

Developing an Educational Pipeline for Public Health Nursing

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Focus

- n **Ethnically diverse, disadvantaged K-12 students in Southern San Joaquin Valley, California**
 - n **Bakersfield (Kern) & Visalia (Tulare)**
 - n **One component of a larger grant program**

- n **Funding Source:**
 - HRSA Nursing Workforce Diversity**
 - Grant # #D19HP40569010**

About Us---Kern Co.



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- n **Ethnically diverse; High poverty; High joblessness; Agricultural area**

- n **High Schools**

- n **48% Hispanic (Kern Co.)**

- n **51% Hispanic (Tulare Co.)**



- n **Over 8,000 square miles**

- n **42% rural; 84 persons/square mile**

- n **Almost 40% of residents < 18 yrs.**



More Kern County Info

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- n **Medically Underserved Area**
 - n RN Rate 407 (California has 619)
- n **Economically & Educationally Disadvantaged**
 - n Only 13.5% of residents have College Degree (California is over 25%)
 - n CSU Bakersfield is only university for 110 miles; Hispanic Serving Institution
 - n Almost 40% of 1st time Freshmen require remediation in Math &/or English



Nursing Shortage

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n **RN shortage continues, despite growth of Nursing School admissions**

n **HRSA projects shortage of 1,000,000 by 2020; Auerbach study says 340,000**

n *Auerbach, D. (Jan/Feb, 2007) Health Affairs.*

n **BSN enrollment >7.6% in 2006 over previous year (still not enough to meet projected needs)**

n *AACN, October 2007*



n Competition with Acute Care

- n About 118,000 RNs needed to fill openings**
- n Many offering high salaries & signing bonuses, other perks**

AHA, 2007

n Public Health

- n Affected by overall shortage, poorly funded system, noncompetitive salaries, overlooked & not well known**

QUAD Council; February, 2007

The Reality

n **Difficult to**

n **Signing Bonuses**

n **Immediate Benefits**

n **Tuition Forgiveness**

n **Off-Shift/
Weekend**

Bonuses

n **Referral Bonuses**

A



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Innovative Ideas Needed

- n **We need to gain a 'market share'**
- n **How do we get our message out there?**
- n **We need to 'sell' Public Health Nursing**
- n **Need to begin early**

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'Selling' PHN

- n Johnson & Johnson's
 - n The Campaign for Nursing's Future

PORQUE SOY ENFERMERA



- n U of Illinois, Chicago
 - n Posters for PHN

PUBLIC HEALTH NURSING



White coats aren't our style,
but we love saving lives.



Marketing PHN

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- n **“Strategic Marketing attempts to determine how an organization competes against its competitors in a market place. In particular, it aims at generating a competitive advantage relative to its competitors.”** Wikipedia, 2007
- n **Competitive Analysis---note strengths & weaknesses of PHN/RN**



Basics

- n **Know your market**
 - n Adolescents, college students, etc.
- n **Know what they want**
 - n Education, 'things', connection
- n **Timing is essential (interest)**
- n **Messenger that can relate**
- n **Clear, Concise Message**
- n **Personal Connection (stories)**



White coats aren't our style,
but we love saving lives.



Hello. Welcome to my office.

**Public Health Nursing:
Big office, plenty of natural light**



PUBLIC HEALTH NURSING



A Public Health Nurse
is a safety helmet for your community.



Our Goal

n Increase awareness & interest in Nursing (& PHN) among ethnically diverse/disadvantaged K-12 students

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Educational Pipeline

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- n **Health Careers Academies (350)**
 - n **Two large area high schools (Bakersfield, Visalia)**
 - n **Active, longstanding programs**

- n **RN Explorer Post (100)**
 - n **Newly organized, sponsored by STT, hospitals, other agencies (Bakersfield)**



Health Careers Academies

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- n **Guest speakers; Information on Health Careers; Learn Skills**

- n **Emphasize basic skills needed for college entry & success**
 - n **Courses: medical terminology, anatomy, advanced math/science, English, computer skills, etc.**
 - n **Presentations & Projects**



More on HCAs...

- n **Partner with Agencies to offer**
 - n **Internships**
 - n **Job Shadowing**
 - n **Advising & Program Planning**
 - n **Volunteering**

- n **Mentors; some find part-time work locally in healthcare field**



RN Explorer Post

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- n **Boy Scouts of America**
- n **Sponsoring agency, other partners**
 - n **Donations to cover costs, scholarships**

- n **Lectures & presentations**
 - n **Ethical issues, personal growth, HC jobs & education required**

- n **Field trips (UCLA, Children's Hospital)**



Grant Activities--HCAs

- n **Campus Tours (Nursing Presentation)**
 - n **Pizza or Cookies/Punch**
- n **Faculty Outreach Presentations**
- n **Videos, Discussions, Q & A**
 - n ***“Public Health Nursing--It’s For You”***
 - n **Minnesota Department of Health**
- n **Presentations by Graduates, others**
- n **Intensive Advising & Availability**
- n **Support (supplies/teaching materials)**



Reaching Downward

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- n **HCA's Given Information on (HRSA)
“Kids Into Health Careers”**

- n **HCA's presented information to K-8**
 - n **Some as part of other K-6 Health Presentations (tobacco, fitness, etc.)**
 - n **Others as part of HCA Recruitment Presentation to 8th graders**



Golden West High School

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HCA Results

- n **Over 1800 K-8 students were given information about nursing & Kids Into Health Careers**

- n **CSUB BSN class entering F/06**
 - n **9% graduates of East High School**
 - n **One GWHS graduate applied**
 - n **One GWHS graduate on campus, enrolled in prerequisites at CSUB**



More HCA Results..

- n **East High School**

- n **Male Student interest in RN**

- n **> expressed interest in Nursing**

- n **Golden West High School**

- n **10 students entering nursing**

- n **5 students entering other HC fields**



Program Activities: RN Explorers

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- n **Faculty Mentor; Nursing Students**
- n **Monthly meetings**
 - n **Tours of hospitals, other agencies**
 - n **Nursing Skills demonstrations**
 - n **Videos (including PHN video)**
 - n **Presentations by local nurses, nursing students, & other health care professionals**
- n **Yearly field trip (UCLA, Children's)**

RN Explorer Post



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Outcomes of RN Explorers

- n One student entering BC nursing program this Fall.
- n One student entering another BSN program this Fall.
- n Three Explorers taking the prerequisites for the CSUB BSN program this Fall.
- n Three Explorers currently at BC in the pre-requisite courses.
- n The mother of an Explorer is entering BC this Fall.



Increased Interest

- n **Connected to county HCA group**
 - n Small grant awarded
 - n Connections with other HCAs

- n **Tours & presentations to other HCAs and groups**
 - n Delano High School HCA & ROP
 - n Arvin High School HCA



Overall Feedback

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- n **Longitudinal---cannot yet determine numbers of students entering PHN**
- n **Feedback from Teachers/Advisors:**
- n **Most Enjoyed----**
 - n **Presentations by nursing students & recent graduates**
 - n **Campus & Hospital Tours**
 - n **Field Trips**



Overall Outcomes

- n **Increased interest in Nursing (M/F)**
- n **Increased awareness of Public Health Nursing**
- n **Potential increase in ethnically diverse nursing workforce.**



Recommendations

- n **More formal partnerships with public health agencies, PHNs**
- n **Public Health Agency sponsorship of HCAs, RNEPs**
 - n **Volunteer with HCAs and RN Explorers; Serve as Mentors, on Advisory Boards**
 - n **Collaborate with School Nurses---Future Nurses Clubs**



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