

## Nursing/Midwifery Recruitment and Retention Activity Summary 2000- 2001

### The Nursing Office has

- (2) 8.1  Launched free hospital based refresher & re-entry program for registered and enrolled nurses, \$100k provided.
- Nursing Marketing Campaign, \$220,000 provided. The aim of the campaign was to change the perceptions of the target group (secondary school students) as well as Career Counselors to ensure Nursing was promoted as a professional career option. Campaign components included: Concept testing, Metrolite advertising, Radio promotion, Regional and Street Press advertising, SATAC Guide advertisement, Parents Say magazine advertisement, Brochures, Website development, Show bags, update of an existing promotional video on nursing & material for career and employment Expos.
- (2) 7  Provided \$825 for a booth at the Royal College of Nursing Australia for the annual Nursing Career Education and Employment Expo.
- (3) 6.1  Allocated \$60,000 for the Premier's Nursing Scholarships.  
Overseas Study Tour
  - Susan Dyer, Registered Nurse, Women's & Children's, visited USA to study the role of the Paediatric Nurse Practitioner in paediatric oncology.
  - Karen Glaetzer, Clinical Nurse Consultant, Palliative Care RGH, visited the USA to study approaches to care of patients with Motor Neurone Disease
  - Robyn Pretty, Community Health Nurse, SHine SA, visited the USA to investigate models of Sexual Health provision by Nurse Practitioners.
  - Graeme Sanders, Clinical Nurse Consultant, Statewide Mental Health Service, Glenside Campus, undertook an observational study of mental health consultation-liaison nursing positions in Emergency Departments in general hospitals in Britain, United States of America and Canada.
- (5) 33.1  Allocated \$13.8m to support nurses and midwives continuing education through the Casemix Nurse Teaching Grant including graduate nurse/midwife, professional development and other education programs.
- Inaugural Nursing Excellence Awards to recognise nurses and midwives for their professional commitment and practice excellence, \$4.000. Total 600 guests attended awards function. Sponsorship raised \$17,000.

