



May 6-12, 2018

Johnson & Johnson Celebrates National Nurses Week

Join Johnson & Johnson as we celebrate and spotlight how nurses are changing the world!

- Get Inspired! Watch [these](#)¹ short videos to meet two nurse innovators who have changed lives.
- Help support nursing innovation! Share these videos on [Facebook](#)² and [Twitter](#)³, and Johnson & Johnson will make a donation to the Nurse Innovation & Entrepreneurship program at Northeastern University School of Nursing. Get started [here](#)⁴.
- Show your nursing support! Add a custom National Nurses Week frame to your Facebook profile. Look for ***Nurses Change the World***. [Learn more](#)⁷.
- Stay connected!
 - Check out the special National Nurses Week Johnson & Johnson ***Notes for the Nursing Community*** Innovation e-digest on Monday, May 7. Subscribe [here](#)⁵.
 - Follow us on [DiscoverNursing.com](#), [Facebook](#)² and [Twitter](#)³.

Johnson & Johnson and Our Commitment to Nursing

Nurses are the unsung heroes of healthcare. Working closely with patients, across many treatment settings, and with a strong emphasis on patient education and disease prevention, nurses bring their technical knowledge, innovation, creativity and a healing touch to improve patient health.

Supporting nurses has been at the heart of Johnson & Johnson for more than 130 years and is a focal point of [Our Credo](#)⁵. As a global leader in healthcare, with a Purpose to change the trajectory of health for humanity, Johnson & Johnson is proud to advocate for the nursing profession and the profound impact that nurses have on patient outcomes.

In 2002, we launched the Johnson & Johnson Campaign for Nursing in response to a looming healthcare crisis that projected a shortage of 500,000 nurses by 2020. Our objective? Advocate for the nursing profession and inspire more people to pursue nursing as a career.

Our Approach:

- Provided over \$20 million in nursing scholarships.
- Built engaging digital content and [DiscoverNursing.com](#) to help people find the right schools, scholarships and specialties for their nursing career.
- Aired television commercials that helped everyone understand the power and impact of nurses.
- Worked in partnership with over 25 nursing organizations.

Impact: The nursing workforce has now grown by more than 1 million with projected growth of another million by 2030*

Partnering with a Purpose

Across the Johnson & Johnson Family of Companies, our work in partnership with and in support of nurses is wide-ranging.

- Supporting young people to enter the nursing profession through scholarship programs or educational loan programs. Partners: Academic organizations and non-government organization partners (e.g. Aga Khan Development Network, Foundation of the National Student Nurses' Association)
- Improving clinical skills through Continuing Nursing Education (CNEs) and in-service education programs developed by leading experts. Partners: J&J Medical Device, Pharmaceutical and Consumer businesses, Nurse.com-OnCourse Learning
- Advancing professional development. Partners: Numerous professional nursing organizations (e.g. Association of Women's Health, Obstetric and Neonatal Nurses, Association of periOperative Registered Nurses, American Association of Colleges of Nursing)
- Strengthening nurse leadership skills through Leadership & Management training. Partners: Professional nursing organizations and academic organizations (e.g. Sigma Theta Tau International, National League for Nursing, Duke University)
- Supporting the health and wellness of nurses by applying technology solutions. Partners: Human Performance Institute



Johnson & Johnson Nursing Resources

- **DiscoverNursing.com** A comprehensive online destination to help prospective students and experienced nurses launch their careers, understand the realities of the profession, and learn how nurses bring innovation to patient care every day.
- **J&J Nursing Social channels** – Get connected and be part of the nursing conversation!
 - [Facebook.com/JNJNursingNotes](https://www.facebook.com/JNJNursingNotes)
 - [Twitter.com/JNJNursingNotes](https://twitter.com/JNJNursingNotes)
 - [Pinterest.com/JNJNursingNotes](https://www.pinterest.com/JNJNursingNotes)
 - [YouTube.com/JNJDiscoverNursing](https://www.youtube.com/JNJDiscoverNursing)
- **J&J Institute:** The J&J Institute harnesses the size, reach, collective resources and passion of the Johnson & Johnson Family of Companies to support the professional growth of those who care for others. Today, with 26 centers on four continents and online learning courses, the **J&J Institute**⁸ hosts more than 125,000 HCPs globally each year with educational opportunities spanning learning preference, specialties and procedures.
- **Donate a Photo:** Support nursing scholarships through Donate a Photo and the Foundation of the National Student Nurses' Association. The Johnson & Johnson Donate a Photo app allows individuals to make a difference by raising money and awareness for causes that they care about through the simple act of sharing a photo. You can donate one photo every day and share each photo through social media platforms in order to raise awareness and inspire others to do good as well. To download the app, [click here](#)⁶.
- **Notes for the Nursing Community:** The Campaign's e-digest focuses on nurse-related content and is distributed monthly to more than 75,000 nurses throughout the country. To subscribe [click here](#)⁴.

Johnson & Johnson and Nursing: Looking Forward

Today, Johnson & Johnson is continuing to advocate for a world where nurses are empowered, recognized and valued as critical change makers in the trajectory of health for humanity. Because Nurses Change the World.

Our approach:

- Championing nursing innovation that is profoundly impacting patient outcomes.
- Advocating for nursing recruitment that emphasizes increased diversity and inclusion to support culturally competent patient care.
- Supporting skill development of nurses to prepare them for the demands of our evolving healthcare system.

¹ www.discovernursing.com

² www.facebook.com/jnjnursingnotes

³ www.twitter.com/JNJNursingNotes

⁴ www.discovernursing.com/nursing-notes/inspiring-next-generation-nurse-innovators

⁵ www.jnj.com/about-jnj/jnj-credo

⁶ www.donateaphoto.com/en_US

⁷ www.discovernursing.com/nursing-notes/nurses-change-world-facebook-frame

⁸ jnjinstitute.com/about-the-program

⁹ Buerhaus, *Nursing Economics*

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