



# Our Commitment to Nursing

Nurses are the unsung heroes of healthcare. At every stage of life, in every area of care, they use their knowledge, creativity, innovation, and a healing touch to change the lives of patients, families, and the world.



**At Johnson & Johnson, everything we do is about changing the trajectory of human health and well-being.**

That's at the heart of Our Credo<sup>1</sup>. Which is why, for more than 120 years, we've been proud advocates for the nursing professionals who change and save lives, every day.

## Johnson & Johnson Nursing Today

Giving nurses support and recognition is one of the most effective ways of empowering them as critical change-makers who are improving health for everyone, everywhere.

### Today, we're:

- Championing nursing innovations that are profoundly changing human health.
- Advocating for greater diversity and inclusion in the nursing workforce, to support culturally competent patient care.
- Broadening the knowledge of the next generation of nurses and supporting their personal development, to prepare them for the demands of our evolving healthcare system.



## Where it began. And what we've accomplished.

In 2002, a crisis loomed—by 2020, a projected shortage of 500,000 nurses in the US. So Johnson & Johnson launched the Campaign for Nursing to advocate for the nursing profession and inspire more people to pursue this rewarding career.

With scholarships, partnerships, media, and online resources, we've helped turn things around. The nursing workforce has grown by over a million, with projected growth of another million by 2030\*. And nursing is now one of the fastest growing professions in the country.



## Partnering with a Purpose

- **To help young people join the profession via scholarships and innovative loan programs**, our partners include the Aga Khan Development Network, the UPenn School of Nursing/Wharton School, and the Foundation of the National Student Nurses' Association
- **To improve clinical skills through Continuing Nursing Education and in-service education**, we partner with resources from J&J Medical Device, Pharmaceutical and Consumer businesses, and Nurse.com OnCourse Learning
- **To support professional advancement**, we work with organizations like the Association of Women's Health, Obstetric and Neonatal Nurses, the Association of periOperative Registered Nurses, and the American Association of Colleges of Nursing
- **To strengthen leadership and management skills**, we partner with nursing and academic organizations including Sigma Theta Tau International, the National League for Nursing, and Duke University
- **As stress and burnout among healthcare professionals continues to rise**, Johnson & Johnson Health and Wellness Solutions, Inc. together with Johnson & Johnson Human Performance Institute are working to provide solutions by launching workshops and offering programs at national conferences



## Johnson & Johnson Nursing Resources

A rich and growing array of resources for students, nurses, and people who just want to support nurses in their life-changing work.

- **nursing.jnj.com** Still the most complete online destination for prospective students and experienced nurses alike, with information about how to start and grow a career, the realities of the profession, and the exciting ways nurses bring innovation to patient care every day
- **J&J Nursing Social channels** – Follow for all the latest updates and conversation.  
facebook.com/JN Nursing  
youtube.com/JN Nursing
- **J&J Institute:** The J&J Institute harnesses the size, reach, resources and passion of the Johnson & Johnson Family of Companies to support the professional growth of those who care for others. On four continents and online, the J&J Institute<sup>2</sup> hosts more than 125,000 HCPs globally each year, with educational opportunities spanning learning preferences, specialties and procedures
- **Donate a Photo:** This free mobile app from Johnson & Johnson lets you raise money and awareness for causes you care about, just by sharing a photo on social media. The app's many causes include nursing scholarships through the Foundation of the National Student Nurses' Association. To download the app, click here<sup>3</sup>
- **Notes on Nursing:** Our e-digest of nurse-related stories and news is read monthly by more than 75,000 nurses across the country. Subscribe at [nursing.jnj.com/nursing-news-events/](http://nursing.jnj.com/nursing-news-events/)<sup>4</sup>



All contents ©2018 Johnson & Johnson Services, Inc. All Rights Reserved.

1 [www.jnj.com/about-jnj/jnj-credo](http://www.jnj.com/about-jnj/jnj-credo)

2 [jnjinstitute.com/about-the-program](http://jnjinstitute.com/about-the-program)

3 [www.donateaphoto.com/en\\_US](http://www.donateaphoto.com/en_US)

4 [www.nursing.jnj.com/nursing-news-events/](http://www.nursing.jnj.com/nursing-news-events/)

\* Buerhaus, Nursing Economics

Needleman, J., Buerhaus, P., Matke, S., Stewart, M., Zelevinsky, K., Nurse staffing and quality of care in hospitals in the United States, The New England Journal of Medicine May 30, 2002;346(22):1715-1722.[Designated AHRQ Patient Safety Classic]