

Make a Difference



**American
Red Cross**

Guidelines for Student Nurse Involvement in the American Red Cross

Office of the Chief Nurse

Attention Student Nurse Leaders: You can make a difference!

In an attempt to increase student nurse involvement in American Red Cross programs and to provide meaningful community health activities, the Office of the Chief Nurse at Red Cross national headquarters is partnering with the National Student Nurses' Association to help facilitate the involvement of nursing students in Red Cross activities.

The following booklet will help you develop American Red Cross community health projects for members of *your* organization. **The pages can be reproduced and sent to your local school constituents, or if you are a school officer they can be copied and given to interested students.** The information in this booklet will also guide you in applying for national recognition with NSNA through their Community Health Awards Program.

If you need further information, please call Marnie Dodson in the Office of the Chief Nurse at the Red Cross national headquarters: 202-639-3145.

The Following Pages Contain:

- List of benefits of volunteering with the American Red Cross
- Description of the steps for getting involved:
 1. Researching your personal interests
 2. Making the initial contact with the Red Cross chapter or Blood region
 3. Facilitating participation in the Red Cross activity
 4. Evaluation
 5. Recognition
- Information on creating statewide community health programs
- American Red Cross and NSNA Resources
- Fact Sheets
 1. American Red Cross Nursing
 2. National Red Cross Fact Sheet
 3. Frequently Asked Questions About the American Red Cross
- Tools for Participation (these can be taken directly from this book and used):
 1. Job Description
 2. Recruitment Flyer
 3. NSNA Awards Application and Information
- Let us know what you think -- feedback for the Office of the Chief Nurse

Every day the American Red Cross helps people in emergencies...whether it's half a million disaster victims or one sick child who needs blood. People like you, who learn how good it feels to lend a helping hand, make our vital work possible. Everyone has something to offer, and as a nursing student you are learning special skills that are needed in the Red Cross. Now is the perfect time to get involved!

As a nursing student your life is filled with classes and clinicals, which leaves little free time, so what you do with that time must be worthwhile. Volunteering with the American Red Cross provides a setting that is relevant to learning nursing skills and can lead to a life long opportunity for service. Follow in the footsteps of some of the most famous nursing leaders and find out how good it feels to wear the Red Cross emblem!

Benefits of Volunteering for the Red Cross:

- Experience meaningful and relevant opportunities to practice skills, assess health risk, instruct "real courses," and encourage healthy behaviors
- Practice the nursing skills that you don't always have the opportunity to practice in traditional clinical settings
- Interact with volunteers and clients from different cultures, socioeconomic groups, and age groups
- Develop a broad community perspective and knowledge about the health care system and community health needs
- Gain knowledge of personal aspects of disaster
- Experience a sense of accomplishment and autonomy
- Improve your resume by the demonstration of social consciousness evidenced by your Red Cross experience
- Demonstrate the professional responsibility for volunteering and community service and knowledge of voluntary organizations
- Recognition (Red Cross and school awards, publicity, etc.)
- Practice communication, organizing, consensus building, time management, and decision-making skills
- Develop a realistic perspective on the business aspects of health care services
- Enhance and practice non-traditional nursing knowledge and skills

WHAT STUDENTS SAY ABOUT THEIR RED CROSS EXPERIENCE

"I worked hard and enjoyed having to use my knowledge, skills and creativity!"

"I liked being involved in 'meaningful' projects!"

"It was fun and enlightening working with such diverse and dedicated people."

"...the commitment and enthusiasm were catching."

"Prospective employers were impressed with my 'real work' experience."

Step One: Researching Your Personal Interests

Initially you should review your personal interests and/or the interests of the members of your student nurse association (SNA). It is important that the volunteer work is meaningful to you and your group. Make a list of your areas of primary interest. Next, review the programs and services offered by the American Red Cross. Pick out the activities that sound interesting and may help you reach some personal or academic goals. For example, if you are involved in your pediatric nursing rotation one of the child safety classes may be most appropriate. There may also be a particular health issue in your state or region you want to focus on, or you may want to contact your state SNA to see if there is a statewide community health initiative. The following is a list of some of the programs and activities offered by most Red Cross units.

Take/Teach Courses

- HIV/AIDS Education
- First Aid/CPR
- AED Training
- International Humanitarian Law
- Disaster Health Services
- Workplace Safety
- Child Care Training
- Swimming
- Caregiver Training
- Disaster Instruction
- Babysitting
- Basic Aid Training (B.A.T.)
- First Aid for Children Today (F.A.C.T.)

Support Services

- Public Relations
- Human Resources
- Administrative Services
- Fundraising
- Public Speaking
- Computer/Technical Support

Provide Direct Services

- Disaster Action Team Disaster Planning
- Disaster Preparedness
- Immunizations
- Blood Drives
- Transportation Programs
- Cholesterol/BP Screening
- Health Education
- First Aid Station
- Health Fairs
- Blood/Tissue Donor Recruitment

Participate in Leadership Activities

- Lifeline
- Youth Leadership Council
- Red Cross Committees
- Planning
- College Student Nurse Representative
- Blood Drive Coordinator

It should be noted that each Red Cross unit (chapter, blood region, or tissue area) provides different services depending on community needs and resources. If a program you are interested in is not offered, you might try to find a way in which you can help organize and facilitate this program. Some units will be open to the idea of having a student nurse facilitate a program, especially if they can show a way to sustain this program over a period of time to make the services available on a continuing basis.

To find out which programs and services the unit in your area provides, you can check to see if the unit has a Web site. Most Web sites list the services they provide and will give you some important background information. To find a unit's Web site go to:

www.redcross.org/where/chapts.html

Step Two: Initial Contact

Contact your local Red Cross chapter or Blood region. You can find the phone number by:

- Looking up *American Red Cross* or *Red Cross* in the phone book
- On the Web: www.redcross.org/where/where.html

When you call the unit, introduce yourself, explain your affiliation, and ask to speak to a volunteer coordinator. If the office does not have a volunteer coordinator, ask to speak to the director of Health and Safety Services, Emergency Services, or Disaster Services.

Once you get through to this person, introduce yourself and explain the reason for your call (i.e. you are calling as an interested individual nursing student, or to set up a group activity). It is best to set up an appointment to go into the chapter and discuss in person your goals and interest in involvement. This not only shows that you have a serious interest in volunteering, but it also allows better communications and will help you develop those interpersonal and interview skills that are vital to your development as a nurse.

Examples: Initial Phone Calls

Example One:

Hello, I am Kristin Knight, a student at Southern University. I am interested in volunteering with the Red Cross, but I am not sure of the opportunities available at this chapter. I am planning on going into Emergency nursing, but am also interested in Maternal/Child issues. Is there a time when I can come to the chapter and meet with you to discuss the opportunities available for me?

Example Two:

Hello, I am Sam Young, a nursing student at Western University. Our student nurse association is interested in participating in a Red Cross community service activity. We are interested in learning about Disaster Health Services and also in teaching projects. Is there a time when I can come to the chapter to meet with you to discuss the opportunities available for our association?

Example Three:

Hello, I am Adam Smith, a nursing student at Eastern University. I am the chairperson for community health for my school student nurse association. We are interested in putting on a blood drive during the spring semester this year. Is there a time when I can meet with you to discuss the steps I need to take to facilitate this activity?

Example Four:

Hello, I am Kari Clarke, a nursing student at Northern University. I am interested in volunteering in both the AED Training program and in Disaster Services. Is there a time when I can come to the chapter and meet with you to discuss the opportunities available for me?

Step Three: Facilitating Participation

The following directions will help you facilitate group (i.e. SNA) participation in volunteer activities. They will also be helpful in getting other students who may not be involved in the student nurse association interested in volunteer work.

Once you have had the initial meeting with the volunteer coordinator at the Red Cross unit, it is important to publicize the event throughout your school. Here are some ideas:

- Hang flyers with the date, time, place, and description of the activity
- Have your teachers announce the event before class begins
- Place an announcement in school newsletters and student nurse association newsletters
- Post information about event on student nurse association or school of nursing home page
- Word of mouth – tell other students about the opportunities and the benefits of volunteering
- Send a group e-mail – make it brief and to the point so that others will read it before deleting

Some schools have found it helpful to designate or elect a Red Cross Student Representative. Delegating responsibilities to this student provides the vital communication link between the students and the Red Cross unit, facilitates the development of leadership skills, and takes some of the workload off of the SNA officers. At the end of this guidebook you will find a **sample flyer titled, “Job Description Student Representative.”** You can use this flyer or create one of your own using this as a model.

Step Four: Evaluation

Evaluation is an important part of the volunteer process. Evaluating the entire project will help you make the necessary changes to continue the project or to revise your efforts. It is a good idea to share the evaluation with the Red Cross unit so that they can make necessary changes and adjustments to help meet the mutual needs of the students and the unit in the future. It is important to note the following data:

- How many students participated?
- Overall, was the event successful?
- What parts of the project were most meaningful to the students and to the clients?
- What could have been done differently to make this a more meaningful experience to all involved?
- Were goals and desired outcomes met for both the students and the Red Cross unit?
- Did this project meet a community need? If so, will it be continued in the future?

Step Five: Recognition



After ten hours of service you can get the American Red Cross Student Nurse Pin! Ask your contact at the Red Cross to order these pins for you and your classmates who participate in Red Cross activities.

You might also consider submitting the activity to NSNA for a national award. Award applications can be found on-line on the NSNA home page (www.nsna.org) as well as in *Getting the Pieces to Fit*. You can also call NSNA and have a form mailed to you.

Note: SNA officers may want to think about creating community health awards for your school association. This will give you the chance to recognize the individual efforts of your members. Also, check with your NSNA state association to see if your state offers any awards for Community Health activities.

Creating Statewide Community Health Projects:

Since American Red Cross units are found in almost every community nationwide, the Red Cross is an ideal organization to utilize when planning a statewide community health project. It is helpful to start with a theme or central project idea around which members can create their projects. It can be as broad as: *Healthy Families, Healthy Communities*, which can encompass programs such as safety training for children, or care of the elderly. The theme can also be as specific as, *Student Nurses: Prepared for Disaster*, which could include disaster training for all the NSNA members in the state.



To get ideas for a theme it may be helpful to review the resolutions passed in the House of Delegates in recent years. Many of the resolutions call for Students to address the issues through community health projects. For example, having students participate in Automatic External Defibrillation (AED) training could be easily facilitated through the Red Cross and would address a Resolution passed in the House of Delegates in 1999.

When beginning your American Red Cross Statewide Community Health Project you should familiarize yourself with the resources available within your state. Many states currently have a Red Cross State Nurse Liaison. This nurse has a broad knowledge of the Red Cross structure and the units within your state. The State Nurse Liaison can help start up your program and facilitate the participation of the local school SNA's. To find out if your state has a State Nurse Liaison, call the Office of the Chief Nurse at Red Cross national headquarters at 703-248-4345, or e-mail dodsonm@usa.redcross.org

***Tools available for your use are found at the end of this guidebook. They include:**

- ◆ **Job Description for Student Nurse Representative**
- ◆ **American Red Cross Opportunities Flyer**
- ◆ **NSNA Awards Application.**

Remember to submit your statewide community health activity to NSNA for awards and recognition at the National Convention!

American Red Cross and NSNA Resources

Web sites:

Red Cross Home Page: www.redcross.org

Red Cross Nursing Page: www.redcross.org/nursing/index.html

Red Cross Chapter Directory: www.redcross.org/where/where.html

National Student Nurses' Association Home Page: www.nсна.org

To get a copy of this handbook on-line go to: www.redcross.org/nursing/student.html

NSNA Publications you may find helpful:

Getting the Pieces to Fit

Guidelines for Planning Community Health Projects

NSNA Awards Booklet

Imprint

Addresses:

American Red Cross Office of the Chief Nurse
Senior Associate for Nursing Development/Student Nurse Initiative
431 18th St. N.W.
Washington, DC 20006
(202) 639-3145
dodsonm@usa.redcross.org

National Student Nurses' Association
555 West 57th Street Suite 1327
New York, NY 10019
(212) 581-2211
nsna@nsna.org

American Red Cross Nursing Fact Sheet

Nursing Vision:

American Red Cross Nursing... a presence throughout... uplifting lives with compassion and special skills... competent and prepared... strengthening the organization with innovation and support... enhancing communities.

Background: Nurses have always been a cornerstone for the provision of services by the American Red Cross. Historically, Red Cross nurses have provided their assistance during times of disaster and conflict beginning with the 1888 Yellow Fever Epidemic and the 1889 Johnstown flood. The Red Cross Nursing Service was formally established by Jane Delano in 1909. Red Cross nursing has also had a major role in the historical evolution of nursing and nursing leadership in the United States with many Red Cross nurses, including Jane Delano, Clara Noyes, Julia Stimson and others playing strategic roles in the development of American nursing.

Nurse Involvement Today: Today more than 40,000 nurses continue to be involved in paid and volunteer capacities at all levels and in all service areas throughout the American Red Cross. The following information provides examples of how nurses are involved in Red Cross activities:

- Provide direct services: e.g. local Disaster Action Teams (DAT), Health Fairs, volunteer in military clinics and hospitals, blood collections team, tissue donor recruitment
- Teach and develop courses: HIV/AIDS; CPR/First Aid, Automatic Emergency Defibrillator (AED), Disaster Health Services, Nurse Assistant Training, Babysitting, International Humanitarian Law
- Act in management and supervisory roles: including Chapter and Blood Region executives
- Serve in support functions: committee members, public relations, fund raising, marketing
- Function in governance roles: local board member to national Board of Governors

Office of the Chief Nurse: The Office of the Chief Nurse is responsible for supporting and strengthening paid and volunteer nurse involvement throughout the Red Cross, maintaining liaison with all lines of service, and managing the State Nurse Liaison and Nurse Enrollment programs. In addition, it represents Red Cross nursing with external professional organizations, educational institutions, and regulatory groups.

National Nursing Committee (NNC): The NNC is a working committee led by the National Chairman of Nursing, volunteer partner to the Chief Nurse, and comprised of a representative group of paid and volunteer Red Cross nurses selected to advocate for nurse involvement within the Red Cross. The Committee has specific product development and liaison responsibilities pertaining to the recruitment, retention, training and recognition of ARC nurses. Members also provide direct assistance to State Nurse Liaisons.

National Red Cross Fact Sheet

American Red Cross

Founded May 21, 1881 by Clara Barton

Mission

The American Red Cross provides relief to victims of disasters and helps people prevent, prepare for, and respond to emergencies. It does this through services that are consistent with its Congressional Charter and the Fundamental Principles of the International Red Cross and Red Crescent Movement. Led and supported by more than 1.3 million volunteers, the American Red Cross is one of the largest humanitarian organizations in the United States.

Management

The 50-member, all-volunteer Board of Governors directs the American Red Cross and establishes the policies under which chapters and Blood Services regions across the country operate. The organization's strong reliance on volunteers to set policy and oversee programs helps to ensure that the Red Cross is responsive to community needs. Volunteer leaders formulate Red Cross policy and have final authority over the organization's management. From the smallest community's chapter to national headquarters, Red Cross boards, representing a cross section of community and national groups, set and evaluate the organization's direction. All paid and volunteer staff members, from entry-level chapter personnel to the president of the Red Cross, are accountable to volunteer leadership.

American Red Cross Activities

- **Disaster planning, preparedness, education, and relief.** The Red Cross provided immediate response to 68,121 domestic disasters, sheltering 172,111 people and providing financial assistance to 125,120 families in 1996. Additionally, Red Cross chapters presented disaster preparedness information to millions of Americans throughout the year.
- **Emergency communications and assistance to members of the Armed Forces and their families.** The Red Cross processes 4,000 emergency communications every day--one every 22 seconds. In 1996, the Red Cross oversaw 700,000 cases of assistance to members of the Armed Forces, veterans, civilians, and their families.
- **International disaster relief and preparedness, tracing, support for international humanitarian law, and national society development and capacity building.** In 1996, the American Red Cross International Services worked with the national societies of the International Red Cross and Red Crescent Movement in some 170 nations to provide relief and humanitarian aid to those in need.
- **Health and safety services, including CPR, first aid, aquatics and water safety, mission-related caregiving, and HIV/AIDS education.** In 1996, nearly 12 million people learned ways to keep themselves and their families safer by enrolling in Red Cross health and safety classes. Some 2.9 million people received direct health services from the Red Cross, including treatment for minor injuries at first aid stations and blood pressure and cholesterol screenings.
- **Blood, blood products, and tissue services.** The Red Cross collects nearly six million units of blood each year and provides about one half of the nation's blood supply, one quarter of tissue for transplantation, and 15 percent of plasma derivatives.
- **National Office of Volunteers.** More than 1.3 million people volunteer with the American Red Cross nationwide. The ratio of Red Cross volunteers to paid staff is approximately 45 to 1.

Structure

- Number of Red Cross chapters: (more than) 1,300
- Number of Blood Services regions: 38
- Number of Tissue Services centers: 18

Staffing

- Volunteers: 1.33 million
- Paid staff: 29,850

Budget

- The Red Cross is *not* a government agency and relies primarily on the generosity of the American people for support.
- For the past three fiscal years, an average of 92 cents of every dollar spent by the Red Cross went to programs and services to help those in need.
- Annual budget: \$1.8 billion

Commonly Asked Questions About the American Red Cross

Q: When and how did the Red Cross get started in the United States?

A: After serving on one of the first humanitarian missions of the International Committee of the Red Cross, Clara Barton founded the American Association of the Red Cross on May 21, 1881. A volunteer who cared for soldiers during the Civil War, she became deeply committed to ensuring that the U.S. government ratified the Geneva Convention of 1864 and to establishing an organization in the United States that would help alleviate human suffering.

Q: Is the American Red Cross a U.S. government agency?

A: No. The American Red Cross is a private, nonprofit human service organization. It functions independently of government but works closely with the government during times of major crises, particularly in wartime and during major disasters. In 1900, the U.S. Congress chartered the American Red Cross to provide services to members of the U.S. Armed Forces and to disaster victims at home and abroad. Operating under a revised 1905 charter, the Red Cross continues to provide these mandatory services.

Q: What organizations comprise the International Red Cross Movement?

A: The International Red Cross and Red Crescent Movement is a phrase that symbolizes the unity of all Red Cross work carried out by the International Committee of the Red Cross (ICRC); the International Federation of Red Cross and Red Crescent Societies; more than 170 national Red Cross and Red Crescent societies around the world, including the American Red Cross; and the Magen David Adom in Israel.

Q: Is the Red Crescent connected to the Red Cross?

A: Yes. Although the red cross is not a religious symbol, the symbol of the red crescent is used instead of the red cross by national societies in most Islamic countries. Both Red Cross and Red Crescent national societies are part of the International Red Cross and Red Crescent Movement.

Q: In how many countries is the Red Cross present?

A: There are more than 170 Red Cross and Red Crescent national societies and, in Israel, the Magen David Adom. Additionally, there are 113 operational international Red Cross delegations carrying out humanitarian missions in areas of disaster, armed conflict, or civil disturbance around the world.

Q: How much of the money the Red Cross spends is used to help people?

A: For the past three fiscal years, 92 cents of every dollar spent went to programs and services to help those in need. The real value of every donated dollar is magnified by the fact that the ratio of American Red Cross volunteers to paid staff is 45 to 1.

Q: How can I make a donation to the Red Cross?

A: Individuals wishing to make a financial donation to the American Red Cross may send a check to their local Red Cross chapter or to the American Red Cross, P.O. Box 37243, Washington, DC 20013. Also, donors may call 1-800-HELP-NOW (1-800-435-7669) or, for Spanish speakers, 1-800-257-7575 to charge a financial contribution to the American Red Cross to their credit card. Donations may also be made online through this secure Internet site at www.redcross.org. The Red Cross is often able to accept donations of specific bulk commodities and certain services; contact any Red Cross chapter for information on bulk in-kind donations. Individuals wishing to make a blood donation to the Red Cross may call their local Red Cross Blood Services office or call 1-800-GIVE-LIFE.

Commonly Asked Questions About the American Red Cross, Page 2

Q: Who are American Red Cross volunteers?

A: American Red Cross volunteers more than 1.3 million strong come from all walks of life, ages, and backgrounds. Red Cross volunteers assume a variety of leadership positions within the organization, from the all-volunteer Board of Governors, which sets policy for the organization, to the individuals who teach first aid at community centers, organize community blood drives, or provide comfort to families affected by disasters. Whatever their volunteer job, their goal is to make their community a better place to live.

Q: How do people volunteer to help carry out Red Cross disaster relief activities in the U.S. and overseas?

A: People who wish to volunteer should contact their local American Red Cross chapter because the vast majority of volunteer opportunities are typically found within an individual's local community. International disaster relief workers are drawn from a pool of paid and volunteer staff with extensive prior experience. In addition to disaster relief activities, there are a wide variety of volunteer opportunities at the Red Cross supporting all of the organization's services.

Q: How do Federal Emergency Management Agency (FEMA) and the American Red Cross differ?

A: The American Red Cross is a nonprofit voluntary organization that responds to disasters regardless of their size and scope. FEMA is a federal government agency that helps in those disasters that receive presidential declarations. For example, in 1996, the Red Cross responded to more than 68,000 disasters nationwide; FEMA responded to 75 presidentially declared disasters. Some of FEMA's work involves community recovery, such as rebuilding bridges, roads, and public buildings. The Red Cross provides assistance to meet individual humanitarian needs. Under the Federal Emergency Response Plan, the Red Cross and FEMA work cooperatively. FEMA is directly responsible for "information and planning" and "urban search and rescue," and the overall coordination of any activities conducted under the Federal Emergency Response Plan. The Red Cross is responsible for "mass care" providing food, shelter, bulk distribution of disaster relief supplies, first aid, and disaster welfare information.

Q: Is the blood supply safe?

A: The nation's blood supply is safer today than it has ever been and is as safe as modern science and medicine can make it. A person cannot contract the virus that causes AIDS by donating blood. In fact, the risks of contracting a bloodborne disease through transfusion pale in comparison to the risks of not receiving a transfusion. The chance of contracting the virus that causes AIDS through a blood transfusion is 1 in 676,000 units of blood.

Q: What is the correct way to refer to the Red Cross in a story?

A: If the story concerns an event or situation in the United States, in the first reference, use "American Red Cross"; thereafter, "the Red Cross" is fine. If the event is outside the United States, please contact the American Red Cross for clarification of Red Cross involvement.

* All figures are based on 1995-96 data.

JOB DESCRIPTION

STUDENT NURSE REPRESENTATIVE

The Student Nurse Representative plays an important role in the Red Cross Nursing program. The Student Nurse Representative acts as the liaison between the Student Nurse Association and the Red Cross chapter.

Other responsibilities include:

- Inform students about upcoming Red Cross activities.
- Plan community service activities
- Stay in contact with the Red Cross Chapter.
- Be responsible for maintaining the Red Cross bulletin board at their school.
- Increase awareness about Red Cross and encourage new students to participate in Red Cross programs.
- Attend Nursing Enrollment Committee meetings, when possible.

Benefits for the Student Nurse Representative include:

- Recognition at annual awards ceremony
- Opportunity to gain valuable leadership skills
- Award of Red Cross Nurse Pin upon passing the NCLEX

Insert your own contact information here.

*This form was adapted from the Lancaster County, Nebraska Red Cross Chapter Student Nurse Job description

AMERICAN RED CROSS AND STUDENT NURSE VOLUNTEERS WORKING TOGETHER BECAUSE “HELP CAN’T WAIT”

Every day, the American Red Cross is involved in helping people when they need it most...providing disaster relief, managing half the nation’s blood supply, teaching lifesaving skills and health education. Student nurses have been involved in helping the Red Cross deliver critical community services for more than half a century. By volunteering with your local chapter, you will make an important contribution to the millions of people who rely on the help of the Red Cross and you will receive opportunities to grow professionally and practice your skills.

OPPORTUNITIES FOR STUDENT NURSE INVOLVEMENT

Take/Teach Courses

HIV/Aids Education
First Aid/CPR
AED Training
Workplace Safety
Disaster Health Services
Child Care Training
International Humanitarian Law
Swimming
Caregiver Training
Disaster Instruction
Babysitting
Basic Aid Training (B.A.T.)
First Aid for Children Today (F.A.C.T.)

Support Services

Public Relations
Human Resources
Administrative Services
Fundraising
Computer/Technical Support

Provide Direct Services

Disaster Action Team
Disaster Planning
Disaster Preparedness
Immunizations
Blood Drives
Transportation Programs
Cholesterol/BP Screening
Health Education
First Aid Station
Health Fairs
Blood/Tissue Donor Recruitment

Participate in Leadership Activities

Lifeline
Youth Leadership Council
Red Cross Committees
Planning
Public Speaking

For information on how to become involved, contact the Volunteer Coordinator at your local American Red Cross. To find the phone number on-line go to:
www.redcross.org/sys/feedback/feedback.html or call the Office of the Chief Nurse at the Red Cross national headquarters (202) 639-3145.

NSNA AWARDS INFORMATION AND APPLICATION

Deadline: Postmarked no later than March 16, 2001

Use this application for the following awards:

- **Community Health**
- **Image of Nursing**

Submit **original and three copies** of application and attachments.

Follow directions carefully—**incomplete applications will not be considered**

Only NSNA constituents are eligible for awards. Please refer to *Getting the Pieces to Fit* 2000-2001 for constituency information and official application for NSNA constituency status, which must be submitted to NSNA annually. Projects for consideration for 2001 awards must take place from April 2000 through March 2001. For specific details about NSNA's program areas, refer to *Guidelines Booklets* and to *Getting the Pieces to Fit*.

Projects are judged by NSNA committees for attainment of specific program goals, originality/creativity, clarity of message, media coverage, community impact, relevance of project to theme, and completeness of application. Neatness counts!

All contest winners are announced at the Annual Awards Ceremony on April 5, 2001, during the NSNA Convention, April 4-8, 2001 in Nashville, Tennessee. Please send application(s) to NSNA at the address at the end of the application form.

COMMUNITY HEALTH PROJECTS AWARDS

(Complete Sections I And II)

2000-2001 Theme: "Holistic Hands: Helping and Healing"

The purpose of the Community Health Projects Award program is to: foster development and implementation of community service on the local, state and national level; educate health care consumers about illness prevention, early detection of disease and treatment options, and community awareness about changes in community health.

Community health awards are given for:

- Most Successful Statewide Community Health Project. (Certificate and \$125.00)
- Most Successful School Community Health Project. (Certificate and \$125.00)
- 2 Community Health Projects to state constituents for the largest number of community health projects. One award to a state with more than 500 members and one award to a state with 500 or less members. (Certificate and \$125.00)

IMAGE OF NURSING PROJECT AWARDS

(Complete Sections I And IV)

Theme: "Be Seen, Be Heard, Be Visible"

The purpose of the Image of Nursing Project Award program is to: promote a positive image of nursing and demonstrate a significant contribution to the public and/or community through image of nursing projects, community health projects, legislative activities, or Breakthrough to Nursing Projects; demonstrate appropriate use of media coverage of the project or event. Media coverage may include: print, television coverage, internet, or radio.

Two Image of Nursing plaques will be awarded, for an image project which enhances the public's image of nursing. One award is presented to the state and one to the school.

AWARD APPLICATION
Deadline: Postmarked by 3/16/01

Submit original and 3 copies of application and all attachments

This application can be used to apply for **Breakthrough to Nursing, Community Health, Legislation Education Political Involvement Awards, Image of Nursing, Financial Excellence Projects Awards and Bylaws and Policies Committee Award**. A separate application for each project must be submitted. In addition to answering the general information, complete the particular information pertaining to your project area.

Section I General information to be completed by all applicants

Award you are applying for:

- | | | |
|---|--|--|
| <input type="checkbox"/> Community Health | <input type="checkbox"/> Political Involvement | <input type="checkbox"/> Breakthrough to Nursing |
| <input type="checkbox"/> Financial Excellence | <input type="checkbox"/> Image of Nursing | <input type="checkbox"/> Bylaws and Policies |

Type or Print in Black Ink
Attach separate sheet if necessary

State or School Official Constituent Name: _____

Project Committee Chairperson: _____

Contact person: _____

NSNA Membership Number _____ Exp. Date _____

Phone No:() Fax: () E-mail: _____

Mailing address: _____

City: _____ State: _____ Zip: _____

Faculty advisor or, if state project, state consultant name: _____

Faculty advisor/state consultant signature: _____

Title of project: _____

Date(s) of project: _____

Site(s) of project _____

Goal(s) of project (**attach list**) and **explain** to what extent goals were accomplished:

Number of NSNA members involved: _____

Number of people attending (if applicable): _____

If non-nursing students collaborated, describe:

Community organization(s) that assisted with project (if applicable) **attach list:**

Cost of project (**attach project budget**):

Briefly describe how the project was conducted (**attach description**):

Will this project be continued next year by your association? Yes No

What was learned from the project that would be beneficial to others? (**attach description**)

Attach any publicity or other materials used to advertise the project (i.e., photos, publicity flyers, press releases, video/audio tapes, CDs, WWW site address, handout materials).

Did NSNA members receive class credit for participation in this project? Yes No

If yes, describe type of credit (i.e. independent study; course credit, give name of course):

Describe how the project was advertised/publicized/promoted in all forms of media (i.e., newspaper, radio, WWW site, television) **attach description:**

Section II Community Health Project Applicants Complete this Section

Check award categories for which your Community Health project should be considered:

- Most Successful Statewide Community Health Activity (State)
- Most Outstanding School Community Health Activity (School)
- State with more than 500 members (Highest Number of Projects)
- State with 500 or less members (Highest Number of Projects)

Section IV Image of Nursing Project Award applicants include the following with application:

- Samples of media coverage, such as: press releases, news articles, radio and television interviews, WWW promotion, video and audio tapes, etc. Samples of publicity or other materials used to implement the project such as photos, flyers, press releases, handouts, etc.

Mail your application and any supporting documents to:

NSNA

Attn: Tom Edwards

555 West 57th Street, Suite 1327

New York, NY 10019

Entries for which this application is used must be

postmarked no later than March 16, 2001.

All other deadlines are noted on their specific application forms.

Let Us Know What You Think...

Your input is highly valued by the Office of the Chief Nurse at the American Red Cross. Please take a few minutes to fill out this form and mail it back to us so that we can continue to provide the services that meet the specific needs of nursing students. In recognition of your involvement, the Office of the Chief Nurse will send you a formal copy of the Creed of the Red Cross Nurse upon receipt of this form. Thank you!

Name: _____ Age: _____
Address: _____ Phone Number: _____
E-mail: _____
School: _____
Year in School: _____

Name of Red Cross chapter or Blood region: _____
Red Cross contact person: _____

1. Description of the activity: _____

2. What was most meaningful to you regarding your involvement with this project?

3. Will you continue to volunteer for the Red Cross after you graduate? Why or why not?

4. Number of students involved: _____

5. Was this an individual student, school SNA, or state SNA activity? _____

6. Are you a member of NSNA? **Yes No**

7. Did you apply for an NSNA award? **Yes No**

8. Are you interested in having your project or activity featured on our Web site? **Yes No**

*Please return this form to:

**American Red Cross National Headquarters
Office of the Chief Nurse/Student Nurse Initiative**

**431 18th Street N.W.
Washington, DC 20006**