

NSNA BREAKTHROUGH TO NURSING DIRECTOR TONYA BROWN RECEIVES SCHOLARSHIP



BTN Director and Atlanta resident Tonya L. Brown, who graduates this spring with a bachelor's of science degree in nursing, was one of four stu-

dents selected by the editors of *Minority Nurse* and its editorial advisory board for the scholarship based on academic excellence, financial need, participation in community service and clearly defined nursing career goals.

"The judges felt that Tonya's exceptional commitment to academic excellence, community service, culturally sensitive patient care, and work to increase opportunities for underrepresented minorities in the nursing profession clearly stood out from the crowd," said Pam Chedwyk, senior editor and editorial manager for *Minority Nurse*.

Brown – a self-described "non-traditional student returning to college" – is a single mother of five children who has managed to maintain a 3.5 grade point average while at Georgia Baptist College of Nursing. She has also held many leadership positions on campus, including student ambassador, junior class representative to the Honor Council, and Student Grievance Committee alternate. She is active in the Culturally Diverse Student Nurse Organization and the Georgia Baptist Association of Nursing Students.



NEC

RUNNING FOR OFFICE



The excitement is in the air! The election for the 2005-2006 NSNA Board of Directors and Nominations and Elections Committee will be held at the Annual

Convention in Salt Lake City. Will you be one of our next leaders? Remember, there is still time to run for office from the floor. The guidelines are as follows:

1) no campaigning until you are nominated from the floor by the House of Delegates during the annual conference; 2) you must complete the application, including the required letters of recommendation from your school; 3) turn in your application to the NEC and attend the candidates briefing at the convention

If you are not ready to run for office this year, think about it for next year...it's never too early to plan! If you are coming to convention, take advantage of this great learning opportunity to familiarize yourself with the roles and responsibilities of the Board of Directors and NEC. When you return from convention, tell your nursing faculty about what a great experience it was, and consider taking on more leadership roles within your school. Talk to as many students as you can, and rally them to join your chapter.

Don't forget about important events, such as the **NSNA MidYear Conference, November 10-13, 2005**, in Louisville, Kentucky, where attendees can participate in a "Run for Office" workshop and applications to run for office are made available. Start filling the application out when you return from MidYear, so there is plenty of time to collect letters of recommendations, polish your resume, and answer those essay questions.

Try to send in your application to NSNA in December, even before the January deadline, so you can stay ahead of the game.

Any questions? We have answers! Check www.nсна.org for descriptions of the NSNA leaders and their roles and responsibilities. Feel free to contact any NEC member if you have questions about the process. Until then, we'll see you in Salt Lake City at Campaign Headquarters, where we are ready and waiting to serve as a resource for you. Good luck on being one of tomorrow's future leaders!

*Tammura Hargrove, NEC member
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Online News

ONLINE NEWS

Get ready for NSNA's first *E-Newsletter*, your online connection to the latest updates from NSNA, including deadlines, new publications, program highlights, Convention and MidYear previews, and more. The first issue was posted on the home page in February. We hope you find it useful, and welcome your ideas for feedback and suggestions. Do you have story ideas? Please e-mail us at nsna@nsna.org and let us know!



(continued on p. 14)

(continued from p. 12)



Imprint

IMPRINT ON SUMMER BREAK



This issue of *Imprint* is the last issue you will receive until the fall. Please keep in mind that you can apply for the *Imprint* Up Close and Happenings

reporter positions for 2005-2006, a great opportunity for you to get published and get great writing experience. For more information, download the applications at www.nсна.org/pubs/uc_rep.asp, for Up Close, and www.nсна.org/pubs/hap_rep.asp for Happenings. Good luck!



National News

COVER THE UNINSURED WEEK May 1-8, 2005

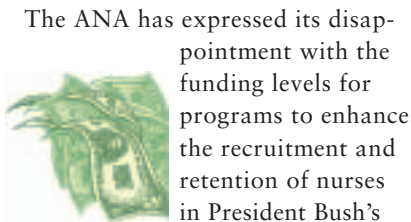


The problem of the uninsured is growing worse. The federal government estimates that nearly 44 million Americans lack coverage of any kind for an entire year. Other research shows that tens of millions more Americans go without health coverage for shorter periods of time. Planning for *Cover the Uninsured Week 2005* is under way, to help publicize these crucial issues. Activities such as kick-off events, health and enrollment fairs, seminars for small businesses, campus events, and interfaith activities will take

place in hundreds of communities across the country to spotlight the fact that 45 million Americans are living without health coverage. For more information, and to download publicity materials, fact sheets, and more, visit <http://covertheuninsuredweek.org>.



PRESIDENT'S FY 2006 BUDGET CUTS \$1 MILLION FROM NURSE WORKFORCE DEVELOPMENT PROGRAMS Total Insufficient to Meet Nation's Nursing Needs



The ANA has expressed its disappointment with the funding levels for programs to enhance the recruitment and retention of nurses in President Bush's proposed fiscal year (FY) 2006 budget. The President's budget was submitted to Congress on February 7, 2005, and provides \$150 million for nursing workforce development programs, including the Nurse Reinvestment Act. That figure represents a cut of \$1 million over the FY 2005 funding level.

"With a predicted nursing shortage of more than 275,000 RNs by the year 2010, this is the wrong time to be cutting back our investment in this country's future nurses," said ANA President Barbara Blakeney, MS, RN. "The need for a well-educated and professional nursing workforce will increase dramatically in the coming years," she added.

The president's proposed funding is insufficient to address the increasing nursing shortage. ANA and other nursing organizations hope to work with Congress and the Administration to secure a significant increase.

The president's FY 2006 budget proposal includes nearly \$32 million for loan repayments and scholarships (the same as FY 2005) and \$8 million for geriatric nurse education and nurse faculty loan-repayment programs (\$1 million cut).

Nurse faculty recruitment is critical to increase the capacity of the nation's nursing schools. Over 26,000 qualified applicants were turned away from entry-level baccalaureate nursing programs in 2004, in large part due to insufficient numbers of faculty. The proposed budget also reflects some redistribution of funding between basic and advanced nursing education.

"ANA agrees with the need to support programs aimed at attracting new people into the nursing profession, but that should not be at the expense of programs that retain and support our advanced practice nurses," Blakeney said.

ANA commended the president's proposed funding level of \$21 million for nursing diversity programs (an increase of \$5 million) and \$139 million for the National Institute of Nursing Research (a \$1 million increase).



SURVEY REVEALS TRENDS IN HEALTH CARE RECRUITING Second Consecutive Year Bernard Hodes Group Polls Recruiters

Results of a recent poll of 138 health care recruiters sponsored by the Bernard Hodes Group, a leading provider of recruitment communications and staffing solutions, (available at www.hodes.com/healthcarematters), cover the following categories for nurses and select categories of allied health professionals: cost-per-hire, days-to-fill, vacancy rates, turnover rates, hardest-to-fill, recruitment and retention tactic effectiveness.

"For the second year, we conducted this survey to support our Hodes clients who are health care recruitment professionals by providing benchmarks to evaluate their ongoing recruitment efforts," said Karen Hart, senior vice president, Health Care Division. "We believe the results offer health care organizations a way to measure their recruitment performance to more effectively attract the

(continued on p. 16)

(continued from p. 14)

nurses and allied health professionals necessary to serve their customers.” Some of the key survey results follow:

- 33% of responding recruiters are RNs
- RNs ranked second among health care recruiters, with the cost per hire at \$2,821
- The highest rated recruitment methods for both RNs and allied health are student clinical rotations. Out of market newspaper recruitment advertising was rated least effective
- 70% of health care recruiters use applicant tracking/management systems
- Recruiting for rehabilitation professionals is difficult, with reported high turnover and vacancy rates, and difficulty filling positions
- Strong need for programs and planning for older workforce (exists as reported by 11% of respondents), long-term workforce and succession planning (exists as reported by 28% of respondents) and programs to increase workforce diversity (exists as reported by 49% of respondents).

As a fully integrated recruitment communications and staffing solutions provider, Bernard Hodes Group offers solutions which often combine multiple service offerings from the company’s core competency areas. For more information, visit <http://www.hodes.com>.



GALLUP SURVEY RANKS NURSING THE MOST TRUSTED PROFESSION

In Gallup’s annual survey on the honesty and ethical standards of various professions, nurses received top marks as the most trusted professionals in the United States. Of the 1,015 adults surveyed, 79 percent

rated the honesty and ethical standards of nurses as “very high” or “high.”



NSNA President John Arce with Senator Susan Collins, who received the “Americans for Nursing Shortage Relief” Award on March 1, 2005.

Nurses have traditionally ranked at or near the top of Gallup’s annual list since being added in 1999.

“Nurses are an important part of our community – they promote better health care for all patients and are dedicated to their profession,” stated **Andrea Higham**, director of **The Johnson & Johnson Campaign for Nursing’s Future**. “We are proud that America continues to recognize the worth and contributions of nurses.”



U.S. SENATORS HONORED FOR HELPING STEM NATIONAL NURSING SHORTAGE

Maryland and Maine Senators Receive National Nursing Alliance's First-Ever Public Service Award

On March 1, 2005, U.S. Senator Barbara Mikulski (D-MD) and U.S. Senator Susan Collins (R-ME) received the first-ever “Americans for Nursing Shortage Relief (ANSR) Public Service Award” for their successful efforts to increase funding for nursing programs necessary to reverse the nursing shortage. The Awards were presented at a reception on Capitol Hill, with many nursing

organizations attending, including NSNA President John Arce.

The nursing shortage is one of the most serious public health issues facing the United States today. As the nursing workforce ages and nurses retire, the “baby boom” generation is also aging and requiring more health care services. The shortage also extends to nursing faculty, as many nursing schools do not have enough faculty to teach young people interested in a career in nursing.

Senators Mikulski and Collins have been the driving force behind significant increases in the Title VIII Nursing Workforce Development Programs. Funding for Title VIII increased from \$93 million in FY2003 to \$151 million in FY2005, thanks to their efforts. These programs provide funds for nursing education and other programs crucial to stemming the nursing shortage.

“Senators Mikulski and Collins have been true champions for nursing and for safeguarding the public health,” said Kathi Ream, chair of the Nominating Committee for the ANSR Public Service Award. “They have not only helped increase funding for nursing workforce development programs over the last three funding cycles, but were instrumental in

(continued on p. 18)

(continued from p. 16)

steering the Nurse Reinvestment Act through the Senate in 2002. We are proud to work with such dedicated, tireless and effective advocates."

In his budget proposal presented last month, President Bush requested \$150 million for Nursing Workforce Development Programs in Fiscal Year 2006. That request represents a \$674,000 decrease from Fiscal Year 2005. The President also proposed cutting \$15 million for advanced nursing education.

The ANSR Alliance is composed of 50 nursing organizations that collectively represent nearly all the nation's 2.7 million nurses. ANSR's goal is to work with the Congress to implement a comprehensive set of initiatives to increase the nursing workforce and enhance the flexibility allowed in nursing education and clinical practice.



In the Media



NURSES URGE CORPORATE GIANTS TO DIVEST FROM NBC'S "ER"

The Center for Nursing Advocacy has launched a campaign asking 23 major corporate sponsors of the NBC/Warner television drama "ER" to withdraw all advertising from the popular show worldwide until it dramatically improves its portrayal



of nurses.

"'ER' is the most influential purveyor of the 'handmaiden' image of nursing," said Center Executive Director Sandy Summers, noting that the show is hugely popular across the world. "For years the show has refused to address nurses' concerns, despite repeated requests," Summers said. The Center argues that lack of public understanding is a key factor in the global nursing shortage. The Center has made its divestment requests to 23 advertisers on recent U.S. "ER" broadcasts, with a focus on companies with health-related businesses and on frequent sponsors.

The Center cited evidence that the nursing shortage is one of the biggest threats to global health.

"Though some regard nurses as physician helpers," said Summers, "nurses are autonomous professionals with years of college-level training who play a central role in care. But nursing is poorly understood, and so it remains underfunded. Short-staffing is taking lives and driving nurses from the aging workforce. Developed nations are now draining poorer nations of their most skilled nurses, leaving fragile health systems in chaos."

Summers stressed that the Center was not faulting any of the sponsors. "We're only asking that these multinationals help us send a message to 'ER' in this time of crisis. 'ER' is one of the most expensive ad placements on TV, and it generates hundreds of millions of dollars in revenue for NBC and Warner Brothers each year. Since the show won't listen to the heartfelt concerns of the hundreds of nurses who've written to them since we began our efforts, we're now trying to reach those responsible in a different way."

The Center for Nursing Advocacy, founded in 2001, is an international nonprofit that seeks to increase public understanding of the central, front-

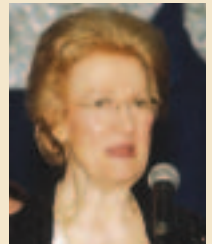
line role nurses play in modern health care. The focus of the Center is to promote more accurate, balanced and frequent media portrayals of nurses and increase the media's use of nurses as expert sources. For more information, visit www.nursingadvocacy.org, or http://www.nursingadvocacy.org/action/er_poster.pdf.



IN MEMORIAM

A Tribute in Memory of Erline Perkins McGriff

Erline Perkins McGriff died peacefully at home on December 24, 2004, at the age of 80. Dr. McGriff devoted over thirty-two years of service to the Division of Nursing at New York University as an educator, Division Head, and colleague. Born in Petersburg, Virginia, she graduated from Sibley Memorial Hospital School of Nursing, and earned her MSNE at Catholic University of America, both in Washington, DC. She also earned her EdD from Teachers College, Columbia University in New York. Dr. McGriff was an NSNA Honorary Member, and served as the NCN-appointed consultant from 1995-1997.



She was a pioneer in her work preparing health care providers for the challenges of the HIV/AIDS epidemic. Dr. McGriff devoted her time to the New York State Nurses Association and the Foundation of the New York State Nurses Association. In 1972, she was inducted as a Fellow in the American Academy of Nursing.

Dr. Robert Piemonte, NSNA past executive director, was amongst many who spoke at her memorial service held in New York City in early February.

Dr. McGriff was buried in Petersburg, Virginia, and will always be remembered as a leader, colleague, and friend. She will be missed dearly.