

TEAM RN

To Empower and Mentor RN's Public Health Nurse Recruitment

Kentucky Public Health Leadership Institute Scholars:

Monica Hall; RN

School Nurse Supervisor; Lake Cumberland District Health Department

Wendy Keown; RN

Director of Outreach Services; Lincoln Trail District Health Department

Renee Nall; RN

Nurse Administrator; Green River District Health Department

Corey Patterson; B.S., RS

Senior Health Environmentalist; Lake Cumberland District Health Department

Cynthia Phillips; RN

School Nurse Supervisor; Lake Cumberland District Health Department

Laura Woodrum; RN, B.S.N.

Nurse Administrator; Lake Cumberland District Health Department

Mentors:

Scott D. Bowden; M.P.H., B.S., A.S.

Disaster Preparedness Epidemiologist; Northern Kentucky Health Department

J. David Dunn; M.P.N., Dr. Sc. In Hyg.

Professor of Public Health, Interim Department Head; Dept. of Public Health, Western Ky, University

EXECUTIVE SUMMARY:

The TEAM RN 2007-2008 KPHLI group began their year by recognizing that health departments are having difficulty recruiting qualified Registered Nurses. While nursing schools are graduating more nurses than ever before, the number of RN applicants in the health departments has decreased.

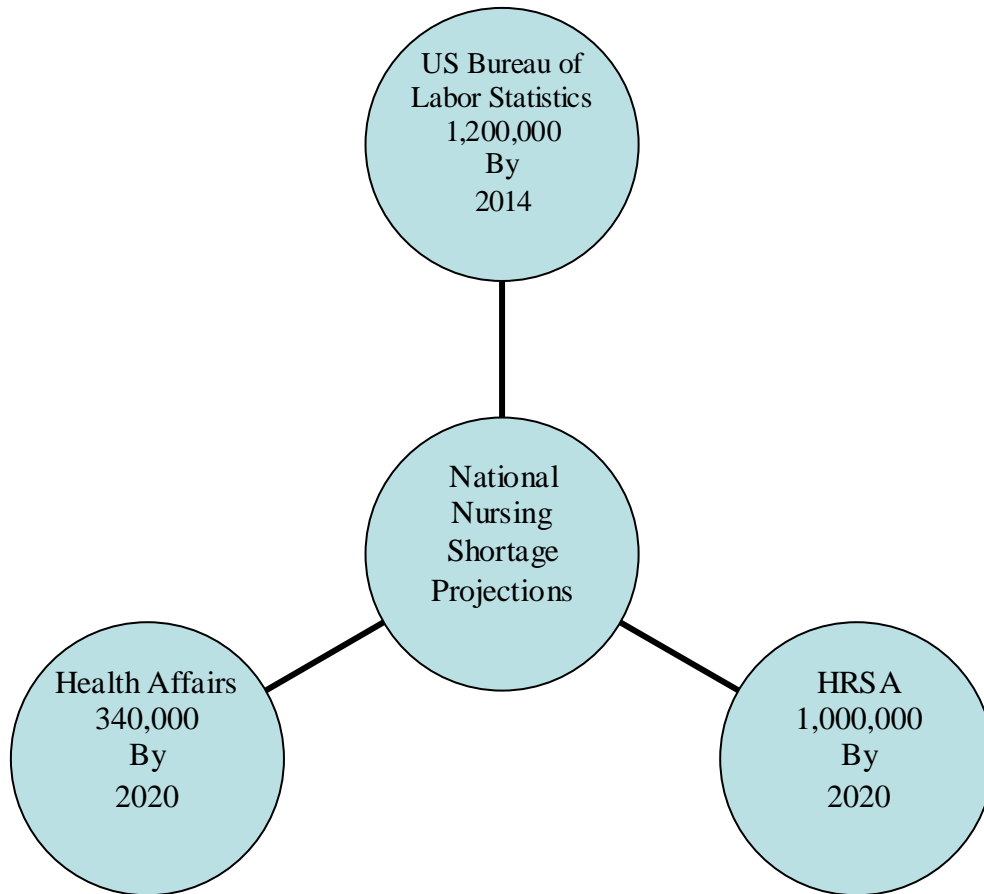
Over the past several years, there has been a loss of experienced public health nurses due to retirements, and there is projected to be an even greater loss by the end of 2008. With new emerging public health threats, it is more important than ever to have a strong and experienced public health workforce. TEAM RN decided to focus our efforts on R.N. recruitment issues in public health.

INTRODUCTION / BACKGROUND:

According to the Kentucky Board of Nursing, Kentucky currently has 34 colleges and/or universities that have Prelicensure RN Programs. In 2007, there were 44,688 licensed RN's in the state of Kentucky.¹ The latest statistics from the Department of Public Health state that approximately 1,096 RN's currently work for public health in Kentucky.² Projections from the KY Department of Public Health show that 67 RN's are eligible for retirement from public health by the end of 2008.

Several organizations in the United States have projected the nursing shortage impact through the year 2014 and 2020.³ The following diagram shows these projections. These shortages are bound to have a negative impact on the KY public health workforce.

¹



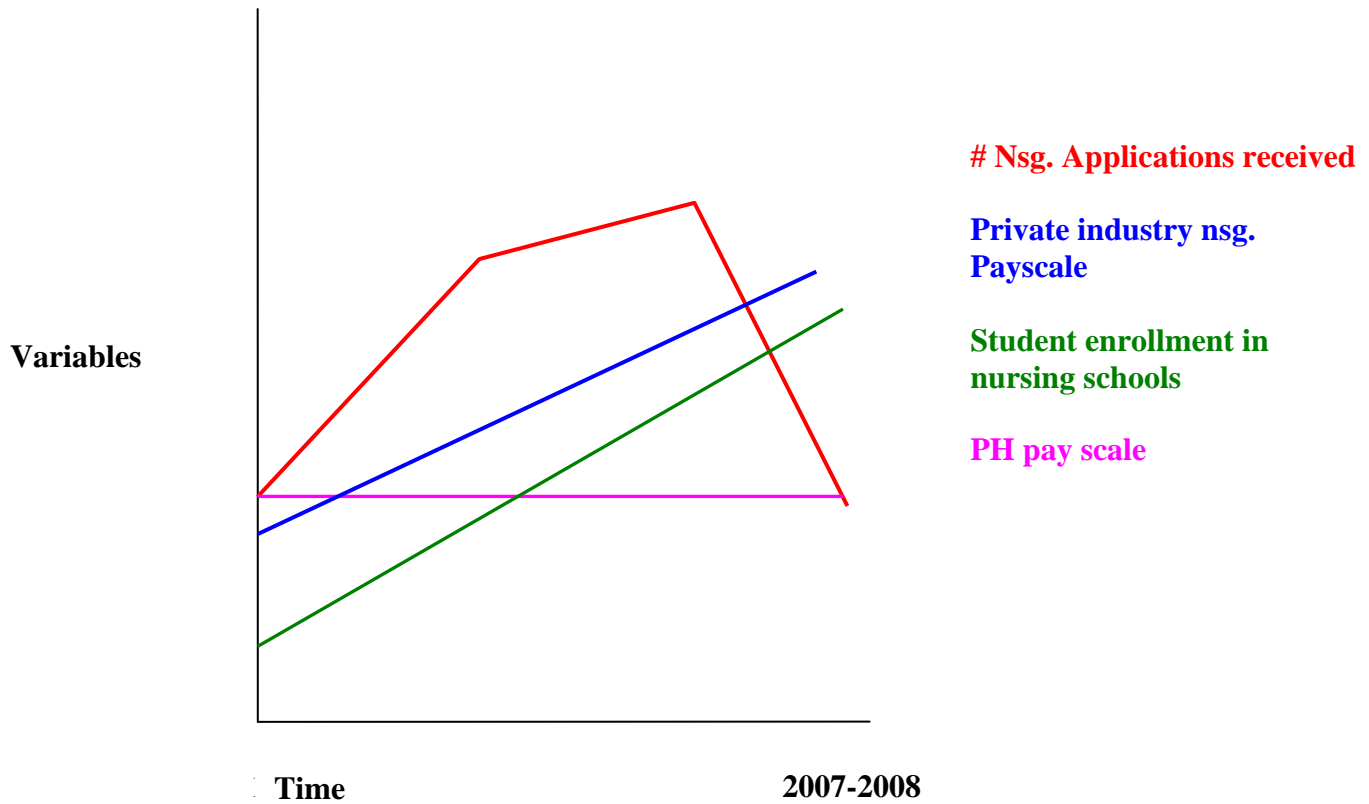
The following diagram shows the nursing supply and demand from the year 2000 through 2020:

	2000	2005	2010	2015	2020
Supply	1,890,700	1,942,500	1,941,200	1,886,100	1,808,000
Demand	2,001,500	2,161,300	2,347,000	2,569,800	2,824,900
Shortage	110,800	218,800	405,800	683,700	1,016,900
Supply/Demand	94%	90%	83%	73%	64%
Demand Shortfall	6%	10%	17%	27%	36%

The current average starting salary for an entry level Local Health Nurse I in Kentucky is \$29,670 per year. According to a survey conducted by the National Association of Colleges and Employers, the starting salary for registered nurses in the U.S. in April, 2005 was \$39,000 per year.² This shows that the average annual starting salary for public health RN's in Kentucky is well below the national starting salary for nurses.

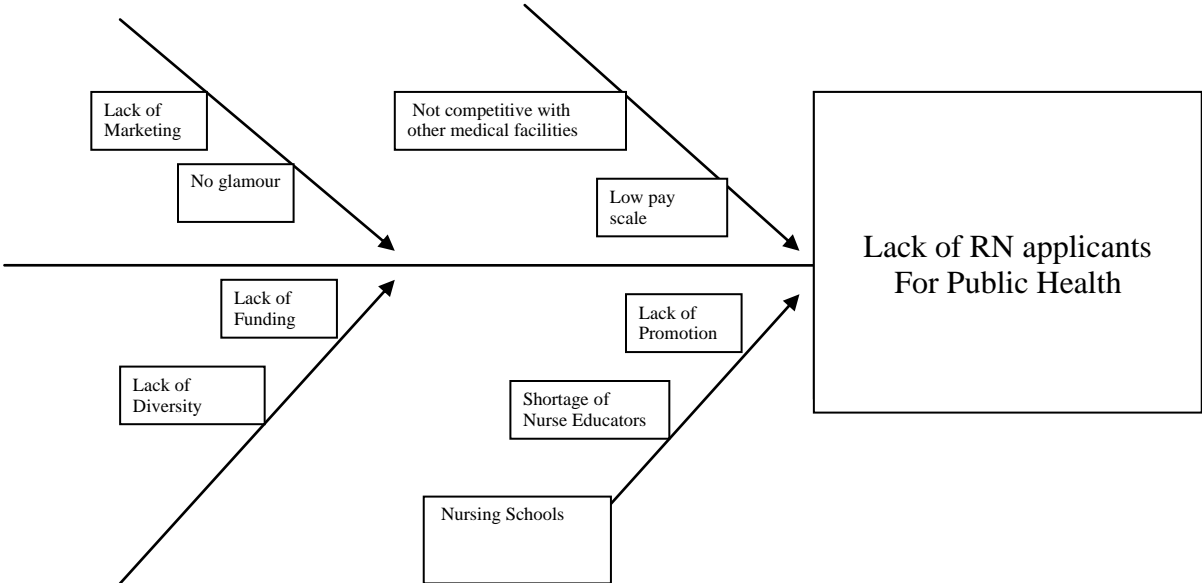
Focusing Question:

- Despite traditional efforts for recruiting nurses for public health, there has not been an increase in nurse applicants for public health. Why is there an increasing pool of nursing graduates, yet there is a decrease in the number of nursing applicants for Public Health?
- Behavior Over Time Graph:

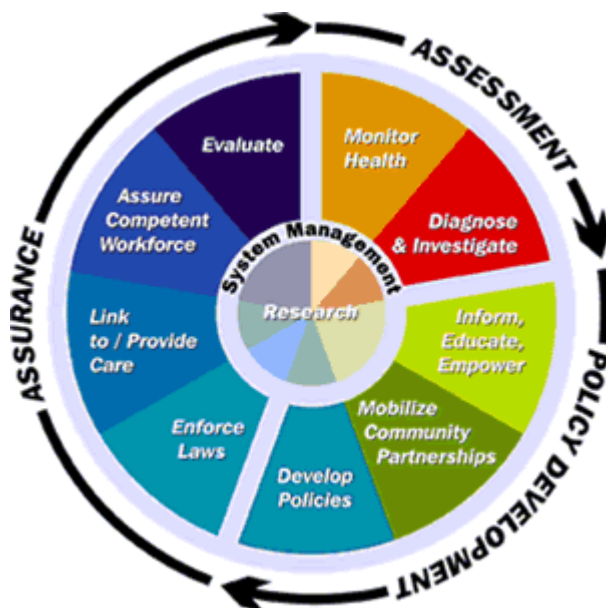


²

FISHBONE DIAGRAM:



10 ESSENTIAL PUBLIC HEALTH SERVICES/NATIONAL GOALS SUPPORTED:



Our Change Master Project Correlates with the Ten Essential Public Health Services and Healthy People 2010 as follows:

Essential Public Health Services (EPHS):

*EPHS #8 - Assure a competent public health care workforce.

Healthy People 2010:

- 23-8: **(Developmental)** Increase the proportion of Federal, Tribal, State, and local agencies that incorporate specific competencies in the essential public health services into personnel systems.
- 23-9: **(Developmental)** Increase the proportion of schools for public health workers that integrate into their curricula specific content to develop competency in the essential public health services.

PROJECT OBJECTIVES / DESCRIPTION / DELIVERABLES:

We believe that the starting salaries for public health nurses are a huge barrier to recruitment efforts. However, since we can't change the salaries, we decided to focus our efforts on recruitment. We felt that Public Health is not well promoted to nursing students and that recruitment efforts vary throughout the state. With the upcoming retirements in 2008, we decided to develop a Public Health Nurse Recruitment Video that will be posted on the DPH website and www.Train.org. We are also sending a DVD to each school of nursing in Kentucky for use with their students.

METHODOLOGY:

When we first met as a team, we originally wanted to increase the entry level salaries for Public Health Nurses. We quickly realized that we could not change the salaries, so we redirected our efforts toward recruitment. We felt that increasing recruitment efforts was an attainable goal.

We developed two surveys on surveymonkey.com. One was sent to all Local Health Department Directors and one was sent to the State University's Schools of Nursing (see Appendix A). The survey process was lengthy and was approved by the University of Kentucky's Institutional Review Board, as well as the Department for Public Health's Institutional Review Board.

We did not get a good response from the online survey. There were a lot technical problems in the survey process with the local health department survey. So, we decided to email the same survey to Local Health Department Directors in a word format. We received a better response from the emailed version.

After viewing the Johnson & Johnson nurse recruitment video and the Environmental Health recruitment video, we developed a public health nursing recruitment video titled *Public Health Nursing: Join Our Team*. We partnered with the IT department at the Department for Public Health (DPH). We reviewed the Public Health Practice Reference to identify all of the programs which employ registered nurses. We then divided and conquered.

We met and developed a storyline. We then had a meeting with the Information Technology (IT) department at DPH to outline and discuss our ideas for the recruitment video. At the meeting, we scheduled dates for filming and split up the programs to film between Lake Cumberland District Health Department, Lincoln Trail District Health Department, and Green River District Health Department. After the meeting, we each developed a script and matrix for filming at our locations (see Appendix B for an example of a matrix).

DPH's IT department came to each of our sites to film in December, 2007 and January, 2008. They then took the footage and produced a DVD of our recruitment video. Our team met to view the video and suggested some changes to it. The IT department's staff were a pleasure to work with and accepted our recommendations with ease. The University of Kentucky has agreed to provide the DVD's and copy them for us.

We developed a letter (see Appendix C) and sent all of Kentucky's Schools of Nursing a copy of the DVD to play for their nursing students. The DVD tells about the different roles that a registered nurse can have in public health.

RESULTS:

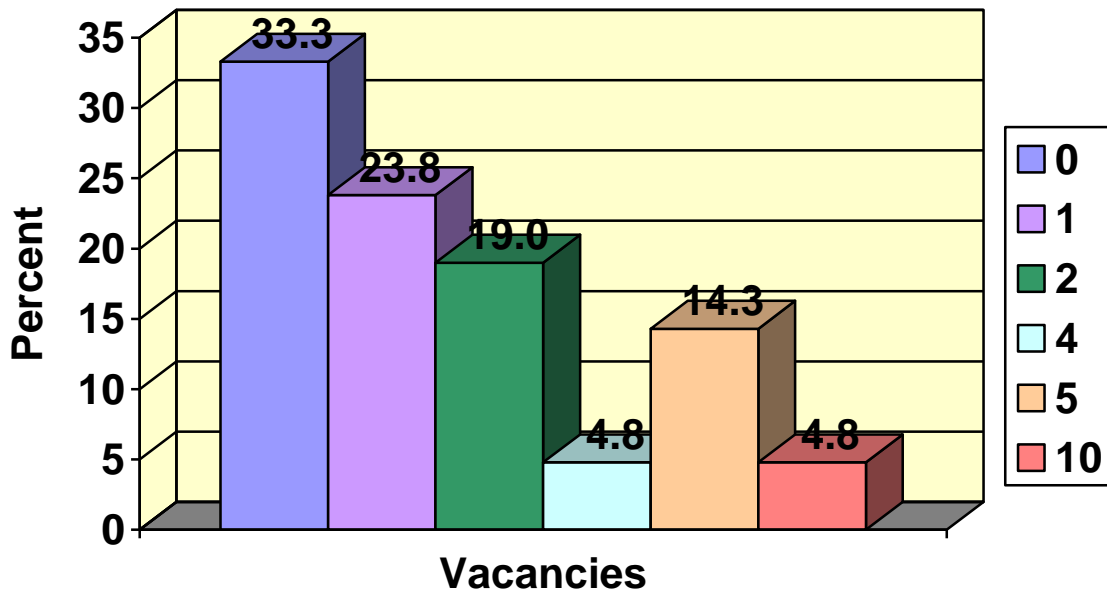
The video was produced professionally by the IT Department at DPH. It is available on www.train.org with the course ID# 1011889.

We only received 2 responses from the Schools of Nursing survey, therefore, they are not statistically significant. 20 of the local health department directors responded to the survey request. The results of the survey to the local health department director's are as follows:

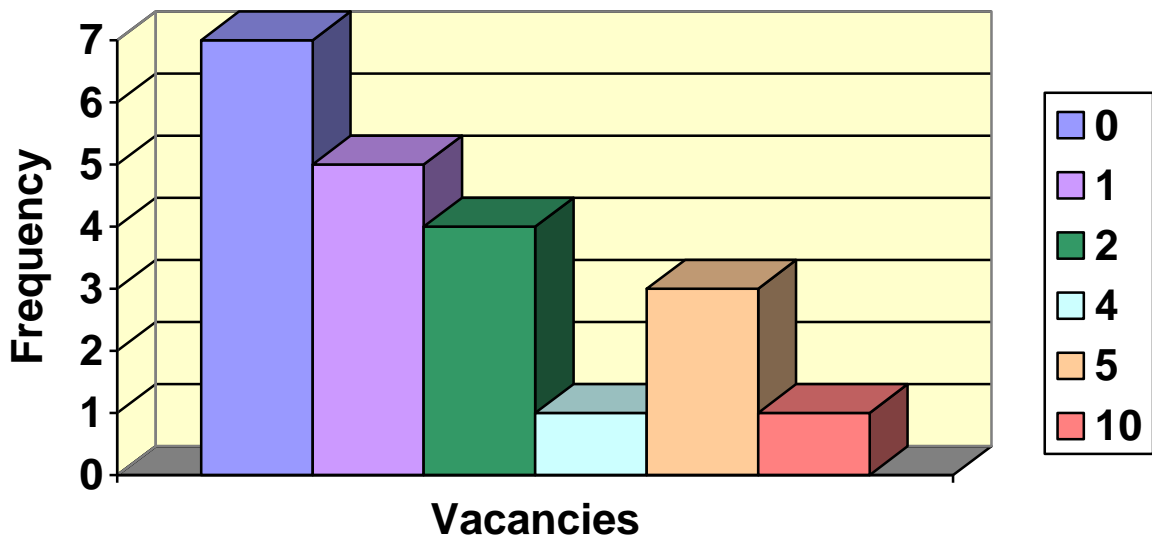
# of RN Vacancies thru 12/08	# qualified applicants received for last position	Methods of advertisement	# qualified RN's on register	Amount spent on RN recruitment	Allow RN students for clinical rotations?	Consider hiring RN Applicants?	Comments
2	3	LHD/DPH website	2	100	no	liability + lack of clinic services	pay scale can not compete with hospitals that offer 3 12-hour shifts for double the pay
0	10	local newspaper	0	0	no response	yes	No Response
5	3	local newspaper	2	900	no	no response	No Response
0	4	local newspaper/lhd website	3	100	no	no - regs do not allow this	Cannot compete with hospital salaries
2	0	local newspaper	0	0	no	no	We don't have a lot of turnover
0	0	local newspaper/lhd website	0	0	yes	yes	Lack of minority applicants
0	5	local newspaper	0	0	not now	yes	Have not had problems filling positions
1	2	local newspaper	5	50	yes	no	Dayshift, M-F usually can compete with other providers
1	10	local newspaper	0	0	no	yes	No response
1	2	local newspaper	1	100	no	no	too little money
1	1	local newspaper	1	1000	no	yes	No response
2	0	local newspaper/schools of nsg.	0	1000	yes	yes- if regs permit	State Regs and Payscale
5-Jan	10	local newspaper	10	1500	yes	yes	2 attempts to fill recent PHN position, currently have open register, great difficulty filling ARNP positions

# of RN Vacancies thru 12/08	# qualified applicants received for last position	Methods of advertisement	# qualified RN's on register	Amount spent on RN recruitment	Allow RN students for clinical rotations?	Consider hiring RN Applicants?	Comments
0	2	local newspaper/schools of nsg.	0	500	no	yes, but no merit system position	starting salaries and overly restrictive merit system requirements
5	2	local newspaper/schools of nsg.	8	1000	yes	yes	Cannot compete with private sector on salary
2	1	newspaper/LHD & DPH websites	3	unknown	yes	yes	Money
0	3	local newspaper/DPH website	6	700	no	yes	Pay not competitive, travel to clinic sites is an issue
4	14	newspaper/LHD & DPH websites/schools of nsg/KPHA/KHDA web	14	20000	yes	yes	No response
0	2	local newspaper	0	2200	never been asked	yes	We have raised our pay above minimum
1	0	local newspaper/lhd website/DPH 500 screen	0	500	yes	not sure, would have to look at liability issues and \$ spent on training	Pay rate too low

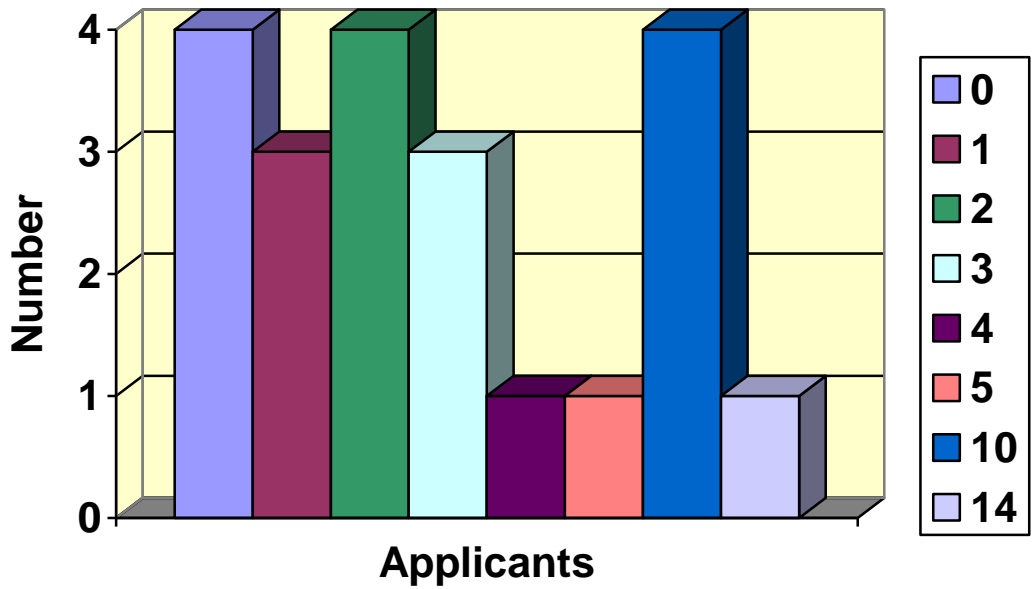
RN Vacancies



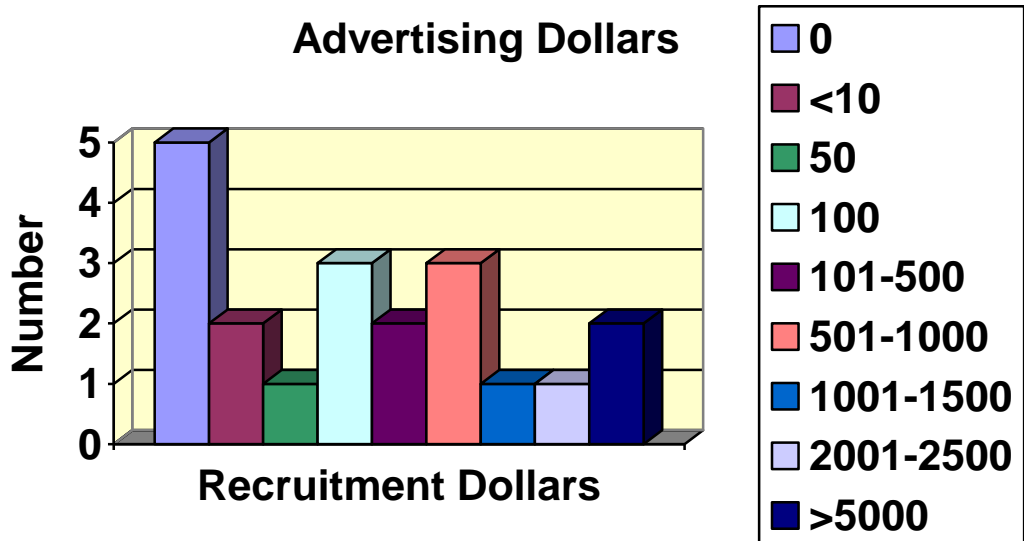
RN Vacancies



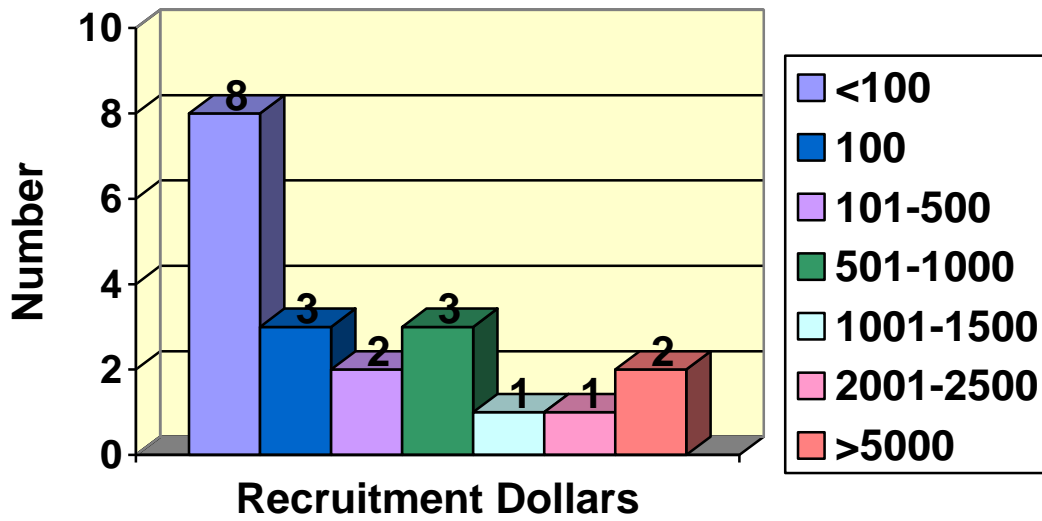
Applicants at Last Posted Opening



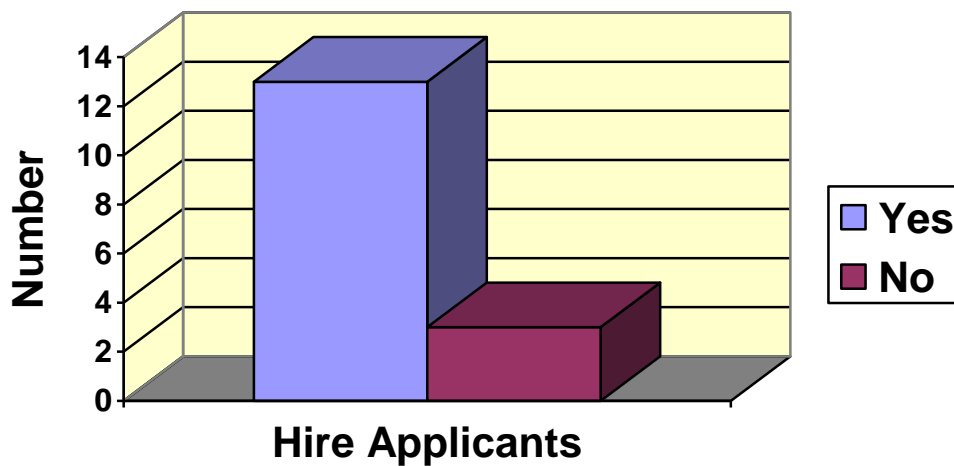
Advertising Dollars



Advertising Dollars



RNA Applicants



CONCLUSIONS:

We hope that our video will redefine the stereotype of the Public Health Nurse's role and teach nursing students about the potential roles in public health. The link on DPH's website and the TRAIN website will be helpful in increasing the number of registered nurse applicants across the state. We enjoyed our year in the Kentucky Public Health Leadership Institute and hope that we contributed to the future of Public Health in Kentucky.

LEADERSHIP DEVELOPMENT OPPORTUNITIES:

Corey L. Patterson

The Kentucky Public Health Leadership Institute has been a very rewarding experience. I have not only learned so much about myself, but I have also been blessed to work with a wonderful group of peers. Everyone in our group brought a unique perspective and vast experience in public health which made working on this change master project very gratifying. The individual tools also gave me insight into my own skills and areas that I need to address to become a more effective leader. All this being said, without the group of great people that I worked with, from team members to mentors, this would not have been as rewarding of an experience as it was.

Wendy Keown

I have really enjoyed this past year in the Kentucky Public Health Leadership Institute. I have developed a better understanding of Public Health. My experience in KPHLI has strengthened my leadership skills and has given me the tools to more effectively lead the programs under my supervision. The self-reflection in KPHLI has been a valuable tool for me in both my professional and personal life. I have enjoyed meeting many people from around the state. Our team was comprised of a dynamic group of hard-working people. It was a pleasure to work beside each of them.

Cynthia Phillips

Participating in KPHLI this past year has been a challenging experience to say the least. In the beginning I felt overwhelmed at times. Now that it is ending, I feel it has been a very positive experience. I am very passionate about public health and my role in the public health system. This program has given me the opportunity to apply new experiences and grow as a leader. What an asset.....all that is left now is to take what I have learned and run with it.

I also would like to thank all my team members for putting up with me. I feel privileged to be a part of a change master team that share a common vision of the future of public health. I can only hope that our team has made a difference and has influenced a change in the future.

Laura Woodrum

The Kentucky Public Health Leadership Institute has been both a rewarding and challenging experience. It has given me the chance to work with other individuals from other organizations and other entities of the public health sector. I feel I have been given the opportunity to grow personally and professionally with my experience in KPHLI. I have seen the benefits of working as a team in a different way than what I am used to in the clinic setting by developing a change master project. The work that was entailed and how everyone was essential in doing their part was revealing in how much can be accomplished when everyone works together. The individual assignments gave me the opportunity to analyze and develop myself professionally and personally. It also taught me about time management, being able to do KPHLI assignments as well as my day to day work. I appreciate the opportunity and experience to be part of the institute this past year.

Renee' Nall

KPHLI has given me insight to many different styles of leadership. It has provided me with some good management tools. These include ways to deal with others along with ways to improve myself. This has been a great learning opportunity and gives us a chance to collaborate with others across the state. I have enjoyed working with all the members of my team and would recommend KPHLI to others.

Monica Hall

The journey of KPHLI has been a challenging yet rewarding experience. Often times throughout the journey I felt very overwhelmed. The experience was often difficult due to pressing employee duties. This was the most difficult task - balancing the two (KPHLI and work). The tools used through the journey encouraged reflection upon strengths and weaknesses. The journey was an enlightening experience and provided skills to improve my leadership role. I was blessed to be a part of TEAM RN. Each member worked well together to complete the project. In conclusion KPHLI has enabled me to be a more productive and informed Public Health Employee. Thanks for the experience!

REFERENCES

1. Kentucky board of nursing, summary of prelicensure RN programs. Available at http://kbn.ky.gov/NR/ronlyres/8A116559-049D-44AF-9C5A-D10EEBB34476/0/rn_summary.pdf. and RN current licensure count. Available at http://kbn.ky.gov/kbn/downloads/rn_ed.pdf. Accessed January 23, 2008.
2. Department for public health, LHD nursing classifications and salaries, email received on January 25, 2007.
3. Five of the most unpopular jobs. CNN.com. Available at <http://www.cnn.com/2006/US/Careers/02/08/cb.unpopular.jobs/index.html>. Accessed January 23, 2008.
4. American Association of Colleges of Nursing website:
<http://www.aacn.nche.edu/Media/FactSheets/NursingShortage.htm>

Appendix A

As scholars of the 2007 – 2008 Kentucky Public Health Leadership Institute, sponsored by the University of Kentucky and the Department of Public Health, we are conducting a survey of Local Health Departments and Schools of Nursing this fall. The survey is part of a project conducted to address issues in public health nurse recruitment. This survey should take about ten to fifteen minutes of your time and your participation is strictly voluntary.

You have been selected to participate in this study due to the nature of your work in community health. Your input will be valuable in identifying any obstacles to public health recruitment.

If you decide not to participate, there is no penalty. You also have the right to stop your participation at any time. We do not anticipate any risk or discomfort to you. You will receive no benefit from taking part in this survey, but you will be helping us to identify barriers to recruiting registered nurses for public health. We will not collect personal identifying information from you and all the information you provide to us is strictly confidential. We store our survey results in a locked desk. We will group together all the responses from the surveys and no names, addresses, or other personal identifiers will be used when we report the results.

Thank you for taking the time to participate. If you have any questions about your rights as a volunteer in this research, contact Wendy Keown, RN, 2007-2008 KPHLI scholar, at 270-769-1601, ext 1013.

LHD Survey

As scholars of the 2007-2008 class of the Kentucky Public Health Leadership Institute, Team RN is addressing the growing issues in Public Health Registered Nurse recruiting. Please take a moment of your time to complete this survey to assist us in completing our project.

1. How many RN vacancies do you project in your district or county health department through December 31, 2008?

2. How many qualified RN applicants did you receive for your last advertised RN vacancy?

3. How do you currently advertise for your vacant RN positions? Check all that apply.

Local Newspaper

LHD Internet Site

DPH Internet Site

Schools of Nursing

Other (please specify) _____

4. How many qualified RN's are on your current RN Register?

5. How much do you spend annually of RN recruitment?

6. Do you allow nursing school clinical rotations through your local health departments?

Yes

No

Other Comments

7. Would you consider hiring RN Applicants (Nursing graduates awaiting their board exam)?

Yes

No

If no, please explain: _____

8. Comments/Concerns: Have you encountered any barriers at your health department with recruiting/hiring RN's? If yes, please explain. If no, what have you done to avoid those barriers? _____

Thank you!

Thank you for taking time to complete this survey. Your input is valuable!

Schools of Nursing Survey

As scholars of the 2007-2008 class of the Kentucky Public Health Leadership Institute, Team RN is addressing the growing issues in Public Health Registered Nurse recruiting. Please take a moment of your time to complete this survey to assist us in completing our project.

1. Is community health included in the curriculum for the Associate of Science in Nursing program?

- Not Applicable
- Yes
- No
- If yes, how many credit hours are required? _____

2. Is community health included in the curriculum for the Bachelor's of Science in Nursing program?

- Not Applicable
- Yes
- No
- If yes, how many credit hours are required? _____

3. Do you offer career counseling or job placement for your nursing graduates?

- Yes
- No
- Other (please specify)

4. Do you include clinical rotations in the public health sector for your Associate of Science in Nursing Program?

- Not Applicable

- Yes

- No

- If yes, how many credit hours are required? _____

5. Do you include clinical rotations in the public health sector for your Bachelor's of Science in Nursing Program?

- Not Applicable

- Yes

- No

- If yes, how many credit hours are required? _____

6. How many graduates do you have in your Associate of Science in Nursing degree each year?

- Not Applicable

- 0-25

- 26-50

- 51-75

- 75-100

- 101 or more

- Other (please specify)

7. How many graduates do you have in your Bachelor of Science in Nursing degree each year?

- 0-25
- 26-50
- 51-75
- 75-100
- 101 or more
- Other (please specify)-

8. Do you find it difficult to find places for public health clinical rotations?

- Yes
- No
- If yes, please explain:

9. Are you willing to utilize a video / DVD that promotes public health in your classroom?

- Yes
- No
- Other (please specify)

10. Comments/Concerns: Does your school or students experience any barriers in collaborating with public health agencies / local health departments? If yes, please explain. If no, what, if anything, is being done to avoid those barriers?

Thank You!

Thank you for taking time to complete this survey. Your input is valuable!

Appendix B

Example of Matrix for Filming

Scene	Location	Schedule	Actors	Props	Notes
School Nurse	Whitley City Elementary School Nurses Office	January 8 th 9am-10:30 am	Cindy and Lacy Phillips	Medicine Cup and Forehead Thermometer Backpack for Child. SF-6 form for child to carry	Nurse will wear scrubs.
Prenatal	McCreary County Health Center In clinic room	January 8 th 11:00-1:00 pm (lunch @ 12:00)	Shauntella Vaughn (patient) and Jeanne Gaskin (nurse)	Ultrasound Machine and exam table	Shauntella will wear street clothes. Jeanne will wear scrubs.
Nurse Applicant Interview	McCreary County Health Center (supervisor's office)	January 8 th 1:30 -3:30 pm	Monica Hall and Carol Huckelby	Application/	Business Attire for both
HANDS	Lytha Hudson's Home (across the street from LCDHD)	January 10 th 9:00- 10:30 am	Angel Hopkins, Lisa Harris and Harris Baby	Baby items from HANDS	HANDS staff need Scrubs.
Family Planning	Pulaski County Health Center	January 10 th 11:00-1:00 pm	Micki Hamilton, Angela Simpson	School Health Laptop (getting pt. history)	Remove X-ray light and hang poster
Cancer Screening	Pulaski County Health Center	January 10 th 1:00-2:30pm	Micki Hamilton and ?	History Sheet	Remove X-ray light and hang valance/move exam table

TB	Pulaski County Health Center (TB clinic room #2)	January 10 th 2:30-3:30 pm	Dr. Weyman and Corey Patterson	X-Ray	Dr. Weyman wear lab coat
Closing Scene/ New Hire	Pulaski County Health Center (outside of TB clinic room # 2)	January 10 th 3:30-4:15 pm	Carol Huckelby	Patient chart	Scrubs
Introduction	Pulaski County Health Center (Specialty clinic waiting room)	January 10 th	Peggy Dancy Laura Woodrum Norma Trull Jeanette Tammy Jenkins		Scrubs

Script

Nurses

Explore your limits. Strengthen your skills.
Come for the experience. Join our team. (various nurses in scrubs)

Enter Interviewer...applicant stands to meet interviewer

Interviewer

(shakes hands with applicant)

Hello, I'm Monica. Thank you for your interest in Public Health Nursing. Before we begin your interview let me tell you about Public Health Nursing.

Over the years the role of public health nurses has evolved due to the addition of many new programs. Although we are known for immunizations and family planning, public health nursing offers a wide array of opportunities to prevent disease and improve the health of your community.

Transition to shots of nurses and patients providing services

Cancer Screening

(Nurse and patient already in room) Nurse looking at patient chart says:

Nurse: It looks like you are due for your annual mammogram screening.

Patient nods agreement.

Camera tightens on nurse's face....

Nurse: **Cancer** screening gives us a unique opportunity to educate women on the benefits of early detection of breast, cervical and other types of cancer.

HANDS

Angel: 0 to 6 month assessment questions.

Lisa: answer questions while baby plays in Lisa's lap.

Angel: (close up on Angel) The **HANDS program** supports families as they build safe environments for the healthy growth and development of children.

School Health

Student comes into nurse's office w/ backpack and SF 6 form.

Child: My head hurts.

Nurse (takes temperature): You don't have a temperature. I will give you some ibuprophen and you can head back to class. (Child freezes).

Close up on Nurse: Local health department's partner with school districts to provide students with health services as part of a school health plan.

Family Planning

Open clinic room w/ nurse and patient. Nurse is finishing up documenting in patient chart....

Nurse: How is your current method of birth control working for you?

Patient: Freezes

Nurse: Family Planning services offer individuals the ability to plan or prevent pregnancy.

Prenatal

Open in clinic room w/ patient lying on exam table.

Nurse: Has your baby been moving a lot since the last visit?

Patient: Freezes

Nurse: Prenatal services offered through local health departments provides patients with ongoing care and support throughout pregnancy.

TB

Dr. Weyman: (finishing up listening to Corey's breathing/X-ray displayed in background) your lungs sound clear and your chest x-ray looks good. Tell me about the symptoms of TB that you are having?

Corey: freeze

Dr. Weyman (turns to the camera): Public Health gives up the opportunity to prevent and stop the spread of many communicable diseases such as TB.

Rosie

Public Health Nurses play an important part in protecting, promoting and enhancing the health of the citizens in the Commonwealth. They have the opportunity to provide a healthier today and a brighter tomorrow. Not every job lets you influence the future. But then again...this is no ordinary job.

Applicant

(In scrubs)

I'm really glad I chose a career in Public Health Nursing. (Fade)

(Flash contact info on screen) To discover your potential...contact....

Appendix C
Letter to Schools of Nursing

April 23, 2008

To: Kentucky Schools of Nursing

As scholars of Kentucky Public Health Leadership Institute (KPHLI), we are asking for your assistance in promoting public health careers for nurses. Each team has a project to do. Our project was to increase Public Health nursing interest. One issue we became aware of was that nurses do not realize the many career opportunities that public health offers. We published a video that highlights the opportunities in Public Health nursing. We have enclosed a DVD. We are asking that this be a part of their community health experience by showing this DVD in class. We appreciate your assistance in promoting public health.

Thank you,

TEAM RN

Corey Patterson, RS
Monica Hall, RN
Wendy Keown, RN
Cynthia Phillips, RN
Laura Woodrum RN, BSN
Renee' Nall, RN

Thank you to the following for your contributions to the production of the Public Health Nurse Recruitment Video:

Department for Public Health IT Department– David Knapp, Joa Harville, Steve Seiberts

Department for Public Health - Rosie Miklavcic

Green River District Health Department

Lake Cumberland District Health Department

Lincoln Trail District Health Department

Carol Huckelby

University of Kentucky – Kentucky Public Health Leadership Institute