



School Nurse Connections 2010

Message from the President

By Claudia Streuper, USNA President 2010/2011

Turning the calendar page to September means cooler weather, changing leaves, and back to school. It has been a busy summer. I had the opportunity as your president to attend the National Association of School Nurses Conference in Chicago. It was a great opportunity to network with nurses from around the country. There were lots of opportunities to learn, and improve the way I practice as a school nurse.

There are a couple of things I would like to share from the conference including a reminder that there are prescription drug discount cards available through the NASN website. The discount is generally between 30%-70% off. You can print the cards by going to the NASN website, click on benefits on the left hand side, and then go to the partner's column on the right hand side. The link is the bottom section of the partner's column. The card asks for an email, but if the parents don't want to give their email, they can write in "none." You can also order cards from NASN by emailing klull@nasn.org. They come in orders of 450.

A woman representing the Center for Missing and Exploited Children presented at the NASN Conference. She shared a video clip from a YouTube site encouraging kids to protect their personal information.

You can download and view the video clip at:

<ftp://nsvend:clicky.01@ftp.ncmec.org/Ad%20Council%20Video%20Complete.zip>.

You are welcome to share this video if you would like.

My focus this year will be on how nurses can better advocate for the children we serve, and for our profession.

First, you must first be your own advocate. If you are practicing in isolation, you are practicing the wrong way. School nurses can't practice that way anymore. What you do every day is a form of advocacy. If you are not there, who could do what you do? The school does not function as well without the nurse. Communicating what you do makes the difference.

- o Tell your story, keep track of the range of activities you are responsible for, submit health services information to policy makers on a regular basis (whether or not they ask)*
- o Attend staff meetings, asking to be on the agenda occasionally.*

Second, be an advocate for your district/state nurses. Advocating for your district and state nurses includes gathering data. I encourage you to participate in statewide efforts to gather data when requested. When we have opportunities to present information to the Utah State Legislature regarding school nursing, it is essential that we have hard data to share. Inviting a legislator in your community to come to school and see what you do is also a great way to advocate for your district/state nurses.

Third, be an advocate for school children by being familiar with the nurse practice act, Advocating for best practice in schools keep our school children safe. I would challenge each of you to take the online School Nurse Advocacy Course. It is 1 CNE continuing education credit.

I am looking forward to a great year. Please contact anyone on the USNA board with questions you have. We want to represent each of you. Thanks, Claudia

USNA News

By Kim Lowe, USNA Membership Chair

Dear Utah School Nurses,

I am happy to report that we currently have 120 active members in USNA/NASN!!!! I would like to encourage those of you who are not yet members to sign up today! Combined annual membership dues are \$124.50. Please notify me of any corrections for the manual by email: lowe144@alpine.k12.ut.us. NASN offers a variety of options to facilitate paying membership dues including quarterly installments. Sandi Delack, NASN President, reminded us at our spring conference that we increase our “VISION, VOICE, and VISIBILITY” through active membership in USNA/NASN!!!

I have made several corrections to our 2010 membership manual. I will bring hard copies of these corrections to our fall conference. You can then make the corrections in your manuals. My goal is to update and provide a current membership manual each year at our spring conference.

Thank you for your continued support of USNA/NASN!!
Have a great school year!

Sincerely,
Kim Lowe, RN, Membership Chair USNA





National Association of School Nurses

NASN Director Message

by Janet Bryner

This past June, 12 school nurses from Utah were able to attend the 42nd NASN Conference in Chicago. These 12 nurses also represented Utah as voting members at the Annual Business Meeting of the National Association of School Nurses, held in conjunction with the annual conference. These members had the opportunity to exercise their vote on the national level, as well as view the national organization at work. I give thanks to those members for their enthusiasm and support at the conference, as well as to the many who were not able to attend but continue to support the organization in their individual ways.

The 43rd Annual Conference will be held in Washington, DC in June, 2011. Future Annual Conferences are planned in San Francisco (2012) and Orlando (2013). For NCSNs seeking to renew their certification, please note that the NCSN recertification procedures and continuing education requirements have been modified. Supporting documentation requirements have increased. Credentialing agencies recognized by the Board have also been modified. Full recertification guidelines and the application can be found at www.nbcsn.org. I encourage you to visit this site well in advance of your recertification date to assist you in collecting and maintaining these requirements. If you have further questions, please contact Kathy Briggs, our NCSN liaison at kbriggs@graniteschools.org.

Continuing Education programs offered through the NASN website have been expanded. All programs offered meet ANCC standards, helping to fulfill the recertification requirements for NCSN recertification.

NASN reports that the electronic elections held this past Spring were a success. Future elections will continue via this method.

Membership dues can be managed on the NASN website via the NASN Association Portal, as well as the traditional print applications. Both options offer a quarterly payment option.

NASN continues to update Position Statements located on the NASN website. When utilizing these statements, please check the website for possible revisions.

The definition of school nursing located on the NASN website has been revised. Please view the current language on the NASN site.

In conjunction with the NASN Board Meeting on February 2, 2010, approximately 150 visits were made by school nurses to legislators and their representatives in Washington DC. Since the visits, the number of ratio bill co-sponsors increased. Utah legislators have not yet signed as co-sponsors. Please consider sending a letter of support to your legislators. Letter templates and contact information can be accessed on the NASN website under the Policy and Advocacy section.

As the Utah Director for NASN I continue to better understand and appreciate the importance of our professional organizations and the benefit they provide to school children and school nurses. NASN is the expert voice for optimal student health and for professional development of school nurses. I continue to thank all of you for the opportunity to serve you as Utah Director for NASN. Please feel free to contact me by phone or email if I can be of help to you as your Utah Director. I can be reached by cell at 801-598-0461, or by email at jbryner@graniteschools.org.

Respectfully submitted,
Janet Bryner, RN, BSN, NCSN

NASN Happenings

***Mission:** The National Association of School Nurses improves the health and educational success of children and youth by developing and providing leadership to advance school nursing practice.*

***Membership:** The key to accomplishment is organization. School nurse "needs" are numerous and varied. Many are determined by outside pressures. Acting individually, it is impossible for the school nurses to deal effectively with these problems. Together, they can represent a strong united effort which will be recognized.*

NASN challenges school nurses to grow our membership by keeping existing members and adding 1,000 new members in 100 days!

It is time NOW for a Fall 2010 membership campaign

- As nurses come back to school, it is time for many to renew or join
- Strong affiliates = strong NASN
- Overall about 25% of school nurses are members - we want to reach the 75% of school nurses who are not yet members
- Congress and other policy makers ask what percent are members - we need to directly represent more nurses in order to have a stronger voice
- NASN has much to offer; we want all school nurses to pull together.

The evidence on why people join

- Because someone directly asked them! This is the most important reason!
- Because it helps school nurses do their job
- Because school nurses have opportunities to network and lead
- We tend to emphasize "what's in it for me" but the evidence says more nurses actually join to be a part of something important
- Can you imagine what could happen if every member invites at least one school nurse to join or reinstate?

New campaign for 1,000 new members in 100 days!

- We encourage each affiliate to set a goal for recruiting new members to NASN and the affiliate
- The campaign is as easy as reaching out – a phone call, or asking a co-worker
- We need to inspire all members to reach out to their neighbor school nurses
- Information about benefits of membership is at www.nasn.org/Default.aspx?tabid=125
 - NASN's strategic plan includes educational programs, research, public relations and advocating for issues important to them
 - NASN is making a difference in public and policy maker recognition of school nurses...but we still have a long way to go
 - All school nurses can come together around the fact that **“Every child deserves a school nurse”**

- Effective September 15, the first 350 brand new to NASN nurses will receive a free copy of the 2007 Certification Review Book
 - This is exclusively for school nurses who have never been a member of NASN
 - This token will help introduce the new nurses to NASN publications
 - We have 350 copies of the 1st edition on-hand since we have introduced the 2nd Edition

The importance of the first year of membership – what does the evidence say?

- The most critical drop off period is at the end of the first year
- If we can engage new members during the first year, personally or with an organizational role, they are most likely to stay
- We would like to re-institute a personal contact via email or phone from NASN director or affiliate board member to welcome new members and give them a contact name for questions
- If we can hold on to school nurses after a second renewal, they will likely stay for the duration of their career

Keeping existing members is every bit as important as finding new members

- The evidence says that members who are engaged - with meetings, committee work, projects, or even personally are most likely to stay
- Currently there are almost 1000 nurses whose membership expired in August 2010

Outreach

- Each affiliate needs a system for outreach to new and renewing members through cards or calling
- NASN provides lists of new members, members in good standing, and non-renewals each month

NASN provides the following tools for new and renewing members

- Nurses can join or renew online at www.nasn.org or by paper
 - Full yearly dues (credit card, check or PO)
 - Quarterly installment payments (credit card only)
- Membership materials are mailed out the same week
- NASN makes regular contact
 - Access to web page
 - Weekly Digest
 - Monthly JOSN or The NASN School Nurse
 - Blast emails

- The NASN renewal process has up to seven contacts
 - Email 90 days prior - Hard copy of renewal forms 75 days prior - Large post card 60 days prior - Email 30 days prior - If membership expires, another post card - After two months, an electronic survey on why they didn't renew - Several times a year, emails to non-renewed members
- NASN lists for Members in Good Standing and Non-Renewed Lists are sent each month to help facilitate the phone calls

Membership in NASN is an investment with returns for the nurse and the profession

- Cost is less than a pizza each month
- The value of free continuing nursing education offsets the price of membership
- We are holding costs steady while raising the value of membership with books, discussion lists, conferences, up to date information on the web page and Weekly Digest

NASN provides different benefits than union membership

- Although we benefit from union representation related to working condition issues such as retirement concerns, pay scales, work hours, etc, our numbers are too small to have our professional nursing issues addressed. Unions are all about doing what is best for the group, and more often than not, our issues get traded for issues for the larger group.
- Teachers unions do not have the knowledge or understanding of professional nursing practice issues.
- Teachers unions do not have a good understanding of our role. If they did, they would be advocating for improved ratios.
- Teachers unions do not provide professional resources and little CE for school nurses.
- As healthcare professionals working in isolation in the educational milieu, the value of a professional school nursing association is priceless.
- NASN needs the voice of all school nurses in all practice settings in order to best represent their needs with other organization and in DC.

Collaboration and enthusiasm are key

- What is your affiliate doing to keep and attract members?
- Share your ideas on the Directors, Presidents and Membership Chair discussion lists
- What is possible?

NASN values your opinion! Your feedback will help us to determine member needs, areas we are doing well in, and identifying areas that need improvement! Thank you again! Please direct all questions to NASN at nasn@nasn.org or 1-866-627-6767.

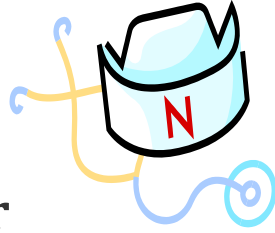
Getting to Know You/News from Around the State



- **School Nurse of the Year Award for 2009/2010** was awarded to **Lucia Unzaga** of the **Provo School District**. **Congratulations on being the very best.**
For more information about the School Nurse of the Year award winner please go to: <http://www.utahschoolnurses.org>.
- **The Mary Ito Award for 2009/2010** was awarded to **Betty Sue Hinkson** of the **Alpine School District**. **Congratulations on receiving this distinguished award.**
For more information about the Mary Ito Award winner please go to: <http://www.utahschoolnurses.org>.
- **Many thanks** to all those who supported the **Jordan School District Nurses** this past year. We are happy to announce that none of the nurses lost their jobs due to budget cuts.
- **Congratulations** to all the **USNA 2009/2010 Award Winners**.
- **Welcome** to all the newly elected **USNA Board Members** and to all new **Committee Members** for the **USNA 2010/2011 school year**.
(For a list of names for all the **Board Members** and **Committee Members** please go to <http://www.utahschoolnurses.org>.)

If any of you have the inside scoop on one of your colleagues and friends please don't hesitate to share. Please email your news to jody.stubler@jordan.k12.ut.us





Sharing Corner

School Nurse News

Weber School District

Weber School District is fortunate to have 5 part time and 8 full time nurses. Under the direction of Claudia Streuper, we have accomplished much and have ideas for more tools to increase our efficiency and improve the quality of nursing services in our district. We have, with the help of our IT people created a wonderful program to document just what our nurses do. We can submit data on just about anything to show that we are valuable assets to our district.

In addition to immunization monitoring, first aid to students and staff, creating health care and emergency action plans, and medication training, we teach CPR and First Aid to faculty and staff in each individual school. Anne Kendrick piloted a Red Cross Baby Sitting training with the peer leaders in one of her schools which was very successful. We are also involved with faculty wellness activities.

Our goal this year is to create a Medication Administration Training Module that can be done by those designated by the school nurse to administer medications in the schools. Thanks to the Canyons School District, we won't have to "reinvent the wheel". Wouldn't it be great if we can share and standardize one more tool every school nurse in the State of Utah is required to do?

San Juan School District

San Juan School District is located in the Four Corners region of the United States. More specific we are located in the southeastern corner of Utah - the opposite side of the state from St. George. We may be free from the distractions of I-15, but have the abundance of tourist to dodge that are parked in the middle of the road taking pictures of breathtaking canyons and majestic mountains.

Our district serves 12 schools (5 high schools, 1 middle school, 6 elementary schools) in eight communities. It might sound like a life of luxury, but geographically we are the largest county in the state and spend time on the roads each day going to a different school. One of the schools we share is in Navajo Mountain the journey is 3 ½ hours one way. You might have viewed the backside of Navajo Mountain while visiting Rainbow Bridge at Lake Powell - you just didn't take the 9 mile hike to the top where the school is located!

There are two full time school nurses Alisa Alder and Lisa Wright. Since school is starting we find ourselves busy completing immunizations, medication training, care plans, updating teachers on the latest student health issues, and educating students. We will be planning the upcoming vision screenings, CPR /First aid training, and like you our list goes on and on. When you come to San Juan County you find diversity in cultures and landscapes that truly make it the ultimate place to work.

Mark Your Calendar



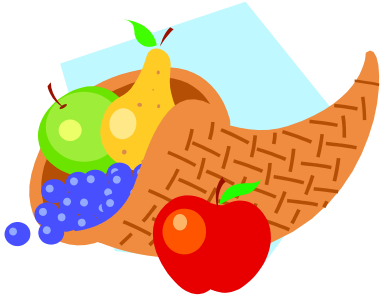
2010 UTAH EDUCATION ASSOCIATION www.utea.org
100 Years Serving Educators

UEA Convention & Education Exposition
South Towne Expo Center
October 14-15, 2010

SPEAK FOR TOMORROW TODAY

Thursday November 4th and Friday November 5th
Issues in Pediatrics Conference @ The Huntsman Center
(For more information and/or registration please call
Erin Schock at 801-662-3501)

Friday, November 12, 2010: USNA Fall Conference
Location: Jordan School District
7800 South Redwood Rd
West Jordan, Utah



November 25th *Happy*

Thanksgiving

To submit articles, news, events, or interesting facts for the next edition send to:
*Jody Stubler USNA Newsletter Editor or to Karen Thorsted Assistant
Newsletter Editor at kthorsted@weber.k12.ut.us by January 3, 2011.*