

ASNA

ALASKA SCHOOL NURSES ASSOCIATION

OUR MISSION IS TO SUPPORT SCHOOL NURSES AND SCHOOL NURSING WITHIN ALASKA

✕ President ✕

Luann Fogels, BSN, RN, NCSN

South High School, Anchorage, AK.

SHED OR YOUR DEAD

Kathy Dempsey's keynote address at the National Association of School Nurses Conference in Washington, D.C. was titled "Shed or You're Dead". She said her pet

lizard, Lenny, must shed or he will die. She said humans also need to shed or we will die.

What did that mean?!!! Kathy said it all comes down to shedding the things that keep us unhappy, stagnate, angry, unable to move ahead. In order to do that, we have to "shed" something in our lives or "change" what we are doing or the way we are thinking.

It was good timing for me to hear Kathy's message about "shedding and change". According to Kathy, 75% of all change efforts fail. That makes sense to me when I think about changing my diet so I

can keep those 10 pounds off my body. I seem to fail at shedding those 10 pounds about 75% of the time! Seriously though, change seems to be the constant in our

world today, as it was yesterday and will be tomorrow.

Kathy said if we are not able to move ahead due to changes in our world, in our job, in our lives, then we will stagnate.

For example, sometimes we

are asked to change a nursing intervention based on best practice and research. If we resist and say, "but we've always done it that way," (the old way), then we are not improving our nursing practice. We are accepting the status quo, taking the easy way out. We don't move ahead, we don't challenge ourselves, we stop learning, and we stagnate.



Looking Ahead...

ASNA Board Meeting

December 14, 2011
4:00-5:00pm
AaNA Office
Call in: 274-0801
or 1-800-276-2576

ASNA Spring
Conference 2012

Embassy Suites Hotel
Anchorage, Alaska
April 13, 14, 15, 2012

✧ President ✧

Luann Fogels, BSN, RN, NCSN

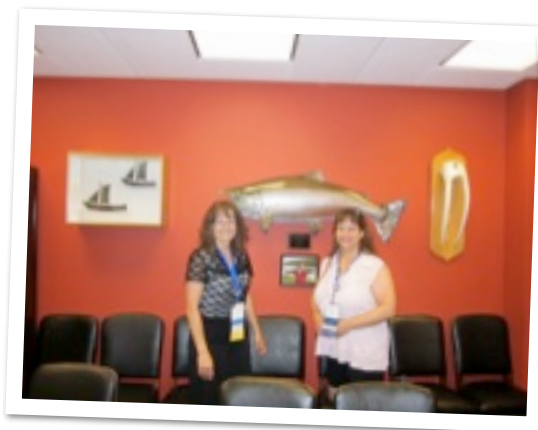
I don't want to accept the status quo. I don't want school nurses to accept the status quo. I want us to be the leaders that we are every day in our offices and in our schools. I want us to always strive to be better. I want us to always look for the best way to provide care for our kids, their parents, our staff, and our communities. That is what we are all about. That is what every one of us does every day just because we are "school nurses".

The very nature of being a school nurse is to learn ways to improve our practice and provide the best care we can. As my husband likes to say, "Only half my job is to do my job. The other half is to figure out how to do it better." I see school nurses doing this all the time! School nurses collaborate with each other, we read "best practice" articles, we take classes and go to conferences – most of the time, we get more CNE's than we need because we want to increase our knowledge and improve our care. We change our practice even though that change is hard sometimes. We shed our old ways for the new ways.

So why does 75% of all change efforts fail? Is it because it's just easier to accept the status quo and to do it the way we always have? Are too many of us are doing just that? Maybe it's because the world is changing so rapidly that many of us are unable to keep up with the changes. It is really hard to stay current and knowledgeable in this fast-paced world. I wish I could duplicate myself in order to have more time to keep up with this changing world and to care for my kids the way I want to.

I urge all of us to take Kathy's final advice and "stay alive and thrive in the midst of turbulent change". Change might be difficult. You might not like it, it may go against what you personally want to do, and change might take more time than you want to give, or you might just want to stick your head in the sand. However, please take the time to ask yourself "what would these changes do for my practice, for my kids, for school nurses, and for me"? As school nurses, we need to be the leaders that we naturally are and embrace the changes that improve the care for our kids. We need to "Shed or We're Dead".

To learn more about Kathy Dempsey, go to www.keepsheeding.com You can also order Kathy's book, "Shed or You're Dead – A Fast Acting Change Rx for Healthcare Professionals".



Luann Fogels and Patty Barker visiting Senator Lisa Murkowski



Luann Fogels and Patty Barker visiting Congressman Don Young



✧ Vice President ✧

Rebecca Hansen, BSN, RN, NCSN

Chester Valley Elementary, Anchorage, AK

WHY NATIONALLY CERTIFY?

Certification represents a national standard of preparation, knowledge and practice.

It advances the profession of School Nursing by both encouraging and recognizing professional achievement. Some of the most important purposes for certification include the following:

- Protecting the public
- Meeting the needs of employers, practitioners and the public by identifying School Nurses with certain knowledge and skills
- Assuring consumers that professional School Nurses have met standards of practice
- Demonstrating and individual's commitment to the profession and to lifelong learning
- Providing the individual with a sense of pride and professional accomplishment

Recent research and publications have reinforced the value of certification in a nursing specialty. The June 2011 edition of the *Journal of Nursing Scholarship* published research that nursing specialty certification, when associated with baccalaureate prepared nurses, has the potential to improve nursing outcomes (Kendall-Gallagher, 2011). *Advance for Nurses* reported results of a salary survey of nurses across the nation and compared the salaries of nurses with and without specialty certification, revealing that certified nurses make more than non-certified school nurses (Advance, 2011). The National Certification Corporation (NCC) launched its first public awareness campaign designed to empower health care consumers to become more knowledgeable, urging consumers to Just Ask for certified nurses. The NCC website (www.nccwebsite.org) has slide shows both for the consumer and the certified nurse. The goal of this campaign is to make the number one question the consumer will ask is to "just ask for certified nurses".

Interesting facts about School Nurse Certification: Of the 200+ nursing specialties, only 42 have an accredited certification process such as NCSN. There are 68,500 School Nurses in the United States (HRSA, 2008), and only about 5% are certified (NBCSN, 2011). By comparison, there are 277 School Nurses in Alaska and about 55 are certified. There are currently more than 2,400 NCSNs. The following states have the largest concentration of the total (2400) NCSNs: 18% - North Carolina, 13%-Massachusetts, 10%-Florida, 5%-Texas, 5% Delaware. Alaska ranks 37th.

If you are considering studying for the certification test, go to <http://www.alaskasna.org/certification-requirements.html> to get started. If you'd like to join the email group of nurses interested in the certification test, send an email to hansen_rebecca@asdk12.org. You may join a current study group or form your own study group.

Test Dates

Application Deadline

12/31/2011

5/31/2012

Examination Date

2/18/2012-3/3/2012

7/21/2012-8/4/2012

✧ Vice President ✧

Rebecca Hansen, BSN, RN, NCSN

ADVANCE for Nurses, 2011, Nurse Pay: Specialties and Certification, www.advanceweb.com/nurses, accessed Oct 7, 2011

Health Resources and Services Administration, 2008, U.S. Department of Health and Human Services, National Sample Survey of Registered Nurses. <http://bhpr.hrsa.gov/healthworkforce/rnsurey/2008/>, accessed Oct 7, 2011.

Kendall-Gallagher, D., Aiken, L., Sloane, D., Ciomtti, J. (2011), Journal of Nursing Scholarship, Nursing specialty certification, inpatient mortality and failure to rescue, 43:2, 188-194.

National Board for Certification of School Nurses, Fall 2011 Newsletter, <http://www.nbcns.org> accessed Oct 7, 2011

National Certification Corporation, 2011, Just Ask Campaign, <http://www.nccwebsite.org/>, accessed Oct 7, 2011.



CONGRATULATIONS TO NEWLY CERTIFIED
NCSN'S IN ALASKA



LUANN
POWERS

NANCY
EDTL

MAUREEN
HALL

DIANNE
SWANSON

ROBAE
ROBINSON

LORI
SCHNEIDER

✧ Secretary ✧

Melody Vahl, BSN, RN

North Star Elementary, Kodiak, AK

I HEAR YOU: THERAPEUTIC LISTENING TIPS

As I began telling my friend about something that happened that day at work I could tell by the look on her face what she was thinking right away, remember, your face can convey more than words. I'm talking about being a great listener...better yet being a present listener. This is one of the many challenges of being a school nurse. From interaction to interaction we as school nurses are called to be a minister of health to all bodies, not just the student body. Consider your own personal stance on how you interact with your staff and students. In this article I'm going to discuss 3 ways to fine tune your interactive-listening skills.

Start by listening to the person's entire concern; be aware of your facial and body language avoiding a quick- judgmental response. Your body language says a lot! Be still, try not to cross your arms as this conveys objection. Also do not stand too far away from the person as this portrays a disconnect from the person. Always appear interested and focused on what they have to say. Remember that you are a person they trust and will share their private health concerns with, this is a great privilege.

Next, when a student who visits you often "aka" a frequent flier; do not take the easy road out of the interaction. Avoid a quick and easy response, pay close attention to the clues given because they could shed new light upon what the student is really trying to tell you.

Lastly, use empathy and understand the concern. Avoid jumping into an intervention before you understand the need. health concerns with, this is a great privilege.

By fine tuning your listening skills you will enhance your professional integrity and deepen your rapport as the school nurse. Remember that when a situation is most challenging that is when you are growing and enriching your own professional nursing practice, keep up the good work! You are making a difference even if you don't think so.



✧ NASN Director ✧

*Patricia Barker, BSN, RN
Polaris K-12, Anchorage, AK*

ASNA COMMITTEES

During the 2011 Annual Spring Conference, several committees were formed to help ASNA with several time consuming tasks. I wanted to take the opportunity to thank everyone who is serving on one of those committees. Not all of them have had to meet yet, but those that have started on their objectives have been working very hard to better our association and/or school nursing. I appreciate all of their efforts and am thankful to each one of them for taking the time out of their busy schedules to serve on one or more committee.

Nominations and Membership Committee

Coordinator – Melody Vahl
Deb Pintsch
Lori Schneider
Linda Sinclair
Lee Stark
Emily Mechtenberg

Bylaws Committee

Nancy Edtl
Kathy Bell
Jordis Clark
Lori Schneider
Joy Arneson

Spring Conference Planning Committee

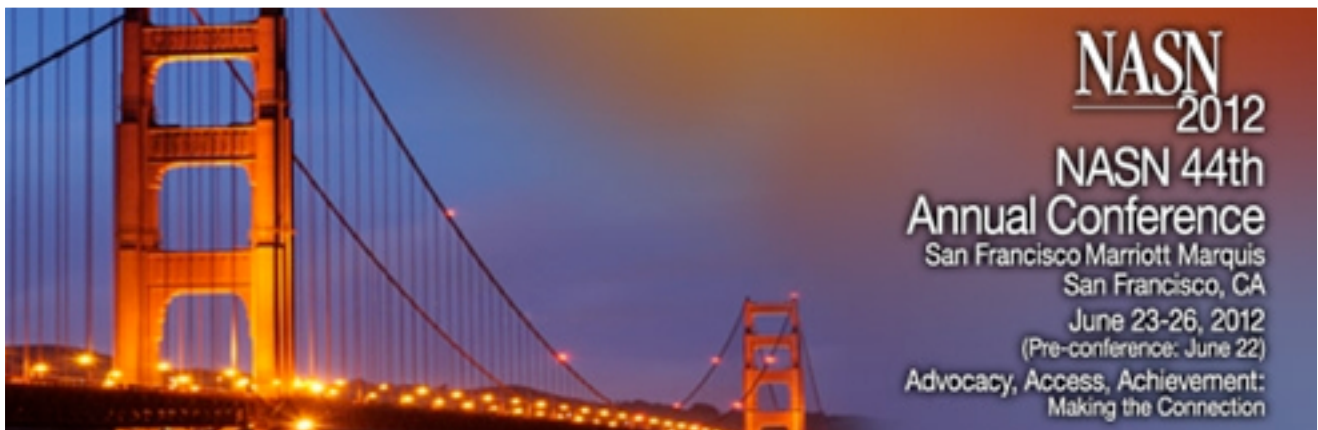
Coordinator – Nancy Edtl
Wendy Parsons
Deb Pintsch
Jordis Clark
Ruth Bogert
Lee Stark
Cindy Hendel
Mary Bell
Becky Hansen
Melody Vahl
Linda Sinclair

Legislative Committee

Coordinator – Jordis Clark
Becky Hansen
Melody Vahl
Sharon Baring
Maureen Hall

School Nurse of the Year Committee

Coordinator – Becky Hansen
Lori Schneider
Krista Grilliot
Betty Miller
Wendy Parsons



✘ SOA School Health Nurse Consultant ✘

Mary Bell MSN, RN, NCSN

The school year got off to a roaring start for many of you, from what I heard, and I hope it has settled down to a dull roar by now. I also have heard of many administrative changes in the works, superintendents and others, for several school districts and with that comes “anxiety of the unknown.” Budgets are tight and school districts are looking for ways to manage their financial burdens. You may be wondering... Will school nurses be valued by the new administration? Will there be cuts in school nursing services next year or in years to come? How can school nurses communicate their worth to those in charge of the budget considerations without coming across so much as “tooting their own horn?” Who can school nurses look to for advocacy and partnerships for promoting their worth in students’ health and safety as well as academic achievement?

The State of Alaska School Health Nurse Advisory Committee is developing tools for school nurses and others to communicate the role of the school nurse to administrators, parents, School Board members, and community partners. The “School Nurse Makes a Difference” PowerPoint and brochure are both available on the School Health & School Nursing website and other tools will follow: <http://www.hss.state.ak.us/dph/wcfh/school/>.

NASN/ASNA is your advocacy voice and there is power in numbers so encourage your co-workers who may not already be members to join the association. As you know, there are a multitude of benefits!

What more can be done to heighten awareness for what you do and how you make a difference in your school and in students’ education? **BE MORE VISIBLE!** The following are action strategies for effective marketing of school nursing from a NASN conference session I attended this past summer. You may already be aware of and utilizing many of these strategies but hopefully will find a few new ideas to try. The bottom line: you must get outside the walls of the clinic. Be seen. Be active. Be an advocate for the well-being of your students, staff, parents and your community!

New NASN Member Annual Conference Scholarship

All NEW Active classification members prior to March 31st each year become eligible for this \$1,500 scholarship for Annual Conference expenses. (New membership applications and payments must be received by 4:00 p.m. Eastern time on March 31st to be included in the drawing.)

There is no official application. All eligible members will be placed in a random drawing. The winner will be notified by the NASN President in April.

Disclaimer/Rules
NASN New Member Scholarship Contest

Must be at least 18 years of age and a new first-time Active member of NASN to enter. Members of the NASN Board of Directors, NASN staff, NASN Contractors, or their immediate families are not eligible. Winner will be selected through a drawing in April. All federal, state, and local taxes on price value are the sole responsibility of prize winner. No substitution or transfer of prize is permitted. Odds of winning depend upon the number of eligible new members.

✘ SOA School Health Nurse Consultant ✘

Mary Bell, MSN, RN, NCSN

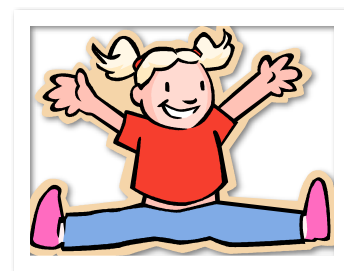
ACTION STRATEGIES FOR MARKETING SCHOOL NURSING

- ∞ Provide in-service sessions for faculty and staff at the beginning of each school year promoting the perception of school health staff as members of the educational team
- ∞ Develop a school nurse web site for your school/school division
- ∞ Use newsletters: monthly/quarterly to parents and staff. The school nurse can publish her own newsletter or include a column in the PTA newsletter, faculty newsletter, etc.
- ∞ Use the student handbook to describe the school health program and include the medication policy and services provided by the school health staff
- ∞ Write letters to constituents: parents, educators, staff, students, etc.
- ∞ Use stories and examples to deliver your message
- ∞ Make contact with your local newspaper staff writers and get information out in print. Offer to be a health care resource.
- ∞ Make health related presentations to stakeholder groups (faculty, PTA, community groups, SHAB, school board)
- ∞ Use NASN resources to promote school health
- ∞ Volunteer to serve on the school improvement committee or crisis response team
- ∞ Be a TEAM PLAYER
- ∞ Collaborate with other health related specialists within the school setting (school support team members)
- ∞ Provide health promotion interventions for faculty and staff such as weight loss programs, BP checks and exercise programs. This reduces staff absences and improves instructional continuity as well as their sense of overall well-being.
- ∞ Network with other nurses within the school division and from other school divisions
- ∞ Participate in student focused meetings, such as child study and IEP /504 meetings
- ∞ Utilize teacher workdays for school nurse networking within and among school divisions. Attend an in-service program together
- ∞ Develop a school nurse list serve
- ∞ Participate in Back to School Night/Open House at school: give a brief presentation and/or offer BP checks
- ∞ Organize “Coffee with the School Nurse” one morning each semester. Or invite your principal and have “Coffee with the Principal and School Nurse”
- ∞ During Week of the Nurse, sponsor a blood drive or other health-related activity
- ∞ Make contact with local health department officials
- ∞ Use current data to support school nursing practice
- ∞ Use evidence based research from current literature
- ∞ Develop and establish your professional role not only in the school building, but in the greater community.
 - Put your best foot forward with professional dress and demeanor. Dress for success in appropriate business attire. Nursing is so much more than band aids in the clinic. Wear uniforms and/or lab coats when operating a vaccine clinic or on a predictable messy clinic day. Otherwise, dress for success as a community partner. Have business cards ready for any potential partner and pass them out freely. children and youth in schools.

ACTION STRATEGIES FOR MARKETING SCHOOL NURSING

- Connect with local businesses and organizations that have a vested interest in children and youth. Many times organizations have funds and are looking for the audience in need. Attend open houses and show support.
- Get involved! Ask to be considered for a board or advisory position.
- Investigate what non-profits are in your area and introduce yourself as a key contact for children and youth in schools.
- Maintain memberships in professional organizations and associations. Networking is valuable when marketing yourself and your job skills.
- ∞ Communicate priorities and community needs assessment while building partnerships.
 - As with any partnership, there needs to be a sharing of resources, time, and interest. Once you establish similar visions and goals, offer to share your skills so that each partner benefits.
 - You can't do it alone! Partners include you, the school community, the outside agency or business, the student and family and the community as a whole.
 - Coordination of efforts is a key role for the professional nurse.
- ∞ Promote your work as a professional nurse in the school community.
 - At the completion of a special project, be sure to thank the partners who have dedicated their resources and communicate the outcomes.
 - Communicate the outcomes to community and school stakeholders. Share as the coordinator of partnerships the value, benefits and results of the donated services.
 - Publish the outcomes in a professional journal.
 - Share with anyone you see the success of the partnerships you've levied for the school community! Every encounter is a prime opportunity to market yourself, your skills and develop future partnerships.

A DAY IN THE LIFE OF A SCHOOL NURSE



Kindergarten TB Testing

I just finished testing all but 2 of my "Kindys". I picked up an idea from Karen Dale, RN, when I first started working for ASD, of using a happy face & giving the happy face a fat nose. I had pleasant comments when they realized that it really didn't hurt & they got stickers when we were done. But one student as she was leaving, having gotten the TB test & a special sticker said, "This is the best day ever!" with a huge smile on her face. All I could do was laugh & say "Good!"

Beth Thomas, RN
Birchwood ABC, Chugiak, AK.

*Have a story to share for our Newsletter? Email Jennifer Cottle, RN, BSN, NCSN @ cottle_jennifer@asdk12.org

JUNEAU SCHOOL DISTRICT HIGHLIGHTS



Congratulations to school nurses, LuAnn Powers of Auke Bay Elementary School and Maureen Hall of Mendenhall River Community School, for earning the title National Certified School Nurse. Both LuAnn and Maureen successfully completed a rigorous professional certification process that consists of a variety of requirements, including passing a national certification examination.

This voluntary professional certification provides an ongoing, quality credentialing process for eligible school nurses. National Board Certification assures a national standard of preparation, knowledge, and practice. It is open to school nurses who are actively contributing to the health and education of students and their families in public or private settings.

The Juneau School District celebrates this national recognition of the experience and achievements of our wonderful school nurses!

2011-2012 ASNA BOARD MEMBERS



President: Luann Fogels, BSN, RN, NCSN
fogels_luann@asdk12.org

Vice President: Rebecca Hansen, BSN, RN, NCSN
hansen_rebecca@asdk12.org

Director: Patricia Barker, BSN, RN
barker_patricia@asdk12.org

Treasurer: Nancy Edtl, MBA, BSN, RN, NCSN
edtl_nancy@asdk12.org

Secretary: Melody Vahl, BSN, RN
melodyvahl@gmail.com

State School Health Nurse Consultant:
Mary Bell, BSN, RN, NCSN
mary.bell@alaska.gov

Check out the ASNA Website
www.alaskasna.org



NASN CONFERENCE 2011
Mary Bell (SOA School Health Nurse
Consultant), Patricia Barker, Betty Miller,
Naomi Walsworth (KPBSD Health Services
Coordinator), and Luann Fogels

2011 SCHOOL NURSE
OF THE YEAR
Betty Miller
Kenai Peninsula Borough School District