Engaging Middle and High School Students in Health Careers: Reflections on 7 Years of Progress with Bring Diversity to Nursing

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Disclosures

Margaret Knight and Lisa Abdallah have no Relationships to Disclose

Bring Diversity to Nursing (BDN):
University of Massachusetts Lowell

The BDN Team

The BDN Administrative & Support Staff

UMass Lowell BDN Students

Bring Diversity to Nursing
Introduction

Health Disparities & Health Professions

- 2012 Census 37% of the nation is diverse.
- US Diversity in Nursing
  - 2008 National Sample Survey Registered Nurses survey notes 16.8% diversity in the Nursing Workforce.
  - 5.4% African American; 3.6% Hispanic; 5.8% Asian/Native Hawaiian; 0.3% American Indian/Alaskan Native; and 1.7% multi-racial nurses.

Massachusetts

- Massachusetts Registered nurses, all nursing programs (diploma, AD, BS)
  - 2% Hispanic
  - 3% Asian
  - 4% Black NH
  - <1% Native Hawaiian & Pacific Islander

UMass Lowell Nursing
Ethnicity Data Comparison

Health Disparities & Nursing Education

- Primary focus of BDN program is
  - RECRUITMENT
    - (Middle, High School & RN-BS)
Partnerships

- Graduate School of Education’s Summer College Prep Program
- Center for Family, Work and Community Gear Up Program
- Lawrence Middle and High Schools
- Lowell Middle and High Schools
- Merrimack Valley/Lawrence YMCA Teen and Junior Teen Achievers Program

Recruitment 2007-2011
Provide access for minority/disadvantaged students to the nursing profession through pre-entry and recruitment efforts

- Reach out to middle and high schools in Lawrence & Lowell
- Offer Introduction to Nursing and Nursing as a Career after-school workshops
- Offer Summer College Prep and Young Scholars workshops
- Participate in career fairs and community college open houses
- Develop promotional material (posters, logo, brochures, website)

Recruitment 2011-2015

- Continue existing community partnerships.
- Identify, establish relationships, and follow students from middle school through high school.
  - Development of Nursing Clubs versus workshops (Young Nurse of the Future Club, Nurse of the Future Club).
  - Reach out to families to engage them and provide information to them about nursing careers.
  - Engage guidance counselors through BDN ambassadors who are graduates of both the city high school and UML BDN program. (Surveys and Brochures).

Recruitment 2011-2015

- Use School of Nursing website to link students to sites for additional information about nursing and BDN.
- Development of BDN website
  - Elementary School Activities
  - Middle School Activities
  - High School Activities
  - Parent & Guidance Counselor Information
    [http://www.uml.edu/Health-Sciences/Nursing/BDN/Learn-About-Nursing/default.aspx](http://www.uml.edu/Health-Sciences/Nursing/BDN/Learn-About-Nursing/default.aspx)
- Brochure development
  -
BDN Outreach Activities

- Story Telling
  - Lowell & Lawrence Elementary Schools
- Career Fairs
  - Lowell High School
  - Greater Lowell Technical High School
  - Lawrence High School
- Open Houses
  - Middlesex Community College
  - Northern Essex Community College
- Information Sessions RN-BS

Example Recruitment Initiatives

- 1,415 kindergarten, first and second graders in the Lowell and Lawrence communities have attended a reading of the book, *Nurses*
- 2007 Online Middle and High School Students Nursing Assessment Survey (N=1595)
- 2010 Online Teacher & Guidance Counselors Survey (N=59)
- *Nursing as a Career Choice* Middle School Workshops (N=168 participants)
- *Introduction to Nursing as a Career* High School Workshops (N=344 participants)

Elementary School Outreach

Elementary School Readings

1. Pre-survey: “What do nurses do?”
   - Help people
   - Give people medicine
   - Help doctors
   - Give you surgeries
   - Give you an ice pack
   - Put Band-Aids on

2. Post-survey: “What else have you learned that nurses do?”
   - Go to nursing school
   - Work in the Army
   - Use a stethoscope
   - Help old people to be healthy
   - Want you to be happy

BDN Assessment Surveys

- 2007 Online Middle and High School Students Nursing Assessment Survey (N =
• 93% nursing is a career for both men and women

• 14% definite interest and 32% may be interested in nursing as a career choice

21 Young Nurse of the Future Clubs

22 Nurse of the Future Clubs

• Who’s Who in Health Care
  – What is the difference among health care providers
  – What is the difference in education preparation
  – What is the difference in their job

• Vital Signs Measurement
  – Temperature
  – Pulse
  – Respiration
  – Blood Pressure

• Physical Assessment
  – Lungs sounds, reflexes, neurological testing.

• Sterile Technique
  – Changing a surgical bandage
  – Using gowns & gloves to protect yourself

• Anatomy and Physiology games (Jeopardy, Hollywood Squares)

• Math for Medication Administration
  – Converting to metric measures

• Mobile Simulation Van

• Field Trips - UML

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24 Post Workshop Surveys of Middle & High School Students

25 BDN Teacher and Guidance Counselor Assessment Surveys

• 2010 Online Teacher & Guidance Counselors Nursing Assessment Survey (N = 59)
  • 95% would recommend nursing is a career for both men and women
  – Only 38% reported that SAT/ACT scores are a factor for admission
  • 94% Biology and A&P are important pre-requisites for nursing
  • 88% English courses are important pre-requisites for nursing
  – Only 62% said basic math and algebra are important pre-requisites for nursing
  –
BDN Recruitment

Questions? - Thank you!
We hope you can visit us soon!