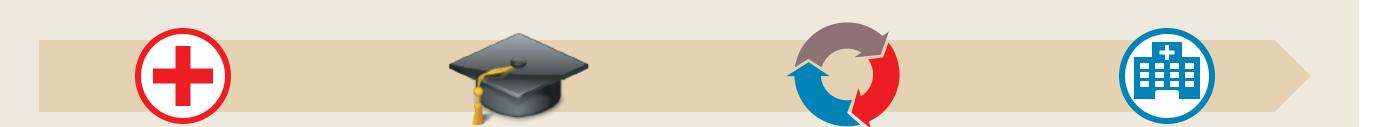
UNIVERSITY, CORPORATE, LOCAL **EDUCATION UNIT SYSTEMATIC** PARTNERSHIP FOR COMMUNITY HEALTH

Presented by Laura Fenster Rothschild, PsyD; Laura Hollod, MPH; Yezenia Ramos, MBA

For over 20 years, Johnson & Johnson and Rutgers University have partnered with local educational units to provide essential leadership and management and public health training to school nurses in order to improve health outcomes in communities.

Improving Community Health through Partnership

Our Theory of Change



Change

Project

Following an

intensive residential

lead a year-long

change project in

their communities,

tha utlize strategic

to improve local

health conditions.

They receive

mentorship and

support from

program staff.



RUTGERS

Johnson & Johnson -

- Mobilize resources
 - Budget _
 - Marketing -
- Advise strategic direction
- Provide industry/ content-specific advisement
- Endorse program credibility with brand reputation

Partnership

- Program development
- Measurement
- Selection of Community Health Needs
- Recruiting
- Sustainability efforts (funding, other partners)

Rutgers

- Create curriculum
- Engage faculty to teach course
- Manage evaluation of program
- **Provide technical** assistance to community change projects
- Ensure academic integrity
- School Nurse in

Educational Setting Management Program School nurses have J&J partners with Rutgers access to young people and their University to provide families. In an 18-month under-resourced fellowship program settings, school in leadership, nurses are often the management and only health care public health to professionals school nurses. accessible to communities and have never had leadership training.

Program at a Glance

SCHOOL NURSES

trained through Johnson & Johnson - Rutgers School Health Program since 1988 Community Improved Local Health Outcomes

With leadership training and learnings from their training, participants community change projects, school nurses become health care leaders partnerships, in order who are able to improve community health outcomes.

700 +

Leadership &



strategies Support fellows in participating in all training activities

need

LEA

Implementation of

community health

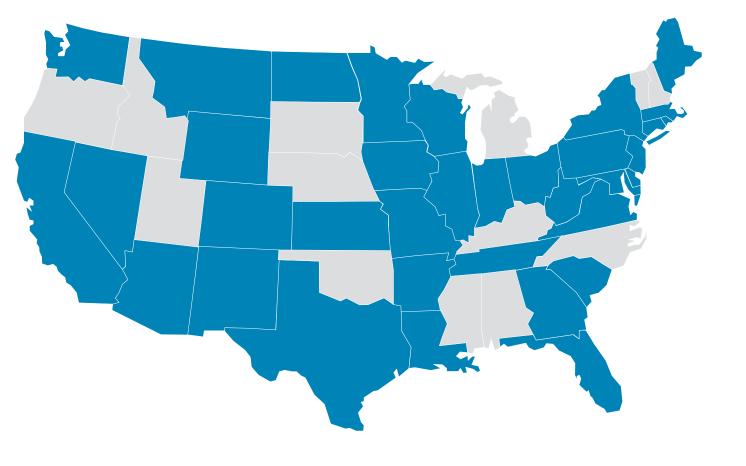
Identify local resources

Fellows Serve

& key stakeholders Assessment of local

- Selection of interventions
- Engaging other agencies
- Presenting the program data

Communities Across the U.S.







across the United States have a School Nurse Fellow working for the health of their young people and families



served by fellows in the United States since 1988

PROGRAM CASE STUDIES

Carl Junction, MO (2013)

This project aims to ensure coordinated health care services are provided to all students in the community through the development of effective partnerships.

Partners: Local hospital system; CBO; health department; district administrators; families

Result: Development of an effective Wellness Committee



Framingham Public School District, MA (2013)

This project aims to increase immunization rates among children in grades K-12 by partnering with local health care providers to develop a procedure for community-wide immunizations, install staff as necessary, and use public radio and community resources to publicize program

School-based health services/clinic



Partners: Local physician offices; health department; grocery stores; radio stations; building administrators

Baseline: 11% kindergarteners immunized • 78% immunized by high school

Result: 96% of district in compliance • 98% of kindergarteners immunized 95% immunized by high school

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