

Creating Effective Media Materials

The media can help build support for the *Campaign* and promote the work of your Action Coalition. You face a lot of competition, so your materials need to be timely, clear, concise, and eye-catching. Whether you have an event to promote, a new partner to announce, or you've reached a milestone in your program, you must decide what information to send and how best to send it to a journalist, a broadcast reporter, or a producer.

There are a number of different ways to send information to the media. Your approach will vary depending on the audience you want to reach. This document will help you decide which materials are best to use for the news you want to share.

The list below describes several commonly used media outreach materials, and the “how to” sections that follow will help you create each one on your own.

Press release. A news announcement issued to the media that summarizes an organization's event, data findings, collaboration, development, or new project. It is usually distributed through a newswire or directly to reporters via a pitch letter.

Pitch letter. An email to reporters, editors, or producers providing them with a story idea, news angle, or potential spokesperson for publication. A pitch letter is designed to pique a reporter's interest and encourage him or her to cover a specific story or topic. It is also helpful to include a press release or media advisory pasted at the bottom of the email.

Letter to the Editor. A timely letter written on behalf of an individual or organization in response to a recently published story or article. Letters are drafted to support or refute a position taken by a reporter or contributor and should include examples or current events to support the presented claim.

Op-ed. An article submitted to the media that expresses the opinion of an individual or organization in response to a current event or issue. Each news outlet has a preferred method of receiving op-eds, so be sure to check that organization's guidelines before submitting.

Media advisory. A brief announcement that describes an upcoming event or activity. This document should be short, easy to read, and should feature key points of interest, including the who, what, when, where, why, and how, plus contact information for media inquiries.

How to Write and Distribute a Press Release

A press release is a statement prepared for distribution to the media that publicizes something newsworthy. Most journalists regard press releases as a valuable starting point for preparing a story. While some news organizations run press releases verbatim, most use them to gain an overview of the facts. Then they choose the angle they want to pursue. When preparing to write a press release, consider whether your announcement will provide something of value to the media:

- Is the information timely, or are you releasing new or surprising data or information?
- Does the news affect a large number of people in the community?
- Do you have a notable spokesperson involved in your work?
- Have you reached a major milestone in your project?

These questions will help you determine the newsworthiness of your announcement. Should you decide to go this route, below are some important items to include in your release:

Dateline and Contact. This section at the top of the page contains the “For Immediate Release” or “Embargoed Until” date, as well as contact information for the person a reporter should consider a source for more details or for scheduling an interview. This should include name, phone number, and email address for the media relations contact person.

Embargo. This note that appears before the date of release tells journalists not to leak or print the story before a particular deadline. This is typically used for product announcements and for studies that are due to be published in scientific journals. If you would like to provide

a press release to a reporter and not have the information go public until a certain date, you can create an embargo by writing “Embargoed Until” before the release date. The phrase “For Immediate Release,” which is often found at the top of a press release, indicates that the information in the release is not embargoed.

Headline. The first line of text in the press release that deals with the topic is the headline. It tells a reporter what the press release is about and why this news matters. It can be a very effective tool to gain the attention of the journalist, so make your headline compelling and relevant. It should be descriptive but not too long—somewhere in the range of 100 characters. It should be formatted in title case, that is, each word of four letters or more should have the first letter capitalized. Acronyms, of course, can be all caps.

How to Write and Distribute a Press Release (CONTINUED)

Body—dateline. Begin the first line of your press release with the originating city of the news described.

Body—lead. This is your introductory paragraph, where the “meat” of the press release begins. The first few sentences should provide answers to the questions who, what, when, where, and why this story matters.

Body—details. Here, after the introduction, give explanation, statistics, and background that support the claims you’ve made in the introductory paragraph. The body should be at least 3000 characters, or 500

words, and should have a minimum of two paragraphs. Each paragraph should be between 5 and 8 lines long. Leave a blank line after each paragraph for good visibility. And try to include one or more quotes from key spokespersons or people who provide credibility and support for the case you make.

Boilerplate. The boilerplate acts as an “about” statement, and is used repeatedly and consistently. It is generally a short section providing background information on the organization(s) issuing the press release.

[See sample press release on next page](#)



Sample Press Release

Release date/Status

NEWS RELEASE
August 20, 2012



CONTACT: [Linda Tieman](#), (206) 878-1200
[Lisa Lederer](#), (202) 371-1999

Headline

Washington State One of Just Nine States Selected for Grant to Build a More Highly Educated Nursing Workforce

Dateline

Focus in Washington State Will be on Increasing the Proportion of BSN Nurses to 80 Percent

Lead

Princeton, N.J. —The Robert Wood Johnson Foundation (RWJF) today announced that Washington State is one of nine states chosen for a two-year, \$300,000 grant to advance state and regional strategies aimed at creating a more highly educated, diverse nursing workforce. The funding is through a new RWJF program, *Academic Progression in Nursing* (APIN).

In addition to Washington State, those chosen for the new grants are California, Hawaii, Massachusetts, Montana, New Mexico, New York, North Carolina, and Texas. Coalitions in each state will now work with academic institutions and employers on implementing sophisticated strategies to help nurses get higher degrees in order to improve patient care and help fill faculty and advanced practice nursing roles. In particular, the states will encourage strong partnerships between community colleges and universities to make it easier for nurses to transition to higher degrees.

Supporting quote

The emphasis in Washington State will be on increasing the number of nurses with a bachelor of science in nursing (BSN) or higher degree to 80 percent. “This work is transformative. We’ve had the right people for years and have been making progress, but this grant will really help us make sustainable change,” said Linda Tieman, RN, MN, FACHE, executive director of the Washington Center for Nursing. Currently, 51 percent of Washington State nurses have a BSN or higher degree. “We’ve got work to do. But it’s work we enjoy doing.”

APIN is run by the American Organization of Nurse Executives (AONE) on behalf of the Tri-Council for Nursing, consisting of the American Association of Colleges of Nursing, the National League for Nursing, American Nurses Association, and AONE, which is leading the \$4.3 million, Phase I two-year initiative.

Supporting quote

In its groundbreaking report, *The Future of Nursing: Leading Change, Advancing Health*, the Institute of Medicine (IOM) recommended that 80 percent of the nursing workforce be prepared at the baccalaureate level or higher by the year 2020. At present, about half of nurses in the United States have baccalaureate or higher degrees. While acknowledging the contributions of Licensed Practical and Licensed Vocational Nurses and associate-degree-prepared Registered Nurses to health care, the IOM report says that a better-educated nursing workforce is needed to ensure that our nation’s population has access to high-quality, patient-centered care.

“The nation needs a well-educated nursing workforce to ensure an adequate supply of public health and primary care providers, improve care for patients living with chronic illness, and in other ways meet the needs of our aging and increasingly diverse population,” said Pamela Austin Thompson, MS, RN, CENP, FAAN, national program director for APIN, chief executive officer of AONE, and senior vice president for nursing at the American Hospital Association. “We have great confidence in the nine states that will receive these grants to implement bold and effective strategies that will work in their states and create models that other states can utilize.”

RWJF is also helping advance recommendations in the IOM report by supporting *The Future of Nursing: Campaign for Action*. The *Campaign for Action* is a collaborative effort to advance solutions to challenges facing the nursing profession in order to improve quality and transform the way Americans receive health care. It is coordinated through the *Center to*

Sample Press Release (CONTINUED)

Champion Nursing in America, an initiative of AARP, the AARP Foundation, and RWJF. It supports 49 state-based Action Coalitions around the country, and Action Coalitions are leading the APIN work in each of the nine funded states.

“Our state Action Coalitions are bringing nursing and other key leaders together to ensure that nurses have critical competencies, including leadership, cultural competence, interprofessional collaboration, and quality and safety, and to increase the diversity of the nursing workforce,” said RWJF Senior Adviser for Nursing Susan B. Hassmiller, PhD, RN, FAAN. “We are pleased to be able to provide financial support to nine of the Action Coalitions that are doing highly effective work on academic progression. Advancing a more highly educated, diverse workforce where nurses are able to practice to the top of their education and training is essential to achieving the Robert Wood Johnson Foundation’s mission to improve health and health care in this country.”

Boilerplate

The Washington Center for Nursing

The Washington Center for Nursing’s mission is to contribute to the health and wellness of people in Washington State by ensuring that there is an adequate nursing workforce to meet the current and future health care needs of our population.

About the Robert Wood Johnson Foundation

The Robert Wood Johnson Foundation focuses on the pressing health and health care issues facing our country. As the nation’s largest philanthropy devoted exclusively to health and health care, the Foundation works with a diverse group of organizations and individuals to identify solutions and achieve comprehensive, measurable, and timely change. For 40 years the Foundation has brought experience, commitment, and a rigorous, balanced approach to the problems that affect the health and health care of those it serves. When it comes to helping Americans lead healthier lives and get the care they need, the Foundation expects to make a difference in your lifetime. For more information, visit www.rwjf.org. Follow the Foundation on Twitter [www.rwjf.org/twitter](https://twitter.com/rwjf) or Facebook [www.rwjf.org/facebook](https://www.facebook.com/rwjf).

About the Tri-Council for Nursing

The Tri-Council for Nursing is an alliance of four autonomous nursing organizations each focused on leadership for education, practice, and research. The four organizations are the: American Association of Colleges of Nursing; American Nurses Association; American Organization of Nurse Executives; and the National League for Nursing. While each organization has its own constituent membership and unique mission, they are united by common values and convene regularly for the purpose of dialogue and consensus building, to provide stewardship within the profession of nursing. These organizations represent nurses in practice, nurse executive,s and nursing educators. The Tri-Council’s diverse interests encompass the nursing work environment, health care legislation and policy, quality of health care, nursing education, practice, research, and leadership across all segments of the health delivery system.

How to Draft a Pitch Letter

There is intense competition today for media coverage. To generate media interest in your activities, you will need to think about how to “package” or “sell” your efforts before drafting a pitch letter or a press release. Consider:

- What’s the news?
- Why does it matter?
- Why should people care?

The top-of-mind answers you might give may not be the answers you need for reporters. In other words, there is a difference between “inside baseball”—stories that may be of interest to the trade or industry press (e.g., nursing magazines)—and what might be of interest to your local paper, especially if you live in a major media market.

The *Campaign for Action* is focused on five basic issue areas as outlined in the Institute of Medicine’s Future of Nursing report. To generate media interest, you will need to frame your work in terms of why it matters to patients, or how what you are doing is addressing major health care challenges, such as access, cost, and quality/safety. No matter what you focus on, you will need a local angle, for example:

- Are advance practice registered nurses (APRNs) solving a provider shortage in your state? Or, is your state suffering from a provider shortage that APRNs could solve, if practice barriers were removed?
- Do you have a nursing school in your state? If so, what will the proposed education changes mean for that institution? More jobs?

- Are any of the hospitals in your state changing hiring requirements for nurses, e.g., requiring bachelor of science in nursing (BSN) degrees? What is your involvement, and what is the local reaction to these changes?

Once you have your angle and story idea and the reporter’s contact information, you are ready to write a pitch letter.

A pitch letter is designed to pique a reporter’s interest and encourage him or her to cover a specific story or topic. A pitch letter must contain basic facts about the newsworthy item and provide substantial reasons for the reporter to cover the story. A pitch letter should not tell the entire story (your press release will do that), but rather should offer an interesting angle and key spokespersons who are available to speak on the subject. You should not pitch multiple stories at once. It’s a good idea to monitor news coverage and pitch to a relevant reporter at the appropriate time.

Pitch letters should be distributed via email and personalized to the reporter if possible. A late-morning distribution time is recommended, because

How to Draft a Pitch Letter (CONTINUED)

reporters have already had their daily planning meetings, but are not yet deeply involved in other stories and are not scrambling to meet four or five o'clock deadlines.

Here are some tips to help assure that a reporter will read your pitch letter:

Start with an attention-grabbing subject line.

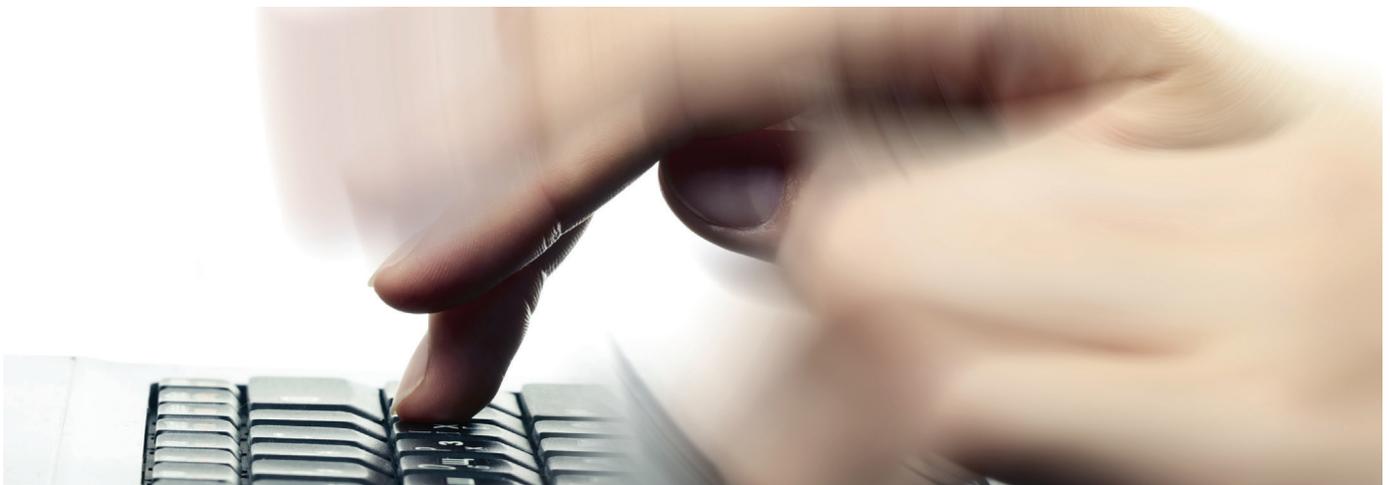
Reporters receive hundreds of emails and unsolicited pitches a day, and the subject line is the first thing they notice. There are a number of ways you can make your subject line eye-catching. Connect your topic to a current news trend, if possible. If you're pitching a story about a new partnership, why does it matter? What is your goal? If your story involves a well-known organization or location that will resonate with the reporter, be sure to put that into the subject line. Don't mislead by promising the "first ever" if it's not (reporters are often wary of those kinds of claims anyway). Take some time to craft a short, attention-getting subject line that will make the reporter want to open your email. And keep it short and sweet.

Get to the point. Don't bury your lead in the body of your email. Pique the reporter's interest in the first sentence. Give the reporter something that will make him say either, "Gee, I never knew," or "That's a fantastic story."

Make it personal. Your pitch letter should contain basic information, but your primary objective is to deliver a relevant and customized angle to specific reporters. Do your homework and research your target. What stories has this reporter filed in the past? Has she covered nursing or other relevant health care issues? If so, when? Were the stories positive, negative, or neutral in tone? Which source(s) did she quote? Never miss an opportunity to compliment a reporter on a story she wrote that you liked.

Take your time. The process of finding the right targets, reviewing their recent work, and then writing, rewriting, editing, thinking, and proofing takes time, but in the end, the payoff is getting your story covered.

See sample pitch letter on next page



Sample Pitch Letter

Sample Media Pitch E-mail

Story Idea: Campaign Update. It's been more than two years since the Institute of Medicine released its landmark report on the future of nursing. What goals or issue areas is your Action Coalition working on? What are the most pressing needs in your state? What is the trend in terms of home care? Have there been any high-profile stories about medical errors or unmet needs? Is your state experiencing a population influx? How are health care needs being met or not? Customize the pitch below according to the questions or issues you are dealing with in your state.

Sample Pitch

SUBJ: Reinventing the Modern Nurse

Greetings [NAME],

Two years ago, the Institute of Medicine (IOM) issued a landmark report on the future of nursing that received widespread attention—including in your paper [CHECK THIS AND SEND TO APPROPRIATE REPORTER, NEWS, OR HEALTH EDITOR. CITE THE ARTICLE TITLE AND DATE].

The report outlined strategies to address the increasing demands on our health care system, including an aging and sicker population, millions more insured thanks to health care reform, a shortage of primary care providers, and the soaring cost of care.

Here in [STATE], we are working to implement the IOM's recommendations. As the lead/co-lead of our state's Action Coalition on behalf of the Future of Nursing: *Campaign for Action* (a joint initiative of the Robert Wood Johnson Foundation® and AARP™), we believe that nurses are uniquely qualified to address many of the challenges facing our health care system, both quickly and cost-efficiently.

We are working to:

- Expand access to primary care by removing outdated barriers that prevent advance practice registered nurses (APRNs) such as nurse practitioners from providing care to the full extent of their education and training;
- Improve the coordination of care by adopting more team-based approaches to care in medical education and practice;
- Strengthen nurse education to increase the number of nursing faculty and the number of advanced degree nurses who can manage leadership roles;
- Recruit a more diverse nursing workforce to provide culturally competent care and to help address health disparities.

I would be more than happy to discuss some possible story ideas on our work here in [STATE] and the progress we are making to improve access to care for all our residents.

Thank you for your time and consideration. I look forward to speaking with you.

Sincerely,
[NAME]

How to Write and Submit a Letter to the Editor

Submitting a letter to the editor is an effective way for you to comment on a specific issue being covered in the press, and to present yourself as an expert or spokesperson on that issue. A letter to the editor responds to a news article, editorial, or opinion piece that has already appeared in the newspaper. It should provide new information, a correction, or a different perspective than the original article. It also provides an opportunity to connect with the media in lieu of any newsworthy announcement or event.

Here are some tips to help get you started.

Take a Position. Take a stand either in favor of or in opposition to an opinion expressed by the editorial or article that prompted your letter, or offer new information or a perspective that was not included in the article. Use your research or your organization's talking points to back up your position.

Be Specific. Focus on a particular issue that the article or opinion piece raised. You risk diluting the letter's overall impact if you address more than one issue.

Be Brief. Keep your letter to one or two paragraphs. If you find that you have a lot more to say, consider submitting an op-ed article to the paper. (For more information, see the tip sheet, "How to Write and Place an Op-Ed" in the "Resources" section at *RWJFLeaders.org*.)

Cite the Original Article. In the first or second sentence of your letter, mention the title and date of the article your letter is responding to: e.g., "Dear Editor: Your recent coverage of the issue of the uninsured ("Health Care in America," June 13, 2012) was a thoughtful piece..."

Say Thank You. If the coverage was particularly good, you could open your letter by thanking or congratulating the reporter or newspaper for their work.

Edit and Try Again. Write and edit your letter carefully. If the letter isn't published, consider submitting it to the comment thread at the end of the original piece in the online edition. In some cases, comment threads attract more readers than the letters to the editor.

See sample letter to the editor on next page

Sample Letter to the Editor

Nursing programs are about quality care, equity

Commentary

By Walter Bumphus, Published June 29, 2012

Editor's note: The following is a letter to the editor to the New York Times pertaining to a June 24 article on requirements for nursing students.

Dear Editor:

Because the nation's community colleges currently prepare more than half of all new nurses, we read with interest your recent coverage of the growth in BSN programs at four-year colleges (Perez-Pena, Richard, "[More Stringent Requirements Send Nurses Back to School](#)," New York Times, June 24, A13).

The writer gives compelling context for an urgent national problem, a problem that will become worse over the coming decades as an additional 32 million people strain the capacity of our health care system. An estimated 848,000 new nurses will be needed by 2020 to ensure quality of care for our families and communities. In fact, [research](#) recently released by [Georgetown University's Center on Education and Workforce](#) indicates at least a 29 percent shortfall in professionally trained nurses.

Community college nursing programs—either alone or in partnership with four-year institutions—remain critical to meeting the nation's need. Your article presents a number of contradictory and somewhat unclear assertions. It suggests that BSN educated nurses are preferred, but then notes that “such policies are limited to a small fraction of hospitals.” It cites surveys purported to show that most hospitals would rather hire BSN nurses, but it does not document that research. It quotes administrators who imply community college educated nurses may be “limited to nonhospital settings,” without explaining the clear and prevailing trend that much of our health care is increasingly moving to community and public settings.

A further and key point that the article does not address relates to equitable access to health care careers. The shift in our nation's demographic makeup is well documented, with minority populations projected to represent a growing percentage of the nation's workforce. Community colleges provide the greatest diversity to the nursing workforce and are the typical gateway to practice for the highest percentage of minority students. In addition, in remote and rural communities, which typically face greater challenges in attracting and retaining adequate numbers of nurses, community colleges provide an essential pipeline to the nursing profession and thus to quality of care in those communities.

Because we are dealing with human lives and not just an issue of supply and demand, understanding the factors underlying the nursing shortage is complex. Devising strategies to address that shortage while also protecting access and equity for students who would hope to enter the profession requires greater support for all nursing programs. Community colleges are key—both to the mathematical and the human equations.

Bumphus is CEO and president of the [American Association of Community Colleges](#).

How to Write and Place an Op-ed

An op-ed—the term stands for “opposite the editorial page”—is an opinion essay written by either a newspaper’s staff columnist or an outside contributor. Writing and placing an op-ed is a potential means for promoting your work on behalf of your Action Coalition or the broader *Campaign for Action* and for raising awareness of an issue among policy-makers and the public. Here are some suggestions for writing and placing an op-ed:

Say Something New. Stay abreast of the paper’s angle on the subject you want to address. If you provide a new angle, your submission may receive more consideration.

Stay Focused. Hone in on one angle of the issue. Include relevant examples and statistics, provide succinct interpretations of their significance, and if possible, close with a “call to action.”

Address Your Target Audience. Decide whom you want to reach and consider their interests as you write. What are their needs, concerns, and likely objections to your points?

Avoid Jargon. Do not use technical or “insider” language. If a specific term is absolutely necessary, define it for a lay audience.

Edit Your Work. Submit a carefully written piece, keeping in mind that newspapers reserve the right to edit it further (usually for length and clarity). Newspapers generally limit op-eds to between 700 and 800 words. It is a good idea to ask a friend or someone outside your field to review the article for typos and basic understanding before you submit it.

Follow the Paper’s Guidelines. Major newspapers expect exclusivity and will not consider op-eds that have been submitted to, posted to, or published by other news outlets, including blogs. Papers typically publish on their websites their terms and conditions for accepting op-eds.

See sample op-ed on next page



Sample Op-ed

JournalStar.com

Local View: Time is right to address nursing shortage

JANUARY 11, 2012 11:57 PM • BY JULIANN SEBASTIAN / FOR THE LINCOLN JOURNAL STAR

The shortage of nurses poses a threat to the health of Nebraskans.

As Nebraska's population ages, one of the most important factors in maintaining our quality of life is to have an adequate number of well-qualified nurses.

Nurses make up the largest segment of the health professions workforce, providing essential services in every sector of health care -- from homes, schools and workplaces, to hospitals, clinics and nursing homes.

Unfortunately, Nebraska is facing a growing shortage of nurses, and areas of our state are already experiencing an impact on the health of our citizens.

The Nebraska Center for Nursing estimates that by the year 2020, the state will have a shortage of more than 3,800 nurses, or more than triple the current shortage. Right now, 73 of Nebraska's 93 counties have fewer nurses than the national standard. Rural areas, in particular, are hit hard.

This shortage is significant because research shows that the ratio of nurses to patients is related to the quality of care, including patient mortality, hospital infections and falls. In addition, it's important to have nurses with bachelor's degrees or higher available to provide direct care services.

These nurses provide care coordination for people who are at high risk for health problems, helping patients make the important transition from hospital to home, and helping people stay healthy at home.

We also need more advanced practice registered nurses -- such as nurse practitioners - - to provide care to people with common and recurring illnesses. Nurse practitioners work with physicians and other health professionals, giving patients the best of inter-professional team care.

Increasing the number of nurses in Nebraska will not only lead to healthier communities, it also will strengthen local economies. Nurses contribute to the economic success of a community. Nurses pay taxes and purchase homes, goods and services. They provide a workforce that allows communities to retain their own medical clinics, hospitals and nursing homes. In turn, the availability of high-quality, affordable health care contributes

Sample Op-ed

to workforce productivity and provides a recruitment advantage to attract and retain businesses.

The growing shortage of nurses is not for lack of interest among students. In Nebraska, 402 qualified applicants were turned away from baccalaureate and graduate nursing programs in 2010, including 50 to 60 percent of the qualified applicants to our Kearney and Lincoln programs.

We cannot accept more students, however, for two primary reasons: We lack adequate space to accommodate their instruction, and we do not have enough faculty to teach them.

At the UNMC College of Nursing, we have been making progress toward addressing this issue over the past few years, adding a fifth division of the college in Norfolk in 2010 and expanding our Omaha facilities last year. We must do more.

Helping build a talented workforce for Nebraska is one of the university's highest priorities, and there is a clear need across Nebraska for more nurses and nurse educators. It's important to note that 76 percent of UNMC's BSN nursing graduates have chosen to remain in Nebraska, with 44 percent of our respondents practicing in rural areas.

Expanded space for our high-demand programs in Lincoln and Kearney would give more students the opportunity to pursue the career they desire, improve health, contribute to job growth and spur economies across Nebraska.

One solution lies with an initiative that has been a top priority for the University of Nebraska since 2008 and that will be considered by the Legislature this year: a new facility to house the Lincoln division of the College of Nursing on the UNL campus, replacing an inadequate rental facility in a former downtown department store. This would allow our Lincoln division to expand by 64 students per year, with an emphasis on graduate programs so we can increase the numbers of future faculty and advanced practice nurses.

The state of Nebraska has a great opportunity now to contribute to a healthier population and a healthier economy by investing in expanded nursing education in key areas of the state.

Juliann Sebastian is dean of the College of Nursing at the University of Nebraska Medical Center.

How to Write a Media Advisory

Action Coalitions are encouraged to host speaking engagements, site visits, and other events that highlight local action and support for the *Campaign for Action*. In-person meetings are a great opportunity for Action Coalitions to engage local communities, organizations, and state leaders in an effort to advance campaign goals.

A media advisory is designed to provide important facts about an upcoming event so that reporters can make decisions about whether or how they'll cover it. The advisory should outline the key elements of the event that are most important to the media, including:

Logistical information. Include the date, time, and location.

Purpose. Include a teaser about why the event is happening and what information the reporters can expect to get by attending or tuning in.

Key speakers. Include the names and titles of specific newsmakers attending and/or participating in the event.

Interview opportunities. Include information about scheduled times and locations for one-on-one interviews with speakers or panelists.

Contact information. Include a name and phone number of the person reporters can call for more information.

NOTE: With budget cuts to news staffs, it may be difficult to encourage media to actually attend your event. In that case, a media advisory can be used to promote either a conference call (also known as a “telebrieffing”) between members of the news media and your spokespersons or a live webcast of the event. Be sure to include information about how to log on or call in.

See sample media advisory on next page



Sample Media Advisory

MEDIA ADVISORY
February 23, 2011

CONTACT: [Gretchen Wright](#) or [Johanna Diaz](#)
(202) 371-1999
[Emily Dodd](#) for The College of New Jersey
(609) 771-3066

Advancing Health and Nursing: New Jersey's Campaign for Action

New Jersey Health Experts to Discuss Plans to Expand, Improve, and Advance Nursing and Health Care for All New Jersey Residents

Leading experts on nursing and health care in New Jersey will discuss a groundbreaking campaign to improve health care delivery, increase access to health care, and hold the line on costs across the state. The effort is part of the Robert Wood Johnson Foundation's Future of Nursing: *Campaign for Action*. New Jersey is one of only five states to participate in the pilot phase of the Campaign.

The forum will be held:

**10am – 11:30am, February 25, 2011
Mildred and Ernest E. Mayo Concert Hall
Music Building, The College of New Jersey
2000 Pennington Road
Ewing**

Speakers will include:

Susan Hassmiller, PhD, RN, FAAN, senior adviser for nursing, Robert Wood Johnson Foundation

Edna Cadmus, PhD, RN, NEA-BC, clinical professor and director of the Doctor of Nursing Practice (DNP) program—Leadership Track, Rutgers University College of Nursing

Mary Ann Christopher, MSN, RN, FAAN, president, Visiting Nurse Association of Central Jersey, national advisory chair, New Jersey Nursing Initiative

David Knowlton, president and CEO, New Jersey Health Care Quality Institute, former deputy commissioner, New Jersey Department of Health

Speakers will address the ways in which the New Jersey Regional Action Coalition is piloting efforts to:

- Strengthen the team-based system to allow all health providers to deliver care that complements the expertise of their colleagues;
- Allow all health providers to deliver the care they are trained to deliver;
- Improve nursing education to meet the needs and demands of changing populations;
- Empower and prepare nurses to lead, which will help improve care delivery; and
- Improve workforce data collection and analysis.

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The Robert Wood Johnson Foundation focuses on the pressing health and health care issues facing our country. As the nation's largest philanthropy devoted exclusively to improving the health and health care of all Americans, we work with a diverse group of organizations and individuals to identify solutions and achieve comprehensive, meaningful, and timely change. For more than 35 years we've brought experience, commitment, and a rigorous, balanced approach to the problems that affect the health and health care of those we serve. When it comes to helping Americans lead healthier lives and get the care they need, we expect to make a difference in your lifetime. For more information, visit www.rwjf.org.

2010 was the 40th anniversary of the first baccalaureate nursing class at The College of New Jersey. The School of Nursing has a rich history of faculty, students, and alumni leaders who have contributed to the school, the College, and the nursing profession through education, practice and research, health care delivery, and health policy.