President’s Message

FNA in Motion
Mavra Kear, PhD, ARNP, BC

Successful organizations distinguish their timeless core values and core purpose (which should never change) from their operating practices (which should change constantly in response to a changing environment). Jim Collins, Good to Great

Healthcare is an ever-changing environment and FNA leadership strives to be nimble and responsive. Shortly after Membership Assembly last September the FNA Board of Directors began a strategic planning process. In preparation we assessed organizational strengths and weaknesses, opportunities and threats. Notes from the Membership Assembly forum discussions were analyzed and Board members expressed their vision of what it would take for FNA to be not merely good, but great. In summary, our members and FNA leadership strives to be nimble and responsive. Shortly after Membership Assembly the holiday season had barely passed and Board members were back on track proposing creative ways to implement the plan. We didn’t do all that work in November just to let this plan sit on a shelf and collect dust, or languish in a forgotten electronic file folder.

FNA Strategic Plan 2012-2015

There are six strategic areas. FNA is The Voice of Nursing. We aim to protect nurses and nursing by crafting legislation that allows nurses at all levels to practice to the full extent of their education. We will engage nurses, nursing students, like-minded organizations, media, and the lay public in the call to action by increasing our visibility, our professionalism, and our influence. New nurses are feeling empowered through connections made in the New Graduate SIG where experienced nurses mentor and support via online forum, email, and conference calls. It’s a win for all involved and the second New Graduate Nurse Retreat is scheduled for this summer.

Public and Professional Awareness is essential to our efforts. We seek to increase public understanding in the state and communities about the roles and contributions of registered nurses to improve health. We are updating our media kit to support the work of the Health Policy Special Interest Group (SIG), Legislative District Coordinators (LDC), and our lobbyists. We are proactively positioning FNA with media and legislators, and creating campaigns that engage the public and other health professions in spreading our message to protect patients and our profession. Health education is as important as lobbying. The work of the Health Literacy SIG will be visible online, in our publications, and at regional community events.

Member Service is imperative to maintain a strong nursing organization in Florida to provide relevant services and value. New nurses are feeling empowered through connections made in the New Graduate SIG where experienced nurses mentor and support via online forum, email, and conference calls. It’s a win for all involved and the second New Graduate Nurse Retreat is scheduled for this summer. The membership committee is working on other strategies to strengthen networking opportunities and serve member interests. Getting involved is the best way for you to see what FNA has to offer.

FNA serves as an essential resource for Career Development. Current services include low cost continuing education, legal advice (limited free access), labor and employment information, leadership opportunities, and statewide networking. The Florida Nurses Leadership Council will coordinate self-advocacy for student nurses and new graduates.

FNA in Motion continued on page 3

How will you celebrate a hero?
The Silence of Our Friends

“In the end, we will remember not the words of our enemies, but the silence of our friends.”

Martin Luther King

The negativity that has been created by the current political environment can be a detractor, particularly for nurses who come from a place of caring, ethics and empathy. However, politics are a necessary component of advocacy to change our environment for the better. Frequently, we meet with legislators about banks or walking with candidates in an election year. Working on campaigns by manning phone banks or visiting nursing homes can be an excellent way to put nurses front and center. Each nurse can contribute. Becoming involved in the political process by educating yourself about nursing issues; however, there are ways that one cannot get out, no matter how much that we need to capitalize upon.

Not everyone can go out and actively work on nursing issues; however, there are ways that each nurse can contribute. Becoming involved in the political process by educating yourself about candidates and voting is one of the simplest ways to be involved. Working on campaigns by manning phone banks or walking with candidates for an election year is an excellent way to put nurses front and center. Frequently, when we meet with legislators about our issues, they will ask us, “Where were the nurses during my campaign?” We need you to connect to those of like mind to make things better continues to be the fuel that keeps me going. I know it is the same for the nurses of FNA who continue to work on issues related to health insurance for military families. This demonstrates just one instance in which nurses have been effective in using nursing education, skills and knowledge to make a difference. There are countless others. Imagine the tremendous untapped power we each hold in our hands. Shunning politics because of the negative aspects of the process is merely an excuse not to be involved.

“We are called to be architects of the future, not its victims.”

R. Buckminster Fuller

The very essence of nursing is about caring and doing. Caring beyond our jobs, whatever they are, will improve the quality of life for nurses and those for whom we care. In the history of my work with and for nurses, I have been able to cope by working side by side with other nurses who care. I never saw the association as a “they” who needed to fix things for me. I saw it as a vehicle to join with those of like mind to make the world a better place for all. Often I had to see through the anger and frustration to be able to push on. Sometimes my friends and colleagues had to “talk me off the ledge.” But ultimately working with so many passionate nurses to make things better continues to be the fuel that keeps me going. I know it is the same for the nurses of FNA who continue to work on issues of importance to nurses, often in spite of the outcomes. Perseverance is our most powerful weapon.

One little person, giving all of her time to peace, makes news. Many people, giving some of their time, can make history.

Peace Pilgrim

The Florida Nurses Association has over 100 years of activism and advocacy for nurses and healthcare in Florida. From establishment of registration of nurses, to the protection of the title of “nurse,” and the establishment of advanced practice in Florida as well as monitoring and intervention on legislation every session, FNA has made an indelible mark on healthcare in this state. The roll of honor of nurses who have participated in the years including those who first gathered together in 1909 is a very long list. Thousands have made a difference... and thousands more must follow, making nursing and healthcare what it needs to be in Florida.

To that end, we are asking nurses to embrace their power as grassroots lobbyists in order to help us elect lawmakers who will open their doors to us and listen to what we know is needed to care for our citizens. The relationship begins with the election, and voters hold the power to transform our state. Our campaign, We Care, We Vote is a non-partisan initiative to mobilize nurses as a large and effective force in healthcare advocacy. You can read more about this in an article by our lobbyist, Alisa Snow. A guide to this issue. We invite individual nurses and nursing organizations in our state in this endeavor. Go to www.wecarewevote.com to learn more.

“Words and thoughts concerning compassionate actions that are not put into practice are like beautiful flowers that are colorful but have no fragrance.”

Thich Nhat Hanh

Don’t be silent. Let your voice be heard. Do something.


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Academy (FNLA) is a pilot project to recognize leadership potential and mentor new nurses in succession planning for FNA. Evidence-based guidelines and discounted specialty certifications are accessible through FNAs relationship with the American Nurses Association. Education scholarships and research grants are available from the Florida Nurses Foundation.

Our success depends on Professional Unity and Organizational Excellence. FNA is actively participating in statewide coalitions working to advance nursing and healthcare outcomes. We are involved with the Quality and Unity In Nursing (QUIN) Council that is comprised of representatives from all levels of nursing practice, education, and administration; the Florida Coalition for Advanced Practice Nursing; and the Florida Action Coalition that is advancing the national Future of Nursing: Campaign for Action. Looking inward, FNA leadership is attentive to ensuring financial strength and stewardship, maintaining expert professional staff and consultants, and strategically investing in technology to remain responsive to member needs and priorities. Work is ongoing to strengthen and support the regions and special interest groups formed in FNAs organizational transformation.

As usual, I have used more than my allotted space. Let me quickly conclude by asking you to (as Jim Collins and Paul Simon would say) Hop on the Bus! FNA, the professional organization of first choice for all registered nurses, is moving. Bring your passion and energy, and we’ll let you drive.
Econuate the Membership! Inform the Board!

Daniel O’Neal
FNA Reference Committee Chair

The FNA Board does a good job keeping track of what is important to nurses, to nursing, and to the health of the public in Florida. Individual members each have an awesome opportunity to help FNA membership at large learn what issues and trends are important to members. At the Membership Assembly, published reference proposals are voted upon. The FNA Board can then use the proposals to shape future actions, policy or planning.

The reference PROCESS is used to search as wide as possible among FNA membership to find out what issues (new and emerging or older issues) are important, and what potential actions or policy the FNA Board should develop on those issues. It is also possible that an issue needs to be spelled out in detail for the membership as an informational proposal, without specific action recommended.

The Reference Committee encourages you to send it a letter of intent that you believe is significant for FNA membership. The letter of intent gives the Reference Committee an early opportunity to help you develop the proposal and collaboratively work it through the proper FNA organizational unit(s).

We’re using the same process, or template, as published reference proposals. Here are some important dates to remember as you develop the proposal and collaboratively work it through the proper FNA organizational unit(s).

May 31: FNA award nominations Deadline
May 1: Speaker Proposal Deadline
May 31: FNA award nominations Deadline
June 1: Scholarship and Research Grant Deadline
July 20: Deadline for Annual Reports
August 1: Deadline for Reference Proposals and Poster Proposals

Email info@floridanurse.org for any of the forms or manuals.

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Budgeting Our Monies in this Recession

Suze Orman, an international acclaimed personal finance expert, says we all need our own personal economic stimulus plans in this down-turned economy. This recession has affected our pocketbooks. We are all finding that our money doesn’t go as far as it had in the past. While income has remained stable, living expenses continue to rise. Food costs more. Gas costs more. School costs more. Utilities cost more. We have had to cut back both in our personal lives and professional lives. And to make matters more challenging, our homes are worth less and retirement accounts have been negatively impacted. With all this negative stress in our lives, how do we ensure the survival of ourselves and our families? One of the best strategies is to create a budget (and stick to it). The budget should be in writing and reviewed annually. Creating a family budget will enable you and your family to have a complete picture of your financial situation. The budgeting process considers the revenues generated (money in) against the family’s expenses (money out). According to Moneyning (http://moneyning.com) there are seven reasons we should create a budget, which include:

1) Builds discipline and organization—having a budget helps you stay disciplined in organizing your finances and assessing your financial health.
2) Forces you to think about money—the more time you spend thinking about your financial stability, the more aware and focused you are in building your future.
3) Crisis prevention—by being aware and reviewing your finances periodically, you can see areas that can be improved before it becomes a problem.
4) Great tool to start family conversations—for many families money is a hard subject to discuss. This is an excellent time for your family to discuss and decide on what is important to your wellbeing. In creating a budget, you will have to decide your families’ needs and priorities.
5) Quantifiable way of measuring progress—budgeting and tracking your expenses provides an actual measure of progress.
6) Knowledge is power—by keeping track of your budget, you will know exactly how much money you need and use on a monthly basis. With this knowledge you are equipped to plan and build an emergency fund and better predict your future.
7) Stress reliever—knowing your exact financial situation lifts a tremendous amount of stress off your shoulders because you don’t have to worry about the unknown. Even with an uncertain financial situation, knowing is better than not knowing. Knowing provides a realistic perspective and prevents you from catastrophizing your situation.

As you consider your family’s budget, remember the importance of your membership with the Florida Nurses Association (FNA). FNA is the association of professional registered nurses and is a unifying voice for nursing in Florida. In being a member of FNA, you will keep your fingers on the pulse of emerging nursing issues. FNA provides members with opportunities to shape their profession through regional projects, committees, task forces and Special Interest Groups (SIGs). As a member of FNA, you are part of the solution to the future of nursing and quality patient care in Florida. FNA advocates for nurses in the work place promoting safe staffing ratios, quality working environments. FNA shapes public policy. FNA has had a strong presence in Tallahassee and has championed protections to our practice.

The FNA Board does a good job keeping track of what is important to nurses, to nursing, and to the health of the public in Florida. Individual members each have an awesome opportunity to help FNA membership at large learn what issues and trends are important to members. At the Membership Assembly, published reference proposals are voted upon. The FNA Board can then use the proposals to shape future actions, policy or planning.

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Here are some important dates to remember as you prepare for the 2012 Membership Assembly

March 19: Proposed Bylaws Deadline
May 1: Speaker Proposal Deadline
May 31: FNA award nominations Deadline
June 1: Scholarship and Research Grant Deadline
July 20: Deadline for Annual Reports
August 1: Deadline for Reference Proposals and Poster Proposals

Email info@floridanurse.org for any of the forms or manuals.
Hello, FNA members. On behalf of the FNSA students who attended FNA Lobby Days in Tallahassee in January, I would like to thank you all for such a wonderful experience and opportunity. I was thrilled to see that we had approximately 60 nursing students participate! Attendees were educated on senate and house bills that affected patient safety, access to affordable healthcare services, and the ability of nurses to practice to the full extent of their training and competency.

It was an eye-opening experience for me. I realized that it’s easy for us to take it for granted and assume that the concepts of safety, access to care, and ability to practice to our full extent would be valued by all as a priority. After all, who wouldn’t want those things? The truth is that nurses need to be vigilantly watching for changes in the legislature that can adversely affect our patients, our community, and our practice. Nurses need to be ready and willing to stand united against proposed changes that threaten those values.

Nursing is one of the most trusted of professions. As I look back at the many positive changes that nurses have made throughout history, I can easily see why. Nurses have historically stood up for what is right and at times have even made extreme sacrifices in order to do so. I’m impressed with what all that FNA does in Tallahassee, but I can’t help but wonder how much more could be done if more nurses, nursing students, and members in the community got involved. Therefore, I challenge each of you to get involved in at least one issue that FNA has taken a stand for or against. You may even inspire someone else to do the same.

Looking ahead, the FNSA board will be attending the NSNA Annual Convention in Pittsburgh, PA from April 11-15, 2012. I look forward to writing all about it in my next article.

Lisa Fussell
FNSA President
Patients trust you. They need your guidance.

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How Does FNA Create a Powerful Voice for Nurses? Through its Members!

The strength of the association is in its numbers. Nurses from all over the state and all areas of practice turn their eyes to FNA to make a difference in their lives, in the lives of nurses, and in the Florida community. Becoming an FNA Star Recruiter is as easy as 1-2-3:

• Step 1) Talk to your friends and coworkers about Florida Nurses Association. Our website FloridaNurse.org provides a great place for new and potential members to learn more about how FNA makes a difference.

• Step 2) Be sure to remind your recruits to add your name to their membership application.

• Step 3) Become a resource for your recruits as they add their voice to the voices of other nurses.

Every year, the top FNA recruiters are rewarded with special prizes. Last year’s winners earned free admission to FNA Membership Assembly and were featured in The Florida Nurse and Members Only. FNA’s online e-newletter. For more information about FNA Star Campain and for membership recruiting tips and resources email us a membership@FloridaNurse.org or call 407-896-3261.

 Fulcher, Willa 1
 Parsons, Cindy 1
 Martín, Marsha 1

WELCOME NEW GRADS!

FNA extends a warm welcome to those new graduates who have chosen to take the step to join their professional association. We wish you a great start to your career and look forward to working with you in the future! Your voice is important to us. Please feel free to contact us at any time with questions. Please find the number for the Members Only Toll Free line in your new member packet or email info@floridanurse.org.

Roussso Aaron 1
Geidy Anglada 1
Dayle Applegate 1
Shana Argentieri 1
Jennifer Avros 1
karla Barreto 1
Cecelia Breeden 1
Leah Brown 1
Joshua Budny 1
Nicole Burney 1
Geannina Cabales 1
Jana Cadilova 1
Amit Amadara 1
Andrew Amadara 1
Kelly Canada 1
Stacy Canaday 1
Amelia Collins 1
Ananda Craft 1
Latoya Davis 1
Stacy Davis 1
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Emmanuela Desir 1
Clarie Doten 1
Gail Evangelista 1
Gaela Fohlhauser 1
Iris Fonseca 1
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Geidy Veliz 1
Jean Voltaire 1
Kathy Walker 1
Heather Walmer 1
Diana West 1
Christy Woodard 1

MERCHANDISE

MEMBERSHIP

2012 STAR CAMPAIGN

Membership!

March 2012 The Florida Nurse Page 7

Go to www.floridanurse.org to join!
At a time when big donors with dollar signs seem to have all the influence at the state Capitol, it’s easy to understand why some voters feel their voices are being ignored. During election season, money buys campaign ads, political consultants, mailers, and other strategies to get a candidate’s name in front of the public.

Dollar bills, however, don’t go to the polls and cast their votes. People do.

With a workforce of 200,000 people, nurses in Florida have the ability to emerge as one of the strongest voices at the state Capitol for health care, patients, and the nursing profession.

With this strong arsenal of potential voters, the Florida Nurses Association is embarking on a new campaign to make nurses relevant in the 2012 statewide elections.

The campaign: We Care, We Vote. Nurses 200,000 strong.

It is a theme we used in 2004 at a time when the Florida political landscape had changed dramatically, and we needed to respond accordingly. We’re modernizing that theme for the Florida political landscape had changed 200,000 strong.

With our strong arsenal of potential voters, nurses in Florida have the ability to emerge as one of the strongest voices at the state Capitol for health care, patients, and the nursing profession.

Health care has become one of the most politically debated issues of our time. Nurses are clearly poised to become key players in the delivery of health care in this country due to several dynamics, including an aging population.

Making sure that nurses remain a priority in the delivery of health care must be a top priority for all of us, whether we’re a Democrat or Republican, Nurses of all job titles and education levels must unite and fight for the reason you entered this profession: to make a difference in the lives of the people you help.

To achieve that goal, Florida’s nurses must ensure that the appropriate candidates on both sides of the political aisle are elected to office and represent their interests at the state Capitol. Here is how the FNA will do that:

• We will identify those existing House and Senate members who have supported nurses and will support their efforts for re-election.
• Our political action committee, FN PAC, will survey new candidates seeking office to gauge their commitment to the nurses of this state.

• We will endorse those candidates, Republican and Democratic, who will best represent nurses at the state Capitol.

• We will provide nurses with information about participating in campaign walk-rallies, and other events for those candidates we endorse in your community. Politicians are very likely to remember the dedicated supporters who posted campaign signs and walked door-to-door seeking votes.

• This information will be posted on a website now under development that reflects the We Care, We Vote theme.

• We will also promote opportunities to contribute so that we can financially support those candidates who need our help.

• We will produce press releases announcing our endorsements of candidates. Politicians are eager to secure and promote the political backing of nurses, one of the most trusted professions in our country.

• And, we will go to the polls and vote for the primary election in August and again for the general election in November. When our chosen candidates are elected to the Florida Legislature, we will hold them to their word that they will vote favorably on issues important to your profession.

Financial contributions from deep-pocketed special interest groups need not dwarf the efforts of our nurses in the political battlefield. It’s time for nurses to rally, get in troop formation, and fight for the elected officials who will fight for us.

Please join our efforts. We Care. We Vote.

Florida Nurses Foundation has received a bequest from the estate of Dorothy Ebersbach, RN. A nurse and aviator, Dorothy blazed the trail for female pilots when she was recruited in the Women’s Airforce Service Pilots (WASPs) during World War II. After the program was disbanded, Dorothy began training as a nurse. Throughout her career, Dorothy focused on public health outreach in Hillsborough County, starting as a school nurse and progressing to community wide efforts including educating the public about the importance of immunization. Dorothy retired in 1975 and in 2010 received the Congressional Gold Medal for her services as a WASP. Ms. Ebersbach’s generous gift will be applied toward assisting the Florida Nurses Foundation mission to promote nursing and the delivery of healthcare through advancement of research, education, and practice.

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Show your support by donating to the Florida Nurses Foundation

In support of the mission of the Florida Nurses Association, the Florida Nurses Foundation (FNF) promotes optimal health care for Florida citizens through patient stewardship of entrusted funds and through creative philanthropy focused on outcomes that support and advance the profession of nursing.

Help us improve the profession by making a tax-deductible contribution to FNF today!

Please visit floridanurse.org/FoundationGrants/Donate

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FNF Offers Research Grants and Scholarships

Florida Nurses Foundation Awards Research Grants and Scholarships Annually.

The Florida Nurses Foundation (FNF) is pleased to announce that the 2011 research grant and scholarship applications are now available online. Please visit floridanurse.org/foundation for the applications and upload instructions. Only applications uploaded through the FNA website will be considered. The deadline to upload completed applications is June 1, 2012.

REVIEWERS NEEDED

Qualified scholarship and research grant reviewers (quantitative and qualitative) are needed for the 2012 cycle. If you have submitted your CV as a reviewer for the 2011 cycle, FNF will keep it on file for 2012. The blind review process occurs June 15-July 30 via email.

Qualified scholarship and research grant reviewers are rewarded with acknowledgment of their contribution to the future of nursing. If you are interested in being a reviewer, please email your CV along with preference for scholarship or grant review to foundation@ floridanurse.org or fax to 407.896.9042. Thank you in advance for your assistance and time!
**Clinical Excellence**

Mark your Calendars!

**May 4, 2012**

**Leu Gardens, Orlando**

Nurses share their personal stories of how they made a difference in a patient’s/family member’s life at this conference. Lunch is provided.

Celebrating 25 years of clinical excellence, this one day event is based on Dr. Patricia Benner’s work related to the journey of nurses from the levels of novice to expert. Through exemplars, nurses share their experiences and demonstrate evidence of their effect on the course of their patient’s experience in the healthcare arena under their care. The exemplars also demonstrate the expertise of these nurses based on the clinical decisions they made and the care they gave. These nurses were nominated by FNA members as experts in clinical practice. They will share what they thought and felt about the clinical situation.

**Check, As Applies**: (Postmarked)

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**Refunds for this conference must be requested by March 31, 2011. No refunds will be made after this date. No telephone registration accepted.**

Return completed registration form and payment to FNA, P.O. Box 536985, Orlando, FL 32853-6985, conferences@floridanurse.org or fax to 407.896.9042. Conference registration fee includes CE, conference materials, morning coffee and lunch.

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North Central Region

In November, members of Florida Nurses Association North Central Region joined students at Rasmussen College for an enlightening conference focusing on the myths and miracles of organ transplant. According to Translife, a federally designated organ procurement organization in Central Florida “Last year, nearly 28,000 lives were saved due to the generosity of organ donors.” Becoming an organ, tissue, or eye donor has never been easier. You can even register online! Visit www.DonateLifeFlorida.org to sign up and save a life.

North Central Region Director Annmarie J. Farro met with students at Rasmussen College.

Panelists discussed Organ Transplant: Myths and Miracles.

Northwest Region

Members in the Northwest Region need to be on the lookout for an email or snail mail communication from your Director. Your FNA board has been working on developing the strategic plan for the next two years. I need to hear from members in Escambia, Santa Rosa, Okaloosa, Walton, Holmes, Washington, Bay, Jackson, Calhoun, Gulf, Liberty, and Franklin counties, as we plan regional activities for the next two years along with the regional budget. Make sure that FNA has your correct contact information. There are ample opportunities to get involved and you can set your degree of involvement. A major goal of mine for the next two years is to offer at least one meeting in each of the twelve counties during 2012. Just think, we have the opportunity to affect those under our care, our nursing profession, and health care systems. What a privilege.

On another note, FNA desires to identify FNSA members who are graduating from their nursing program. Please email me at pposeygoodwin@gmail.com or info@floridanurse.org. We will make plans to attend the ceremony and award FNA pins to the new graduate members. If you are willing to help jump start a FNA group in your county, please contact me. Check out the Special Interest Groups (SIGS), you might find there are members with the same concerns and interest as you! Patricia Posey-Goodwin, FNA Northwest Region Director.

Check As Applies
☐ FNA Members: $25 before March 5, 2012
☐ $40 after March 5, 2012
☐ as space allows
☐ Non-Members: $40
☐ RN Students: $20 (Limit 4 students per school until March 5, 2012 and then unlimited as space allows

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Return completed registration form and payment for FNA, PO Box 536985, Orlando, FL 32853, conferences@floridanurse.org, or fax to 407-896-9042.

Overnight accommodations can be made by calling ACV Conference Center 386-658-5200 or 1-800-371-8382 ($65/night Four (4) Continuing Education Hours Requested from Florida Nurses Association (provider #50-3103).
Southwest Region

Southwest Florida Nurse Leaders Survey Local Nurses—Findings Published in Peer-Reviewed Journal

Submitted by: Denise McNulty, Southwest Region

In response to the Institute of Medicine (IOM) report The Future of Nursing: Leading Change, Advancing Health, released in 2010, a group of nursing leaders, educators, and clinicians from 18 organizations in Collier and Lee Counties formed the Future of Nursing Task Force—Southwest Florida. The task force focuses on three of the recommendations from the IOM report: 1) increasing the baccalaureate of science in nursing (BSN) workforce; 2) lifelong learning for nurses; and 3) developing and promoting nurses as leaders.

The first assignment of the task force was to examine community hospital nurses’ interest and potential barriers to pursuing advanced education. Three Chief Nursing Officers of our local hospitals, NCH Healthcare System, Lee Memorial Health System, and Physicians Regional Medical Center, sent an e-mail survey to their nurses. A total of 746 nurses responded to the survey. Findings revealed that the greatest barriers to pursuing advanced education were: 1) time constraints, specifically family and work schedule conflicts; and 2) financial concerns. Eleven percent (n=73) noted the lack of pay incentive and 11% (n=71) noted that they were nearing retirement.

Raising awareness about issues and barriers regarding nurses returning to school should positively influence the number of BSN-prepared nurses in southwest Florida. Promoting professional development and continuing education for nurses, supporting lifelong learning, and developing and mentoring nurses as leaders in the community will continue to be an emphasis of the task force.

Survey findings were published in the January 2012 issue of the Journal of Nursing Administration.

Source:
Like last year, this year’s legislative session brings tough times upon our state employment, health care professionals and our state unit. If there is ever a time that we need our members and other supporters of ours to join us in this fight.

Bills introduced this session propose major changes to the state employment system, including reducing the scope of covered services and suspensions reduced or withdrawn. As a state unit, we must join together and affect the rights that FNA has worked very hard to protect our state employees.

The current state unit contract expires in June 2012, and negotiations for a new contract are underway. Highlights of FNA’s proposals include:

- A three-year contract, a cost of living increase of 6% effective July 2012 (state employed health care workers have not had a raise since 2006);
- An increase of evening and shift differentials and on-call pay; and
- Addition of language mandating that health insurance benefits not be altered or changed and that the health care services of the Department of Corrections not be privatized.

Last year, the legislature removed the dues deduction article and made significant changes to the act governing compensation during emergency conditions. FNA resubmitted in its proposals these two articles as they exist in the current contract. The state’s contract proposals include many changes which are not good for state employees and affect the rights that FNA has worked very hard to protect over the years. This is a critical time for the state unit, and we must join together in order to be heard.

Collective bargaining isn’t just about salaries and benefits–more importantly it is about having protections and rights with regard to discipline and layoffs. The grievance process is one of the most important workplace rights you have. If you have experienced a rise in disciplinary actions, and FNA handled many grievances in 2011. The RCN supports and protects the value of nurses and nursing staff in all their diversity, their pay and terms and conditions of employment in all employment sectors, and the interests of nurses professionally. Finally, the RCN develops and educates nurses professionally and academically.

Below is a letter the FNA received from Ferguson following his visit to the United States.

I am employed by the Royal College of Nursing (RCN) in the UK as a Lower. The RCN was formed as a professional association for Nurses in 1916 in London. The RCN became a trade union in 1976 and exists as the Royal College of Nursing (RCN) in the UK. The RCN employs the largest amount of in-house nurses within any trade union in Europe. RCN members have the right to representation in all matters involving legal issues in a nursing context.

The RCN legal team seeks to protect its members’ legal rights in various guises from representing members in professional regulatory matters involving nursing practice via the Nursing and Midwifery Council to representing members who are involved in individual and collective employment law disputes with private and public sector employers.

I specialise in the field of Employment Law (Labor Law) and have always been interested in the way Nurses exercise their legal rights in other jurisdictions. I have a particular interest in the US legal system, so I asked Willa Fuller if I could spend some time working with the FNA during my sabbatical leave. Willa granted my request and I was able to spend some time in the latter stages of 2011 at the FNA offices in Orlando. It was great to meet Willa and her team. I was made to feel welcome and I was able to shadow the FNA’s attorneys over several days.

During my stay with the FNA I was able to develop an understanding of the legal framework that nurses in Florida operate in and I was able to gain an understanding of the way in which the FNA protects its members legal rights.

I was impressed with the support that the FNA offers to its’ members particularly the legal support that is provided.

I really enjoyed the experience of working with the FNA during my sabbatical. I also made some new friends.

We hope to invite Willa over the RCN in London soon, so we can return the favour.

Ferguson Doyle
RCN Legal Officer and Solicitor
Empowering Ourselves & Others

In May 2010, HHS launched the National Action Plan to Improve Health Literacy. This is our “call to action” to prioritize Health Literacy. As nurses, we can:

- Use plain language with patients.
- Use pictographs, teach-back, other Health Literacy tools.
- Encourage patients to ask us to use plain language.
- Have patients write questions before appointments, bring an “advocate,” call with follow-up questions.
- Urge family members to become health literate about loved ones.
- Use October (“Health Literacy Month”) to raise awareness.

Communicating clearly and fully at every opportunity is the best course of treatment for our patients. In doing so, we become proactive practitioners of Health Literacy and enhance the art of nursing and health education.

Mary Gynn, RN, is a Senior Health Advocate, Diabetes and Community Health Educator, author of “History of Mastectomy,” and a Health Literacy trainer. She holds a B.S. in Nursing, a Masters in Public Health, and a Masters in Health Education. Contact her at mmgynn@aol.com

2) Who is responsible for Health Literacy?

The responsibility lies with healthcare professionals and with nurses on the front lines. However, we tend to use complex language when communicating with patients, and we’re licensed with standards that focus on intervention, not on prevention/education. Health Literacy aims to turn this around—unifying prevention, education, and a patient’s understanding and health/disease ownership.

3) Who needs Health Literacy?

Low health literacy is prevalent in older adults, rural elderly, racial and ethnic minorities, those without a high school diploma or GED, low-income individuals, non-native English speakers, and people with compromised health (hypertension, diabetes, asthma, HIV/AIDS, cancer). It’s linked to poor health outcomes, increased hospitalizations, recurrent use of emergency rooms, obesity, and high risk of premature death. HHS’s Agency for Healthcare Research and Quality shows that only 12% of adults have proficient health literacy—meaning nearly 9 out of 10 adults lack sufficient knowledge and awareness!

Without Health Literacy, how can we advance health outcomes individually or as a society?

HHS defines Health Literacy this way:

“The degree to which individuals have the capacity to obtain, process and understand basic health information and services needed to make appropriate health decisions.”

To an individual, this means clearly understanding their health condition. For healthcare professionals, it means using “plain language” versus medical terminology, interpreting tests so patients clearly understand, understanding the cultural/social context of who we are communicating with, etc.

Key Questions

1) Aren’t millions of health brochures, TV advertisements, new drugs, supposed “cure-alls,” and Wellness programs enough? Doesn’t sophisticated training at medical/nursing school teach us to communicate well? And health professionals simply aren’t communicating in ways that patients understand.

2) How do we address the problem?

We are educators, resource persons and advocates who interpret tests so patients clearly understand, “plain language” versus medical terminology, “History of Mastectomy,” and a Health Literacy trainer. We’re licensed with standards that focus on intervention, not on prevention/education. Health Literacy aims to turn this around—unifying prevention, education, and a patient’s understanding and health/disease ownership.

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Without Health Literacy, how can we advance health outcomes individually or as a society?
It is indeed an honor that Ellen Johnson Sirleaf, Leyman Gbowee, and Tawakal Karman received the Noble Peace prize on December 10, 2011 in Stockholm, Sweden for “their non-violent struggle for the safety of women and for women’s rights for full participation peace-building work.” In August, longtime FNA/ANA members, Yvonne Parchment, EdD, MSN, CNE, ARNP, and Patricia R. Messmer, PhD, RN-BC, FAAN, visited Monrovia, Liberia, Africa where Yvonne lived from the ages of 4-14. Yvonne’s program of research has focused on Prostate Cancer so her brothers arranged for her to speak at their business meetings. On another evening, Yvonne presented on “Please Do Not Touch; Prevention of Prostate Cancer” at the Liberian Business Association dinner meeting at the Corina hotel. Yvonne’s brother Samuel is President of the Association. Yvonne not only spoke to the men but also to the women so that they would encourage their men to have the Prostate Cancer testing. Yvonne also presented on Prostate Cancer between services at the Stephen Trown Nagbe United Methodist Church while Pat presented on breast cancer in men. Some of the parishioners shared their personal experiences with cancer treatment. It was quite evident this would not have occurred if Yvonne had not made her presentation. Liberian men are at high risk for prostate cancer each year, about 100 Liberian men are diagnosed with the condition. Many may go undiagnosed. It is one of the most common forms of cancer in men around the world. Prostate cancer is most common in older men (over 50 years of age). If a there is a family history, they are at a higher risk. As Yvonne and Pat toured Monrovia, Liberia it was apparent how much reconstruction has been done since the 10 year civil war with a great deal attributed to President Ellen Johnson Sirleaf. Ellen, the 1st woman President in Africa, was re-elected in November 2011.

FNA Member Yvonne Parchment educates parishioners about the risk factors of prostate cancer in Liberia.

Why nurses need their own malpractice plans:

So your professional reputation will not be compromised just to settle a claim.

If you and a healthcare facility were named in a malpractice lawsuit, whose interest would be the top priority for your employer’s malpractice plan?

Yours?

Or the healthcare facility’s?

Too often, nurses feel pressure from employer liability plans to “settle” a case, perhaps damaging your professional reputation at the same time, to minimize what could be an expensive claim.

That’s why ANA recommends personal malpractice coverage for every practicing nurse. Your personal malpractice plan stands by your side, protecting your Interests and reputation. It’s an important distinction... and can be a critical safety net if you find yourself named in a lawsuit.

Special Discounts Negotiated For ANA Members

Setting up your own malpractice plan doesn’t have to be expensive.

As an ANA member you have four ways to save 10%.

1. Attend an approved risk management seminar
2. Hold an approved certificate
3. Work at a Magnet Hospital
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Set up your own malpractice safety net with the ANA endorsed malpractice Program. Call 1-800-503-9339 or visit www.nursingal.com/ANAW.

New Board Chair Takes Helm at Health Foundation of South Florida

FLU’s Vice President for Engagement,

Dr. Divina Grossman, Elected Chair

MIAMI, FL—MIAMI, FL—Divina Grossman, Ph.D, R.N., FAAN, Vice President for Engagement at Florida International University (FLU), has been elected to a two-year term as Chairwoman of the Board of Directors for the Health Foundation of South Florida. Dr. Grossman became a Health Foundation Board member in 2003 and most recently served as Vice Chair. Prior to her position as FLU’s Vice President for Engagement, Dr. Grossman served as the Director and then Dean of the School of Nursing, and later Dean of the College of Nursing and Health Sciences. She earned a Bachelor of Science in Nursing cum laude from the University of Santo Tomas (Philippines), an M.S.N. at the University of Miami, and a Ph.D. at the University of Pennsylvania.

According to Health Foundation of South Florida President and CEO Steven E. Marcus, Ed.D., “Health Foundation’s mission has never been more critical than today given the changes needed to improve health care services and delivery. With Dr. Grossman’s leadership, significant contributions and experience in the health arena, she is ideally suited to be our leader.” He added, “Her knowledge of disease prevention on the local, state and national level and extensive involvement in the field adds special value to achieving our goals of expanding access and emphasizing health promotion and primary care for all, with a focus on South Florida’s underserved population.”

About Health Foundation of South Florida: Health Foundation of South Florida, a nonprofit grant-making organization, is dedicated to improving health in Broward, Miami-Dade, and Monroe Counties. By advancing health solutions, the Foundation makes a measurable and sustainable impact in ensuring access to affordable, quality health services for all residents, especially the underserved. Since 1993, the Foundation awarded more than $82 million in grants and direct program support. For information, please contact Shari Gantman at 305.374.7200, sgantman@hfsf.org, or visit the website, www.hfsf.org.
ANA Releases New Social Networking Principles

SILVER SPRING, MD—Given the pervasiveness of social media, the American Nurses Association (ANA) has released its Principles for Social Networking and the Nurse: Guidance for the Registered Nurse, a resource to guide nurses and nursing students in how they maintain professional standards in new media environments.

“The principles are informed by professional foundational documents including the Code of Ethics for Nurses and standards of practice. Nurses and nursing students have an obligation to understand the nature, benefits, and potential consequences of participating in social networking,” said ANA President Karen A. Daley, PhD, MPH, RN, FAAN. “These principles provide guidelines for nurses, who have a responsibility to maintain professional standards in a world in which communication is ever-changing.”

The number of individuals using social networking is growing at an astounding rate. Facebook reports that there are 150 million accounts in the United States while Twitter manages more than 140 million ‘tweets’ daily. Nurses face risks when they use social media inappropriately, including disciplinary action by the state board of nursing, loss of employment, and legal consequences.

ANA’s e-publication, ANA’s Principles for Social Networking and the Nurse, provides guidance to registered nurses on using social networking media in a way that protects patients’ privacy and confidentiality. The publication also provides guidance to registered nurses on how to maintain, when using social networking media, the nine provisions of the Code of Ethics for Nurses with Interpretive Statements; the standards found in Nursing: Scope and Standards of Practice; and nurses’ responsibility to society as defined in Nursing’s Social Policy Statement: The Essence of the Profession.

This publication is available as a downloadable, searchable PDF, which is compatible with most e-readers. It is free to ANA members on the Members-Only Section of www.nursingworld.org. Non-members may order the publication at www.nursesbooks.org.

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Now Interviewing Experienced Pediatric Professionals

Positions available in the following areas/specialties:

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- CRNA
- RN
- Paramedic
- PCT and MA
- PACU Med/Surg
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- NICU IV Therapy
- Emergency Ambulatory

Join some of the finest pediatric health professionals and help build a best-in-class pediatric hospital from the ground up.

Opening this year, Nemours Children’s Hospital will bring best-in-class children’s health care, prevention and research to Central Florida. Designed with the help of patient families and health care professionals, our new hospital will have a capacity for 137 beds and will be part of a 60-acre, fully integrated health campus.
The Florida Center for Nursing has recently published “Demand for Nurses in Florida: The 2011 Survey of Nurse Employers.” The Center surveyed six key industries (hospitals, home health agencies, long-term care/skilled nursing facilities, public health departments, hospices, psychiatric hospitals) and inquired about various staffing metrics for nurses (RNs, LPNs, ARNPs) and Certified Nursing Assistants. The survey had a 33% response rate. Please see the Center’s website for the complete report (http://www.flcenterfornursing.org/).

The employers responding to the survey employed 82,213 nurses of all license categories and 25,093 CNAs, including home health aides. The nursing employment skill mix varied by industry: approximately 81 percent of the nurses employed by hospitals are RNs, whereas 61 percent of the nurses employed by skilled nursing facilities are CNAs. The median turnover rate also varied by industry, from a low of 8.7% for indirect care RNs in hospitals to a high of 44.4% for RNs in skilled nursing facilities.

Using survey responses, the Center estimated the number of statewide nurse vacancies in each industry and personnel type. As of June 30, 2011, the

6 industries in the study had an estimated almost 9,000 vacant RN positions, 1,500 vacant LPN positions, and 3,200 vacant CNA positions statewide. Most of the RN vacancies were in hospitals, the LPN vacancies were mainly in skilled nursing and home health, and the CNA vacancies were mainly in skilled nursing, hospitals, and home health.

Trends of the estimated number of RN vacancies in the surveyed industries are shown in Figure 1. From 2009 to 2011, the estimated RN vacancies have increased in hospitals, skilled nursing, and home health. LPN and CNA vacancies in home health also trended upward from 2009 to 2011.

Figure 1. Trends of RN Estimated Vacant Positions by Industry, 2007 to 2011

Figure 2. Trend of Statewide Estimated Growth in New Nursing Positions, 2008-2012

Full-time equivalent (FTE) position vacancy rates represent the proportion of all budgeted FTE positions that were vacant as of June 30, 2011. FTE vacancy rates remain below 2007 levels, but some show an upward trend from 2009 to 2011. RN FTE vacancy rates in hospitals for direct-care RNs, skilled nursing, home health agencies, and psychiatric hospitals have nudged upward from 2009 to 2011. Also during this time, vacancy rates for LPNs have been increasing in home health agencies, hospitals, and psychiatric hospitals; and CNA vacancy rates have increased in home health agencies, public health, and hospitals.

Finally, the survey asked respondents to estimate the total number of new positions they intend to create through June 2012. The respondents’ answers were used to estimate growth in new nursing positions throughout Florida for 2012. An estimated 6,700 new RN positions will be created statewide in 2012 within the six surveyed industries, and the majority of these will be in hospitals and home health. Furthermore, the Center estimates that about 3,200 new LPN positions and almost 6,000 new CNA positions will also be created.

The Center recommends:
1. Support the Florida Center for Nursing’s biennial nurse employer survey through funding and participation. The information reported from the analysis of the survey results is critical for strategic health workforce planning, policy development, and funding decisions.
2. Increase activities to improve retention of all nurses with emphasis on Florida’s existing nurse workforce. The number of separations compared to that reported in 2009 is essentially unchanged. The rate of turnover for nurses has either stayed the same or increased in the past two years. While it may be positive that vacancies are not increasing, all of these indicators do not demonstrate success at retaining nurses.
3. Continue to enhance production of new nurses while developing models of incumbent worker education and training to meet the diverse hiring needs of Florida’s health industry. It is clear that demand for nurses continues to be unmet.

We want to recognize and express our appreciation of our partnerships with Florida’s Hospices and Palliative Care, Florida Association Directors of Nursing Administration/LTC, Home Care Association of Florida, Florida Organization of Nurse Executives, Florida Association of Public Health Nurses, and the Nursing Section of the Florida Public Health Association, as they were the key to our successful survey.
FONE 2012 in Progress...

2011 proved to be an excellent year for FONE. Highlights of 2011:

- We completed our Position Statement on education preparation to have 80% or more nurses in Florida move from an RN to a BSN by the year 2020. Our support of the IOM/Future of Nursing helped guide our position statement.
- Our participation on the QIIN Council helped to direct Florida to apply for becoming a Regional Action Coalition. FONE’s involvement with this coalition will be essential to accomplish the eight recommendations of the IOM/Future of Nursing goals.
- FONE held two very successful conferences in the summer and fall addressing Nursing Leadership during complex times and Bridging the Gap between Academia and Practice. FONE also partnered with Jo Manion in her Leadership Webinar Series.
- FONE continues to partner with FNA, PHA, FCN, QIIN and other organizations to improve the quality of nursing in Florida.

The 2012 FONE Board of Directors is committed to continue working on accomplishing the goals and strategies of the Strategic Plan. The FONE Strategic Plan and other valuable information can be viewed by logging on to our website: www.fonexo.com. For more information about the convention, please contact Marie O. Etienne, DNP, ARNP, Plcn, Professor, School of Nursing of MDC-Medical Campus, Chair of Convention & Public Relations Committee of HANA of Florida at metienne@mdc.edu or info@hanaofflorida.org.

For information about the Scholarship Fundraising & Awards Gala, please contact Marjorie Lozama, RN, MsnC, RN, CDMs, QRP, Chair of Activity at info@hanaofflorida.org.

To register for the convention, please visit HANA’s website at www.hanaofflorida.org or contact Mrs. Nahomie Mirville, President of HANA at (305) 609-7498 or via the e-mail address listed above.

All nurses, students, and allied health colleagues are invited to attend the convention.

FONE & FONE will host another superb conference on June 21 & 22 at the Loews Pacific Royal in Orlando. You will have an opportunity to hear about the latest important issues concerning nursing in Florida such as: Quality and Safety, Residency Program, Leadership Development, Research, and more. This is a great networking opportunity and the registration cost is extremely affordable. CE’s will be provided and the location is excellent. Sponsorship and vendor opportunities are available.

Education and Research Poster Presentations will be displayed.

For more information, please call 407-277-5515 or visit our website at www.fonexo.com. Don’t forget… Mark your calendar!!

Follow FONE on Facebook. Search for us under Florida Organization of Nurse Executives and like us today!

The Florida Organization of Nurse Executives promotes excellence in leadership to shape the future of health care delivery, education and health policy in Florida. FONE invites nurse leaders and aspiring nurse leaders to join. FONE members benefit from:

- The latest information about “hot” nursing topics
- Knowledge of legislative issues impacting professional nursing practice
- Statewide professional networking
- Shared best practices and nursing research
- Educational opportunities
- Career opportunities
- Scholarship opportunities
- Nursing leadership development
- Local meetings

For more information, visit FONE’s new website www.fonexo.com or email FONEXO@aol.com. Become a FONE member and lead the way for professional nursing practice and patient care in Florida.

The Florida Organization of Nurse Executives Invites You!

SAVE THE DATES...

The Florida Organization of Nurse Executives and the Panhandle Organization of Nurse Executives Conference!!

FONE 2012 in Progress...
Greetings from the Florida Association of Nurse Anesthetists

by Jeanne M. Antolchick, MS, ARNP, CRNA Chair, FANA Communications Committee, 2011–2012

Certified Registered Nurse Anesthetists (CRNAs) are specially trained and educated professionals who provide comprehensive anesthesia care to patients before, during, and after surgical and obstetrical procedures, and are the primary anesthesia professionals in rural and medically underserved areas.

CRNAs: PART OF THE SOLUTION TO FLORIDA’S HEALTH CARE CHALLENGES

• To meet the continuing education needs of its members and to promote the nurse anesthesia profession, the FANA held its Winter Meeting & CRNA Lobby Days in Tallahassee on January 28–31, 2012. This annual event offers CRNAs and SRNAs from across the great state of Florida to educate our legislators about the accessible and affordable service we provide Florida’s citizens every day.

• In January, a new U.S. Air Force (USAF) policy governing anesthesia delivery in USAF facilities worldwide recognizes the full scope of Certified Registered Nurse Anesthetists (CRNAs) practice, thereby ensuring military personnel and their dependents access to the safest, most cost-effective anesthesia care. The policy promotes patient safety by approving anesthesia delivery models common to other American military service branches with which the Air Force often operates jointly, and that are also widely used in civilian healthcare. CRNAs provide the majority of anesthesia services to the U.S. armed forces at home and abroad, including the USAF. CRNAs are often the only anesthesia professionals deployed in front-line military facilities.

• FANA proudly announces its new Facebook web page. “Like” us on Facebook at FANA / Florida Association of Nurse Anesthetists.

• Please join FANA members for the 2012 Spring Meeting at the Harbor Beach Marriott Resort & Spas in Fort Lauderdale on June 8–10. Registered nurses of all specialties are welcome to earn continuing education units and network with other healthcare professionals at this three-day event. Visit www.FANA.org to register.

Hello everyone.

My name is Rosie Cenevich and I am a proud member of the Florida Nurses Association (FNA). I attended the FNA Lobby days in Tallahassee this past Tuesday and Wednesday (January 17 & 18), and I feel the need to tell you all about the importance of belonging to FNA. I was a member of the Florida Students Nurses Association (FNSA) when I was in nursing school at Polk State College and became a member of FNA after I graduated. I let go of my FNA membership because I did not understand the significance of the organization in regard to my profession. Last semester I took a class with Dr. Kear (FNA President) and because of her I came to understand what it meant to belong to FNA. I rejoined FNA and decided to go to Lobby Days to check them out and let me tell you I was not disappointed. I have never felt as proud to be a nurse as I did on Tuesday (January 17) in Tallahassee. As a fellow nurse I am urging you to join FNA and make your voice known to our leaders and lawmakers at Tallahassee. Take it upon yourself also to educate and encourage your co-workers to join FNA. There are many issues concerning our profession and we need all of you to join our voices to solve these issues. Remember this is about your profession, my profession, and our profession—NURSING.

Thank you so much for caring about our profession. Rosie
At Banner Health, an award winning hospital system, we don’t take everyday activities for granted. We give you all the resources you need to be successful with your patients, career and life, and we strongly believe in making a difference in our employees’ lives so they can make a difference in the lives of others. We are committed to providing state-of-the-art facilities, leading-edge technology, and engaging environment and comprehensive benefits.

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* U.S. Department of Health and Human Services, Health Resources and Services Administration, 2009
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