American Red Cross nursing is rooted in humanitarian service. The Red Cross “makes no discrimination as to nationality, race, religious beliefs, class or political opinions. It endeavors to relieve the suffering of individuals, being guided solely by their needs, and to give priority to the most urgent cases of distress.” This humanitarian service is what draws many nurses and other health professionals to volunteer with the Red Cross.

The Red Cross supports individuals and families where they live, work and play. “Conditions in the places where people live, learn, work and play affect a wide range of health risks and outcomes. These conditions are known as social determinants of health (SDOH)” (CDC Research on SDOH and Healthy People 2020, SDOH.)” Nurses have an integral role in this work.

Red Cross nursing primarily focuses on population health - often for the most vulnerable members of society, and those who are most in need of having their complex health and social needs met. We need to recognize the strengths of the individuals we serve. Although someone may be regarded as vulnerable or in need, it is important to recognize and celebrate their strengths to foster resilience.

The annual Chief Nurse Initiatives include senior leader priorities for health professional volunteers across the business lines of service. The Chief Nurse Initiatives for FY2020 (July 2019-June 2020) have three overarching goals:

- **Engage nurses and other health professionals enterprise-wide**
- **Support volunteerism across the lifespan**
- **Promote health and resilience within our communities**

**Recruitment and Engagement**
Nursing Network Regional Nurse Leaders, Nursing and Health leaders and Red Cross partners collaborate to recruit and engage health professionals wherever needed to meet Red Cross goals. Health professionals have expertise and skills necessary for a variety of volunteer leadership, behind-the-scenes and direct service roles. While some positions have licensure requirements, many volunteer positions that health professionals can fill do not require a professional license.

Since 2012, the Red Cross National Nursing Committee has made concerted efforts to recruit Nursing and Health leaders that reflect the diverse communities we serve. This fiscal year we will develop a plan to foster inclusive recruitment and engagement of Volunteer Services Nursing and Health leaders.

**Provide consultation and support for Academic Service Learning**
We will work to address barriers and facilitate pathways to success in Academic Service Learning. As students may be with the Red Cross for a short time, offering project-based volunteer work helps meet mutual needs. The relationship between the Red Cross and college/university faculty can promote a renewable workforce to deliver services in communities.

**Workforce Wellbeing, training, and recognition.**
We are developing a toolkit for Workforce Wellbeing that draws on resources across the organization. Support for volunteers includes training, leadership opportunities, recognition and awards.

**Call to Action**
We have not fully realized the positive impact that health professional volunteers can make in our
This holiday season, the American Red Cross asks everyone to remember people in need and Give Something that Means Something during the organization’s annual Holiday Giving Campaign.

People can give a symbolic gift in honor of someone online, by mail or phone—details are available at redcross.org/gift, including how to share free holiday greeting cards with friends and family. The gift is a tax-deductible donation to the American Red Cross.

HELP VICTIMS OF DISASTER The Red Cross responds to more than 60,000 disasters every year, the majority of these home fires. During the Holiday Giving Campaign, a gift of $50 can deliver hot meals for 5 people or blankets for 10 people after a disaster. A donation of $100 can provide a family of two with a full day’s worth of emergency shelter with meals, snacks, blankets, a cot and hygiene supplies. Infants are also affected by disaster. A gift of $45 can provide infant care supplies and a crib for someone’s baby.

HELP FOR MILITARY Supporters can also provide critical support for military members and veterans and help save lives around the world. A gift of $145 can provide hospital kits to 20 members of the military. $50 can help connect veterans and their families to critical community services such as food, housing, counseling and rehabilitation.

Together with the Red Cross partners in the Measles & Rubella Initiative, generous support from donors helps protect children against these deadly diseases by providing lifesaving vaccinations and educating families about the dangers of measles and rubella. A gift of $100 can help provide lifesaving vaccinations for 100 children who face an increased risk of measles and rubella around the world.

Please remember the Red Cross mission during this holiday season. Your gift will help the people who look to the Red Cross for support every eight minutes here at home and around the world.

#GiveWithMeaning at redcross.org/gift.

Hepatitis A Outbreak: Cochise County and American Red Cross, Partnering Response 2019

In April 2019, Cochise County Health and Social Services identified a hepatitis A outbreak in their rural southeastern Arizona population. Cochise County quickly recognized that they needed assistance from other healthcare partners to face this serious health threat and to meet the needs of their rural residents in a timely manner, especially for the vulnerable, at-risk populations.

In May, Cochise County approached the American Red Cross Southern Arizona and Greater Phoenix Chapters regarding the need for more registered nurses to provide hepatitis A education, screening and vaccine administration. The partnering coordination quickly became a reality, with well-orchestrated planning for the roles and expectations for partnering, scheduling shifts, travel, sleeping and eating arrangements. The Red Cross identified
In 2016, Dr. Eric J. Williams, President of the National Black Nurses Association (NBNA) appointed me to represent the NBNA as the liaison between the American Red Cross and the NBNA. Over the past three years I have had the honor of serving as a member of the National Nursing Committee. This committee is made up of a diverse group of individuals that promote nurse and other health professional volunteer engagement across the organization. Serving on this national committee affords me the opportunity to work collaboratively with nurses from across the nation to support nursing and health integration throughout the Red Cross in order to reach more people in more communities. As the representative of NBNA, my goal is to advocate and assist with the development of strategies that will provide access and inclusion of the needs of the African American community.

This collaboration has resulted in the following:

- **Education**: The American Red Cross workshop: “Promoting Community Health Through NBNA-Red Cross Partnership” has been presented for the last several years at NBNA’s Annual Institute and Conference. The 3-hour presentation focuses on:
  - Blood donation, changing demographics and strategies to increase diverse blood donor participation and the use of blood to improve patient outcomes
  - Academic Student Learning projects that will provide nursing students with the strategies and ability to make an impact on the local community
  - Measles and Rubella Initiative to raise awareness of the local and global impact, emphasizing the minor cost required to eliminate this disease both nationally and internationally

- **Volunteerism**
  - In 2016, my husband and I volunteered with the Red Cross in Baton Rouge, Louisiana following a devastating flood. This experience...
provided us personal knowledge and experience in the field. We have committed to making this a once a year activity upon my retirement.

- NBNA provides national member notification to encourage engagement and participation in local and national disasters.
- NBNA notifies members of Red Cross recruitment efforts for available Nursing Network Regional Nurse Leader positions across the nation. Both organizations are interested in the recruitment of African American nurses to serve in this capacity.

**Financial Support:** In 2018, NBNA secured a $2,000 donation in support of the Measles and Rubella Initiative.

**Giving Back:** At the 46th NBNA Annual Institute and Conference, the NBNA committed to partnering with the Red Cross or a local blood bank (if Red Cross is not available) to host a blood drive during all future conferences. To date, we have hosted two successful blood drives, at the 2018 St. Louis and 2019 New Orleans conferences. We are currently gearing up to host our third blood drive in Hollywood, Florida.

**Community Outreach:**

Increase external awareness about the work of nursing and Academic Service Learning (ASL) using the Red Cross Pillowcase Project. ASL volunteer/instructors educate children ages 8-11 on home fire and disaster safety. This project is being used to recruit and engage future healthcare professionals.

- In March 2018, at South Louisiana Community College (SLCC) Dr. Nellie Prudhomme hosted the ASL Pillowcase Project with the Associate of Science in Nursing (ASN) students. This age/grade-appropriate, evidenced-based activity provided a teaching/learning opportunity for the SLCC nursing students and all 5th grade students in Iberia Parish, Louisiana.

Please let me extend a heartfelt “Thank you” to Dr. Eric Williams, NBNA Immediate Past President; Dr. Millicent Gorham, NBNA Executive Director and Dianne Mance, Conference Services Manager for the support and encouragement they provided during my tenure. A special “Thank you” is also given to Dr. Linda MacIntyre, Red Cross Chief Nurse and Dr. Carmen Kynard, Red Cross National Chair of Nursing for affording me the opportunity to serve as guest speaker at the American Red Cross workshop.

*Editor’s note:* Dr. Rebecca Harris-Smith is a member of the NBNA Board of Directors, is the NBNA's liaison to the American Red Cross on the Red Cross National Nursing Committee, and is Dean of Nursing and Allied Health at South Louisiana Community College in Lafayette, Louisiana.

**Jean Van Voorhis Retires After 20 Years of Red Cross Volunteering**

“Not everybody can be famous. But everybody can be great, because greatness is determined by service.” Martin Luther King, Jr.

Jean Van Voorhis, MSN, RN, recently announced her retirement from her over 20-year second career of volunteering at the American Red Cross. Her contributions and dedication will be sorely missed by all who worked with her.

Jean Van Voorhis was born in Des Moines, Iowa. As a young girl, she visited the sick with a neighbor doctor and decided early on that she would be a nurse. She received her RN license after graduating from Iowa Methodist Hospital School of Nursing in Des Moines then received a BS and MS from the University of Illinois at Chicago. She is married and has two children.

Van Voorhis traveled the world, from Hadrian’s Wall to the Great Wall of China to the Great Barrier Reef, from Karnak and the Valley of the Kings to Canterbury where she searched for an ancestor, Archbishop William Whittlesey.

Her life’s dream was to work with others to help others. During her career her work was instrumental in the new field of infection control. Nurse epidemiology was a most rewarding, satisfying career. She was invited to help institutions across the country start their own programs in infection control. She published her work and brought that knowledge and skill to the Red Cross after retiring.
Van Voorhis says, “My greatest experience in my professional life and Red Cross volunteering has been helping people in need – helping them financially and clinically by linking them to the right resources or providing immediate care to individuals and their families – as well as participating in disaster management decisions. I also need to thank my husband, Don for his support over the past 20 years. Without being an official volunteer, he has transported Disaster Health Services (DHS) volunteers and taken conference photographs that were used in the final event report. He also kept the home fires burning and cared for my 93-year-old mother for three of my volunteer years.”

Here are some of the many and varied ways Van Voorhis has made a difference:

- Served as a National DHS Manager and Staff Wellness Manager, serving in both positions in multiple disasters, including Level 4’s
- Served as DHS Advisor for Iowa Region and Tampa Bay Chapter
- Served as DHS Lead in Iowa Rivers Chapter, and in Tampa Bay and Pasco County Chapters
- Served as a National DHS Liaison at American Red Cross Washington, D.C. headquarters for several years
- Served across the country as Quality Review Facilitator for the Disaster Preparedness Response and Recovery Quality Review Program
- Served as State Nurse Liaison and State Nurse Liaison Advisor in Florida
- Member of Pasco County Emergency Management and Pasco Health Care facilities with regard to facility communication systems and evacuation and shelter in place policies, procedures and employee education
- Collaborated with Florida Pasco County Department of Health to recruit Red Cross DHS volunteers to participate in a church parking lot drive-through administration of free flu shots to the community
- Participated in Iowa and Florida community disaster drills including nuclear disaster and airplane crash
- Collaborated with Iowa Red Cross blood bank and the National Nursing Committee to interest and recruit student nurses to educate community groups regarding the need for blood donations
- Taught Psychological First Aid, Family Assistance, DHS and community table top activities
- Taught Disaster Preparedness and Response in Poweshiek County, Iowa to service groups, firemen, farmers’ wives and business organizations
- Assisted Iowa Region Human Relations to organize community health services and university personnel to volunteer at the Iowa State Fair First Aid Stations
- Volunteered at Iowa State Fair First Aid Stations
- Member of Centers for Disease Control and Prevention (CDC) and DHS committee responsible for reviewing and revising existing DHS forms
- Member of Heritage Committee, newsletter editor and frequent author
- Member of national Service to Armed Forces (SAF) review committee responsible for reviewing HIPAA guidelines as they relate to SAF medical liaison purpose and role and for making recommendations for system changes to the SAF medical liaison role
- Member of SAF Medical Liaison program
- Assisted the Tampa SAF director to collect data regarding contact information of hospital personnel responsible for SAF contacts.
- Wrote the initial Red Cross isolation and infection control policies and procedures
- Produced, edited and published FOCUS DHS newsletter for three years
- Received numerous Red Cross awards, including Clara Barton Award, Iowa and Florida chapters’ service awards and Iowa Regional Award
- Received Iowa 100 Great Nurses award

Of these activities in service and leadership, Jean says: “The American Red Cross and especially DHS gave me valued experience and purpose after retirement. I am proud of the service I provided and the mentors, volunteers and clients I met and worked with. I will always be a Red Cross Nurse.”

We, the Red Cross Nursing Network and leadership, are proud of and thankful for Jean Van Voorhis, a 20-year, committed, competent, caring volunteer! Van Voorhis notes she is sad to complete her Red Cross service but her “memories will always be with her.” The American Red Cross will always remember her dedication and service.

25 Iowa Red Cross Nurses Receive Nurse Pins

This summer the American Red Cross Iowa Region honored twenty-five registered nurses and recognized their volunteer work with the organization. Each registered nurse was presented a uniquely numbered Red Cross registered nurse pin and The Creed of the Red Cross Nurse.
The Iowa nurses who were recognized are, by chapter:

**Northeast Iowa Chapter**: Lon Butikofer, Sandra Butikofer, Dana Hall, Julie Johnson, Nancy Sacquitne and Susan Tranel.

**South and Eastern Iowa Chapter**: Norine Drahozal, Mary Hawk, Bryce Henson and Arlene Prather-O’Kane.

**Central Iowa Chapter**: Juli Bretz, Pam Deichmann, Louette Ebeling, Nicolette Hamilton, Shirlee Reding, Thomas Schulte, Susan Smith, Sandra Stewart and Andrea Wilhite.

**North and Western Iowa Chapter**: Nancy Dykstra, Heather Sprecher, Raymond Decker, Cathy Grimsley, Shane Nelson and Victoria Siemers.

As a symbol of service and a proud American Red Cross tradition, nursing pins are a way to honor the contributions of nurses and nursing students who are providing valuable Red Cross services to their communities. Originally referred to as badges, these pins connect nurses and nursing students with the organization, past and present, while promoting service and volunteerism across the lifespan as a perpetual call to serve the mission of the Red Cross. In addition to the numbered RN pins, the American Red Cross also has pins recognizing the contribution of nursing students, Licensed Practical Nurses and Licensed Vocational Nurses.

**Tanya Porter to Receive Certificate of Merit Lifesaving Award**

Tanya Porter, RN was selected for one of the Red Cross’ highest Lifesaving Awards, the Certificate of Merit, for her heroic acts after the Amtrak Cascades Train 501 derailment outside of Dupont, Washington on December 18, 2017. Porter will be presented with the award, signed by the president, at a conference in Seattle in December. Porter is also a 2019 Florence Nightingale Medal recipient. If you missed the article about her in the summer 2019 edition of this newsletter, you can read it here.

**Jane Delano Nursing Scholarship Recipient Teona Feldpausch**

The Jane Delano Nursing Scholarship was recently awarded to Teona Feldpausch. Feldpausch is a Junior in the Bachelor of Science in Nursing program at Spring Arbor University in Michigan. She is also a basketball player, a student employee for Chartwell’s Food Service and the president of the American Red Cross “Blood Club” on campus. Outside of school, she enjoys spending time with her family and friends, reading, traveling, being outdoors and doing mission work.

Feldpausch first heard of the American Red Cross in high school when she helped unload and reload the truck for blood donation drives a few times. When she went to college in Spring Arbor she was eager to get involved with the Red Cross Club on campus. Now as a volunteer and leader she holds club meetings, recruits donors, volunteers during blood drives and gets the word out about the Red Cross and blood
Feldpausch has observed that blood donations aren’t only important in the U.S. but are needed all over the world. She has seen how one person can truly make a huge difference in other countries as well. She traveled to Uganda last summer and witnessed a medical and dental clinic being run in a local village. A friend from the village, who is a regular blood donor, talked with her about blood drives and explained how blood donations are in great need in that country. This summer she traveled back to Uganda and helped work in a clinic in addition to some other ministry work.

Feldpausch says, “Getting involved as a Red Cross volunteer or donor is just one of several things people can do to help make a difference in this world. I’m excited for this school year and to see all that the American Red Cross does in the future! Thank you to the American Red Cross for all they do and for choosing me as the Jane Delano 2019 Nursing Scholarship recipient.”

Red Cross Nurses Train the Next Generation of Nurse Volunteers

In response to the increasing frequency of natural disasters, faculty at California State University East Bay (CSUEB) Department of Nursing decided that more emphasis needed to be placed on training students about a nurse’s role in disaster response. Every semester, senior nursing students enrolled in the Community Health Nursing course encourage students to volunteer in shelters by sharing examples of how nursing students have assisted in shelters in the past.

Sebilia has volunteered in many capacities since joining the Red Cross twelve years ago. Having the opportunity to teach the disaster sheltering course provides him with a unique opportunity to train nurses entering the field. “The greatest satisfaction I get from teaching the class is a feeling I’m hopefully influencing the next generation of Red Cross volunteers. It’s also rewarding knowing they are more prepared to help out in disasters.”

Rachel Meier is a current nursing student and a former service member in the United States Coast Guard. She recently completed the training and found the group interactions and working through scenarios to be very helpful. The interactive component helped to bring ideas and concepts full circle and allowed for interaction and insight into complex disaster situations. Meier said that the training helped to provide insight about the roles nurses can play in disaster responses, what resources and services are available in disaster situations, and who to contact for what. She found it to be a good overview of what can happen in a shelter situation, what kinds of questions and people you may encounter, and how to address them or where to get help for them.

When asked if she would volunteer in a shelter in the future, Meier stated “I would absolutely volunteer in a shelter. I have had some experience in search and
rescue and have been fortunate enough to help people in critical and traumatic situations. Seeing how overwhelming and almost paralyzing these kinds of situations can be for people makes you realize everyone has moments of vulnerability. If I’m able and in a position to help that person and ease their burden, I would do what I could.”

**A Century of Mitigating Measles**

More than 500 high school students visited American Red Cross National Headquarters this summer to learn about the current Measles and Rubella Initiative and the Red Cross’ extraordinary history. As participants in the National Student Leadership Conference (NSLC) at American University with an interest in the Medicine and Health Care and Nursing programs, the students also toured several other locations, including the Johns Hopkins Medicine Simulation Center, University of Maryland, and Uniformed Services University of the Health Sciences.

Archivist Susan Robbins Watson, Historical Programs and Archives, managed the tours of the historic 17th Street building. Usually tour guides lead up to 15 visitors through the building. We learned that two of us could easily handle 50 outstanding, inquisitive students in a tour with the help of Assistant Archivist, Alison Polivka, timing our rotating sessions. Student questions were often unique and always interesting.

James Noe, Program Officer, Measles and Rubella Initiative, coordinated the Red Cross experience for the five visits of students in the Hall of Service in the E Street building. As the last group arrived in early August, serendipitously I discovered a single page of the October 31, 1916, *The Red Cross Visiting Nurse*. I had never seen the publication in our library before and became particularly excited to find that this issue covered measles for the American Red Cross Town and Country Nursing Service.

The collaboration between the Red Cross and academic institutions has been mutually beneficial in training the next generation of nurses and Red Cross volunteers, as evidenced by the experience of CSUEB nursing students. For more information on how to volunteer to teach a course or how to set up training for a group of students, please contact DHSstudent@redcross.org.

I learned that the first issue of the short-lived *Visiting Nurse* appeared in April 1915. There are several copies in the Red Cross records at National Archives but not a complete set. The leaflet allowed Red Cross nurses and affiliated organizations to discuss the success and problems of serving rural areas and small towns. It invited all members to become contributing editors. The issues are priceless today for finding names and locations of the first assigned Town and Country nurses. Many nurses went on to careers in the Red Cross, including I. Malinde Havey, later Director of Public Health Nursing and Home Hygiene and Stella Fuller, one of the first Delano Nurses. Other leaflet topics included Sanitary Inspections in County Districts, Health Insurance—Its Relation to National Health, Tuberculosis, Industrial Nursing and Health Teaching in Towns and Villages. A new bulletin for the Town and Country Nursing Service replaced *The Red Cross Visiting Nurse* in 1917.

The headline of the 1916 edition read “Is the Control of Measles and Whooping Cough Practicable?” Dr. Francis G. Curtis presented the paper at the 1915 Session of the American Public Health Association. Over 100 years later, under very different conditions and with the existence of vaccines, measles remains an important concern for the American Red Cross.

Dr. Curtis addressed the widespread, mistaken belief of the public that measles and whooping
cough were not dangerous illnesses. “It is not necessary to say how erroneous is the belief that either one of the diseases in question is harmless or that both may be followed by serious, even fatal, sequelae.” Uninformed families hoped children experienced both diseases as early as possible. When the illness arrived in a neighborhood, “Measles Teas” provided an opportunity for mothers to share tea and children, measles***. Grandmothers felt qualified to manage the disease as they had for generations. Nurses and physicians were considered not necessary, too expensive, or most often not available.

Although measles became a nationally notifiable disease by 1912, many cases never reached the community boards of health. Early symptoms are similar to the common cold and by the time the diagnosis is made, entire families or classrooms are exposed. In many families, only the first illness might be reported. Isolation of the patient was impossible in most homes. As Dr. Curtis noted, “It is easy to offer suggestions on paper but difficult to carry out in actual work.” His answer to the title of his paper at the time was “No.” The necessary means for quarantines, enforcement of health laws, establishment of reporting practices, and health education were not available in most rural areas.

The arrival of the Town and Country nurse in many communities helped create change. As Dr. William Welch, the first Dean of Johns Hopkins University School of Medicine wrote, “America has made two great contributions to the cause of public health: The Panama Canal and the public health nurse.” The American Red Cross Town and Country Nurse was a true pioneer of this new profession of nursing. Her presence in schools, baby welfare stations, and homes opened opportunities for teaching Red Cross classes. The nurse used the American Red Cross Textbook on Home Hygiene and Care of the Sick, written by Jane Delano, to explain the importance of disease prevention, health promotion, nutrition, and improved sanitary practices. As the introduction to the 2nd edition relates, “Today we serve best by preventing sickness. Cure of sickness and alleviation of suffering must never be neglected; but in prevention lies the hope of modern sanitary science, of modern medicine, modern nursing.”

Chapter XII of the book discusses the danger of measles and other childhood diseases, and still remains topical today:

“The so-called childhood diseases are probably the most familiar and least regarded of all those belonging to the communicable group. Most persons, it is true, realize that scarlet fever is serious; everyone should also realize that measles and whooping cough are serious. For example, in the State of New York during the year 1916, more children died from each of these diseases than from scarlet fever: in that year 745, or four times the number that died of scarlet fever, lost their lives from whooping cough, while 913 died of measles.

Every mother should realize that the children’s diseases are most infectious in the early stages. Early symptoms include fever, sore throat, and nasal discharge, and the trouble at first resembles a severe cold. During this stage the diseases are most easily communicated. Measles in particular is generally not recognized until its most infectious stage has passed. The moral to be drawn is that sore throats, coughs, and colds should never be regarded lightly, and that their spread should be prevented by all possible means.”

Through her knowledge and training, the Red Cross Visiting Nurse could decrease complications and mortality of measles in 1916. In 2019, the American Red Cross continues with efforts to control and eradicate measles worldwide through the Measles and Rubella Initiative. Hopefully many of the dedicated students who listened to Mr. Noe’s presentation and learned about our history will one day support Red Cross programs as health professionals.

***Editor’s note: "Measles Teas," that is, deliberate exposure to measles, was a particularly bad idea in the early 1900’s that has been shown by evidence to have harmful short- and long-term effects on the immune system.
Help us get in touch with and recognize other current and former Red Cross Nurses!

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