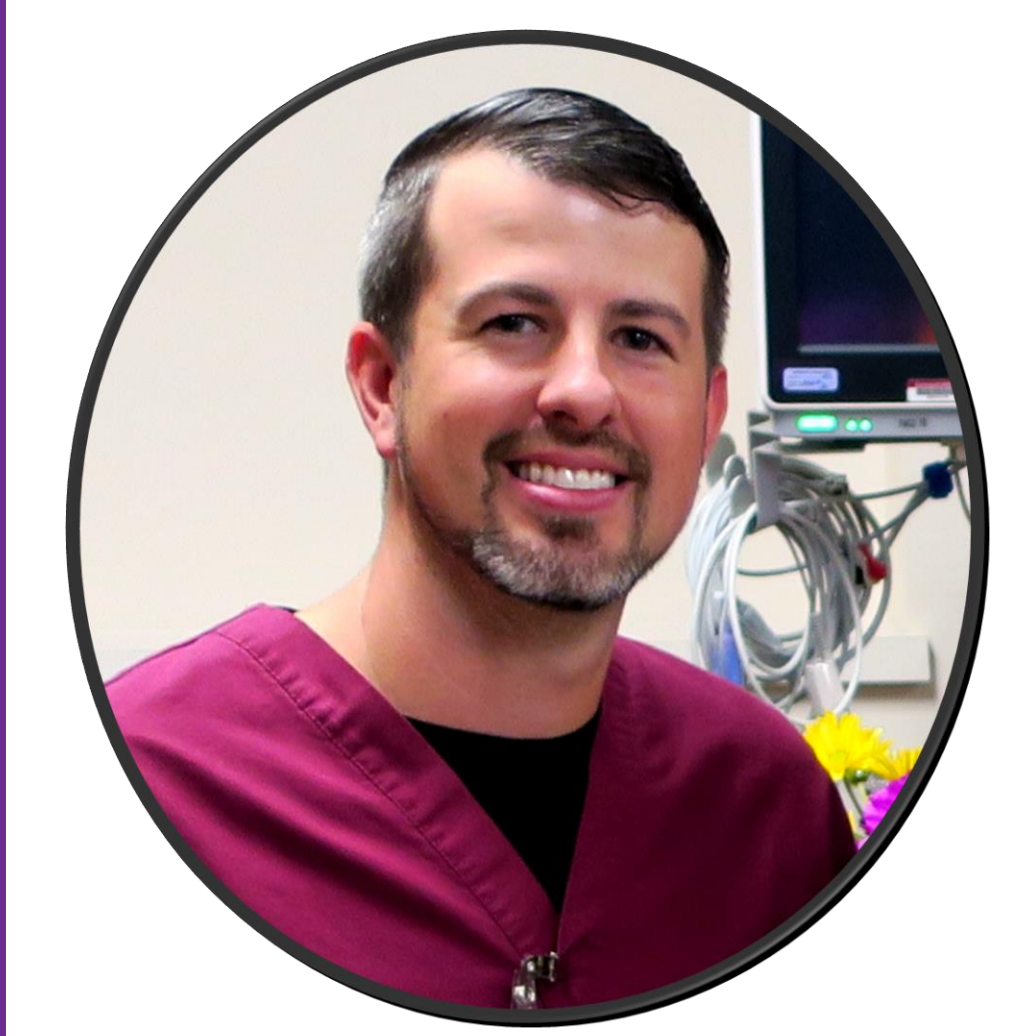




# USING DIFFERENT TYPES OF MEDIA TOOLS TO COMMUNICATE WITH NURSES

CHRISTUS TRINITY MOTHER FRANCES Health System



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## ABSTRACT

Reaching out to nursing Associates to communicate with them about important items is difficult. There are several ways you can communicate with them to keep them engaged and to make sure they see the content. This presentation will show what communication tools can be utilized to reach the nurses.

## THE WHY

In the past nursing Associates expressed concerns about not knowing an important practice change or communication even though it was sent out in an email. It is hard to make sure nurses are reading their email notifications especially since they get so many on a daily basis making them ineffective. The Education Services Department needed to come up with innovative ways using different media tools so a higher percentage of nurses would be reached. Health systems need to adapt to the new generation of advanced technology and media to communicate. According to Baruah (2012), social media and technology have advantages to communicate and to share knowledge.

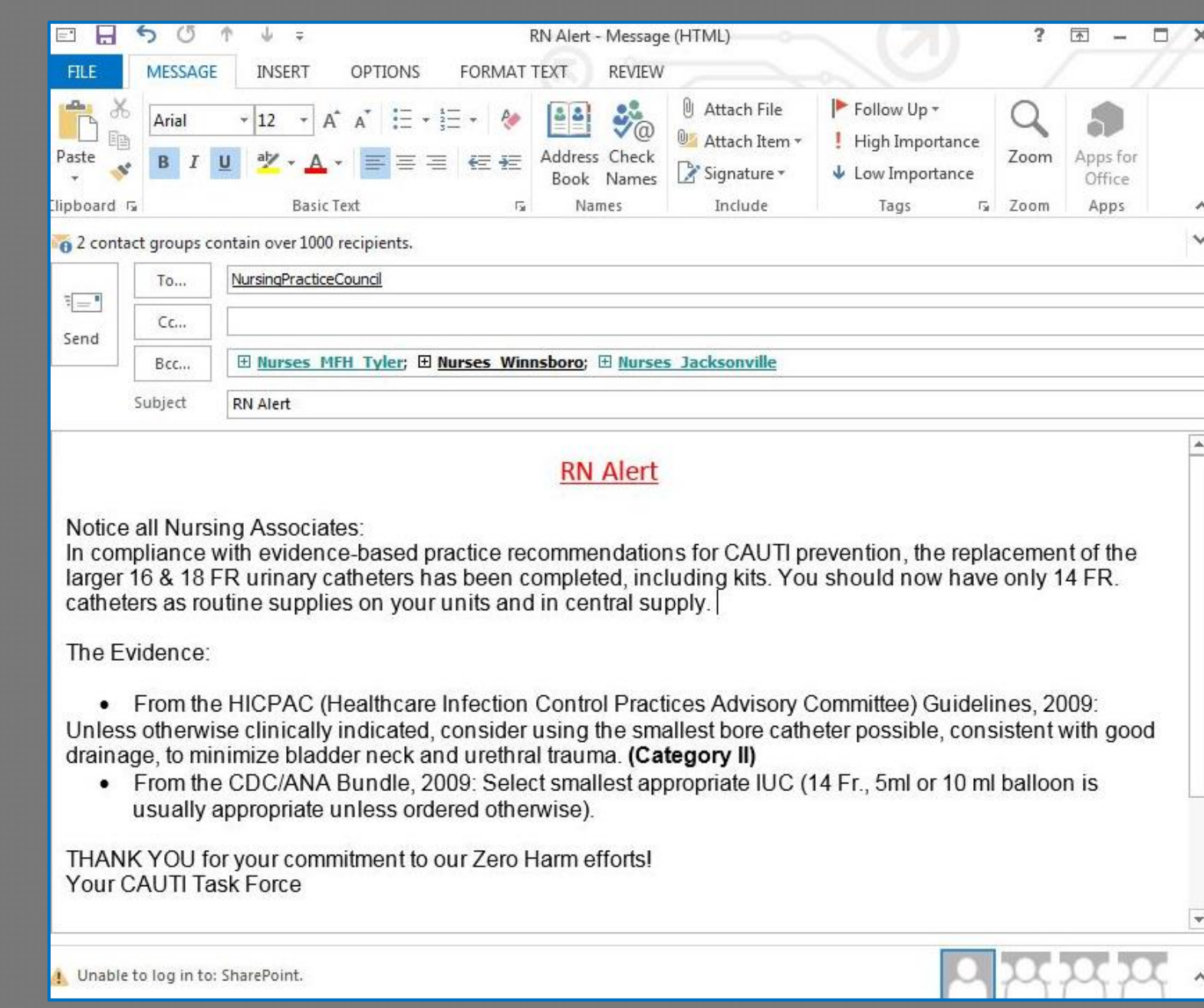
## BACKGROUND

- The Education Department discussed what different media tools could be used to communicate and share knowledge with nurses. Three types of media tools were created and implemented: **RN Alerts**, a monthly **Nursing News** publication, and an **Education Services Facebook group page**.
- In October 2016 the Education Department created a specific job role for Education Communications and Marketing, and recruited a qualified nurse Jason Lee, BSN, RN to use his expertise to improve these processes.
- RN Alerts** is a mass email sent to communicate practice changes and essential information to nurses.
- The **Nursing News** publication and **Facebook page** include academic partner information, evidence-based practice articles, CNO articles, nurse recognitions, informatics updates, professional development information, and education/professional development event dates.

## METHODS

Examples of the three types of media tools that were created, implemented, and improved:

- RN Alerts (An email-based alert)



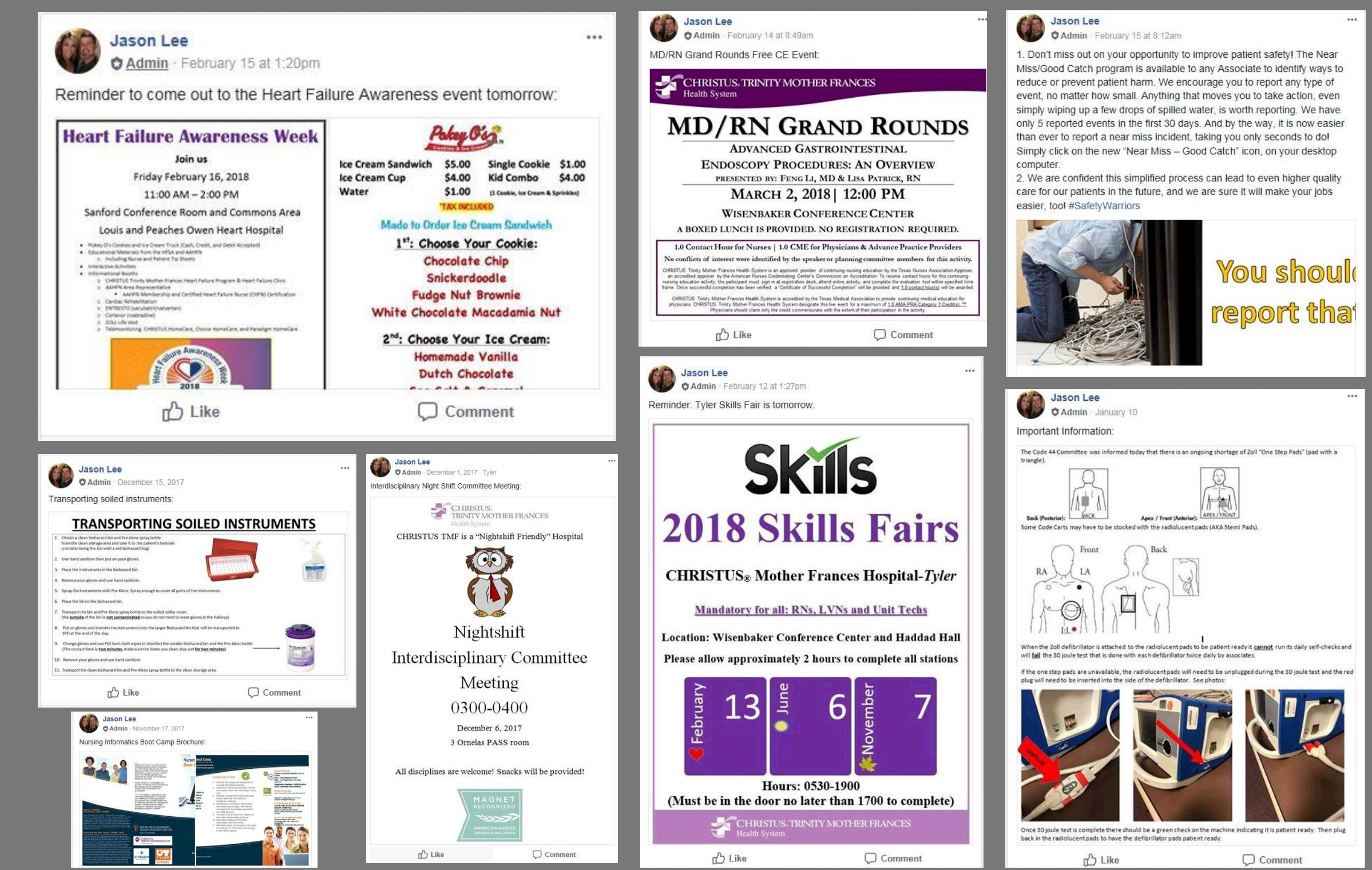
Example of an RN Alert

- Monthly Nursing Newsletter Publication



Example Issue of Publication

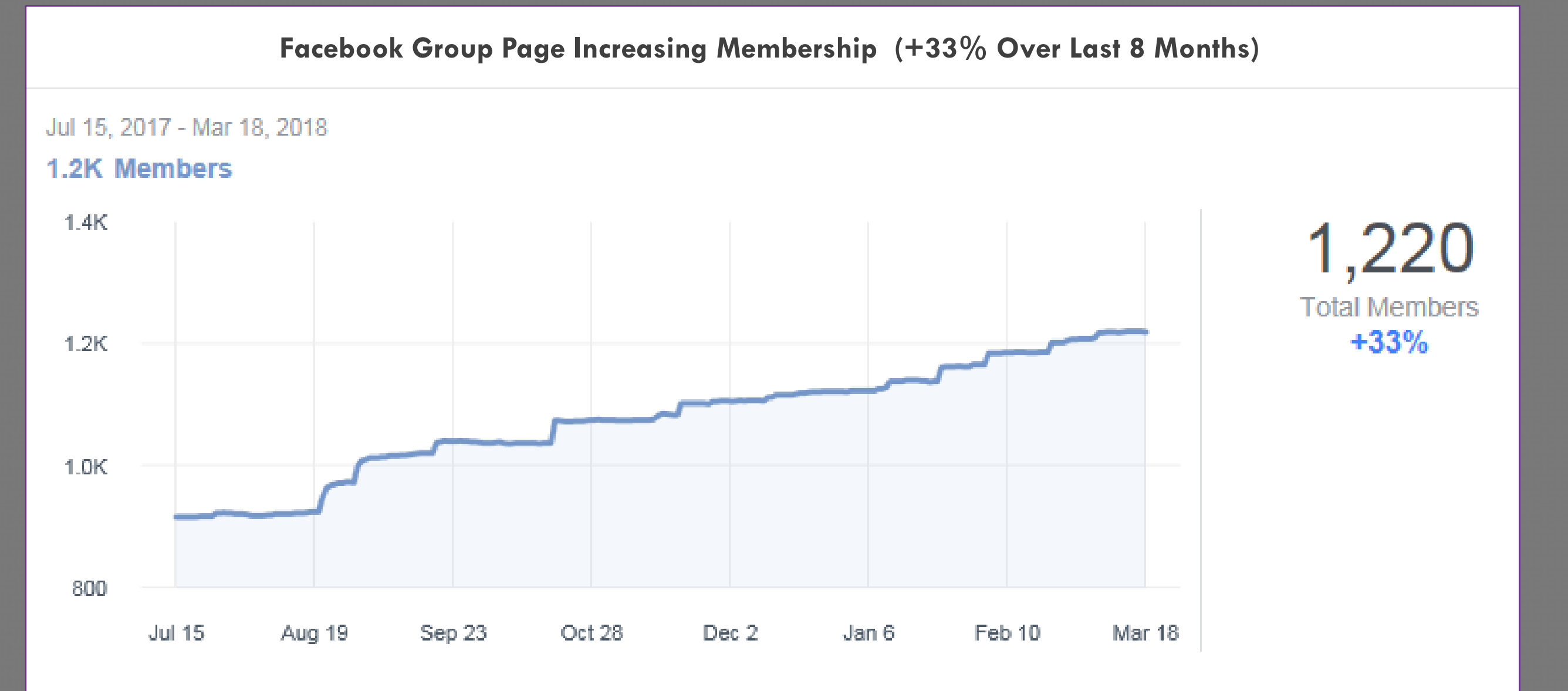
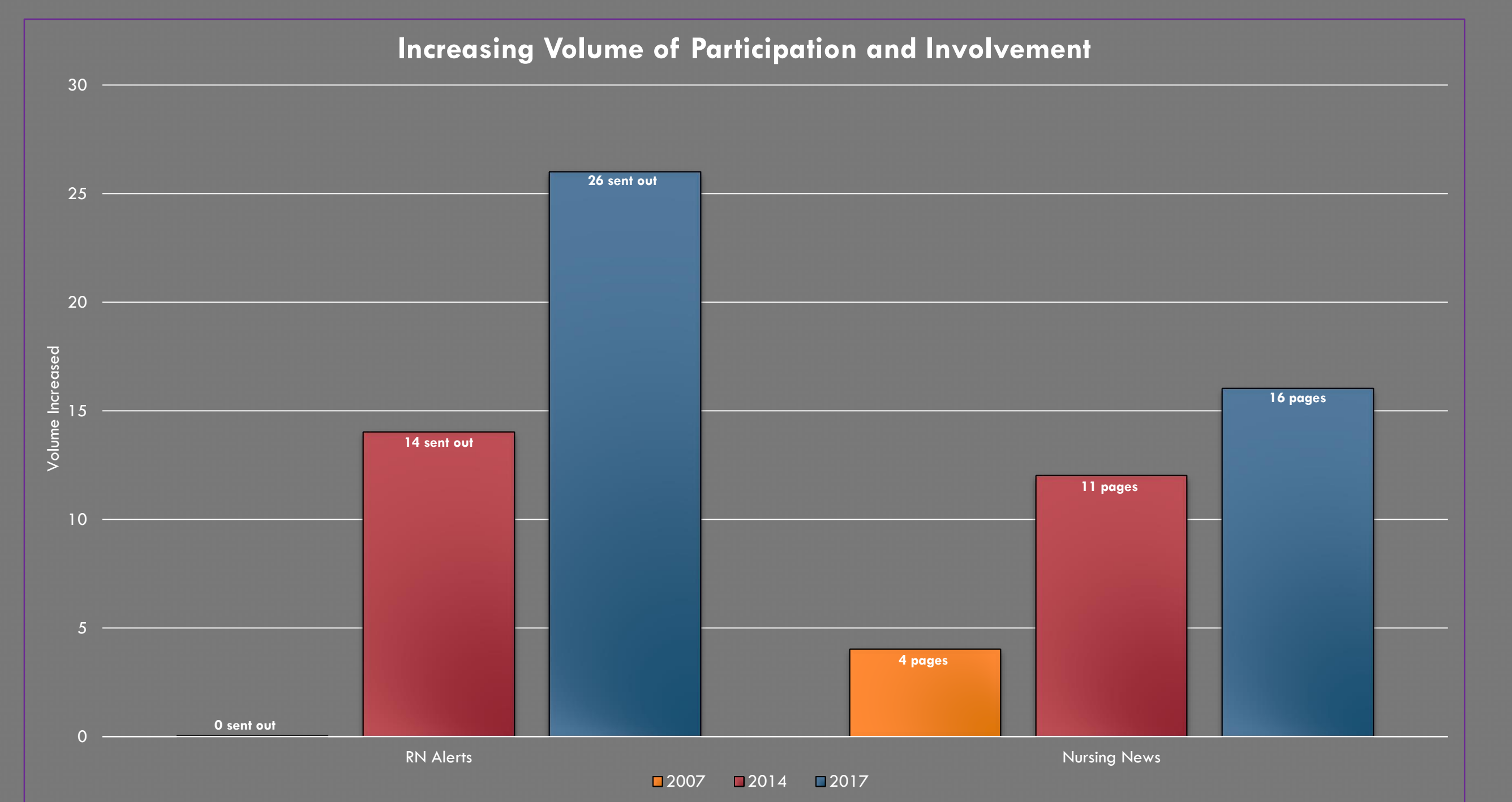
- Education Services Facebook Group Page



Example Posts from FB Page

## RESULTS

The value of the initiative is shown by the increasing volume of participation and involvement. **RN Alerts** was implemented in 2014 with only 14 sent out and in 2017 these numbers almost doubled to 26 **RN Alerts** sent out. The monthly **Nursing News** publication started in 2007 as only a four-page newsletter. Since then the **Nursing News** publication has quadrupled in size to about 16-pages. In 2016, the **Education Services Facebook group page** had 640 Associates that were members, and currently, the page has grown to nearly double that to 1220+ Associates being members.



## CONCLUSIONS

Using different types of media and technology when communicating with nurses increases involvement and shows that the health system is willing to advance in the right direction. Implementing different communication tools increases nurse engagement, job satisfaction, and retention (McGlynn, Griffin, Donahue, & Fitzpatrick, 2012).

References  
 Baruah, T. (2012). Effectiveness of social media as a tool of communication and its potential for technology enabled connections: A micro-level study. *International Journal of Scientific and Research Publications*, 2(5), 1-10. Retrieved from [https://s3.amazonaws.com/academia.edu.documents/4371283/jisrp-may-2012-24.pdf?AWSAccessKeyId=AKIAIWOWYGG2Y23UJ3IA&Expires=1313020322&Signature=JlxwNqFDG8ieO0D2jMmQMUst58%3D&response-content-disposition=inline%3B%20filename%3DEffectiveness\\_of\\_Social\\_Media\\_as\\_a\\_tool.pdf](https://s3.amazonaws.com/academia.edu.documents/4371283/jisrp-may-2012-24.pdf?AWSAccessKeyId=AKIAIWOWYGG2Y23UJ3IA&Expires=1313020322&Signature=JlxwNqFDG8ieO0D2jMmQMUst58%3D&response-content-disposition=inline%3B%20filename%3DEffectiveness_of_Social_Media_as_a_tool.pdf)  
 McGlynn, K., Griffin, M., Donahue, M., & Fitzpatrick, J. (2012). Registered nurse job satisfaction and satisfaction with the professional practice model. *Journal of Nursing Management* 20(2), 260-265. doi: 10.1111/j.1365-2834.2011.01351.x