

**A Career
in
Public Health Nursing**
**A Promotional Video for
Recruitment and Retention of Public Health Nurses**

APHA 135 Annual Meeting, November 5, 2007

Jacqueline Merrill, Kristine Gebbie
Marita Murmann, Judith Arroyo



Overview

- Background
 - How the video came to be made
 - How it is being used
- View the video



Inspiration

University of Illinois Chicago College of Nursing
HRSA funded project

Advancing Public Health Nursing Education in Illinois
Branding and marketing public health nursing





Grant # D20HP00016 Public Health Training Center Program

Our idea



COLUMBIA UNIVERSITY

School of Nursing | Center for Health Policy

• NYNJPHTC

- One of 14 centers to bring Schools of PH together w/ practice

• PHN Summit

- Semi-annual forums for PH nursing educators & practice leaders
- CHP shared initiative to promote PHN

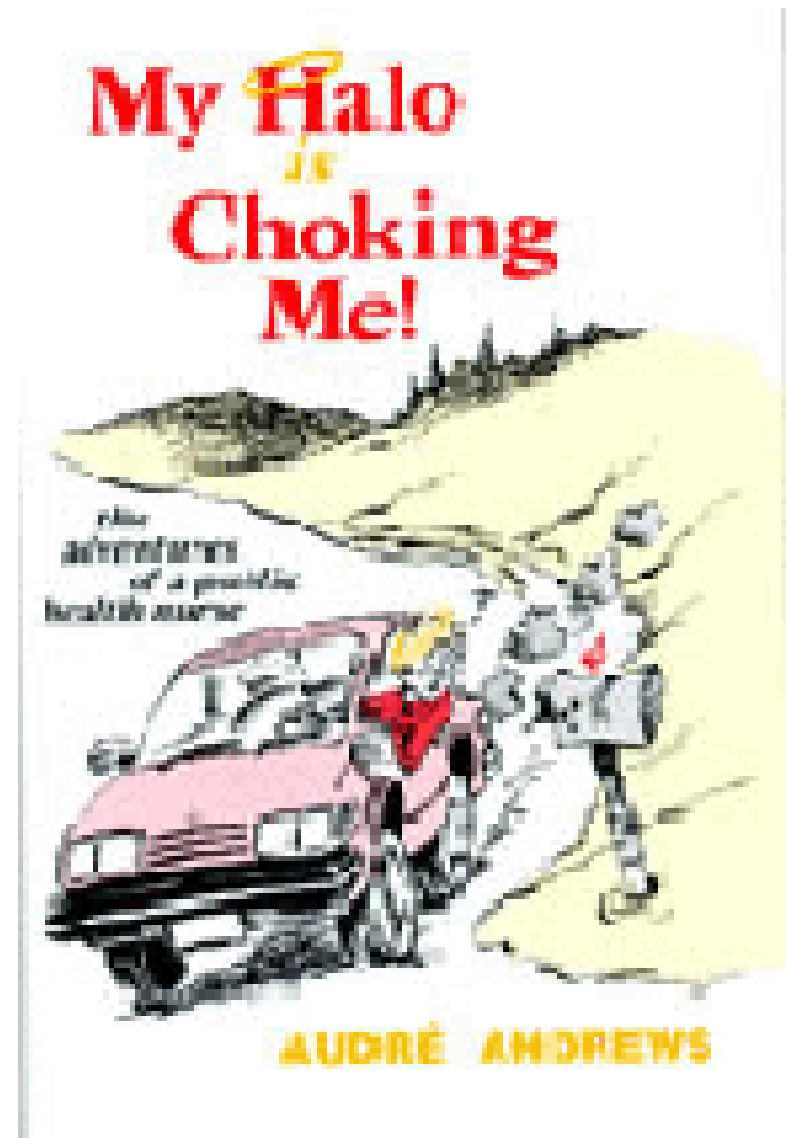
• End of year funding surplus \$3000

- Can we make the posters into a video?

4

First cut

- \$\$ mainly used to hire video editor
- Materials & images from UIC
- Supplemental images from NY/NJ PHNs & PH websites *not included* →
- Added recorded voices





Further Funding

Executive Council viewed first cut

Voted funding

- improve image and sound quality
- reproduction and distribution

Video Uses

High school career fairs

Nursing students

Orientation for PHN's

Orientation for local health officers

Information session for local legislators



Video

