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Nursing Direct

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## Four Hospital Units Receive Hallmarks Designation

The North Carolina Nurses Association named four hospital units Hallmarks of Healthy Workplaces recipients: Carolinas Medical Center's Cardiac Catheterization Lab, Carolinas Medical Center University Hospital's Endoscopy/Special Procedures Unit, Carolinas Medical Center University Hospital's Surgical/Pediatrics Unit, and Duke University Medical Center's Cardiac Intensive Care Unit. These exceptional units were recognized for creating positive work environments for registered nurses.

The awards were presented at a November 14 awards ceremony in Winston-Salem featuring guest speaker, Sonya Hardin, RN, Ph.D., CCRN, Assistant Professor, UNCC and co-author of *The Synergy for Clinical Excellence*. Hardin congratulated the recipients and discussed the importance of communication in nursing.

Dona Caine-Francis, chair of Hallmarks Task Force and NCNA's

Professional Practice Advocacy Coalition, and Eileen Kohlenberg, NCNA president, presented the awards. Each recipient prepared an entertaining slideshow to highlight their unit.

"I am delighted that two of our departments stepped forward and applied for the Hallmarks award and I had no doubt that they would achieve this honor," said Rose Brandau, RN, MSN, chief nurse executive for

Carolinas Medical Center-University. "The nursing staff at CMC-University are some of the best staff that I have worked with in my 30 years of nursing. They are the staff that I want to take care of me and my family when the need arises. I am very proud of both the Surgery/Pediatric staff and the Endoscopy staff."

A special project of NCNA and a result of a Duke Endowment grant, the Hallmarks of Healthy Workplaces program is designed to recognize exceptional workplaces for nurses and

to help health care providers create workplaces in which communication flows freely and nurses contribute actively to facility governance.

"NCNA is very proud of our signature Hallmarks of Healthy Workplaces Program," said Eileen Kohlenberg, PhD, RN, NEA-BC, NCNA president. "The recipients of this prestigious designation demonstrate a strong commitment to advocacy of nurses in the workforce. Nurses and the populations they serve reap the benefits of this program. Congratulations to all of our healthcare units who have received NCNA's stamp of approval."

Hallmarks recognition is based on three basic criteria: support of nursing professional development, system support for nurses to provide quality service, and integration of nursing into operations and governance.

"The CCU is honored to receive the Hallmarks award from NCNA," said Joyce Fullwood, RN, BSN, nurse manager of operations, Duke University Medical Center Cardiac Intensive Care Unit. "We have worked hard to achieve excellence and to promote a healthy work environment on our unit."

"I was fortunate to have had the honor to serve on the Hallmarks review team for the Surgical/Pediatrics Unit at CMC-U," said Robyn DeGennaro, administrative director

Clinical and Nursing Services, Durham Regional Hospital. "From my first review of their application and throughout the entire site visit, it was evident that this unit exemplified the qualities and outcomes of a healthy workplace. I observed an incredibly talented, energetic and dedicated group of care providers who were encouraged, supported and applauded for their efforts by hospital leaders and each other. I recall walking away from the site visit feeling refreshed and excited because of the reality that this experience had provided to me in regard to the potential for and future of nursing."

The Hallmarks program grew from a four year process that included a literature review, and focus groups on issues related to addressing the state's nursing shortage. Any workplace in which three or more registered nurses are employed or volunteer is eligible to apply, including hospitals, schools of nursing, outpatient clinics, private practices, home health settings, prisons, hospices, and others.

*For more information, please visit [hallmarks.ncnurses.org](http://hallmarks.ncnurses.org) or contact Ashley Trantham, director of Hallmarks administration and development at 800-626-2153 or [hallmarks@ncnurses.org](mailto:hallmarks@ncnurses.org).*



# AHEC Hosts Annual Lactation Consultant Comprehensive Update



An average of more than 100 people moved to Wake County each day in 2007, and with the county's population expected to exceed 1 million by 2013, we are seeing many new young families and new little North Carolinians on a daily basis.

Living in an area with a variety of distinguished healthcare facilities just minutes away from any location, residents of the Triangle are fortunate to have access to quality healthcare for any given need. Having several healthcare facilities in the area also means that many Triangle residents are employed at these establishments and are tasked with taking care of more patients — both young and old — than ever before.

With each facility striving to provide the best service

available, professional continuing education is becoming more and more essential to the quality of employees' performance and their ability to provide exceptional service to all patients. New research findings and technology arise in the healthcare field on a regular basis, and many things are not done now the way they use to be, so it is important for healthcare professionals to be updated on the latest information and tools needed to fulfill the duties of their positions.

To aid in the continuing education of lactation consultants and those working with breastfeeding mothers in our area, Wake AHEC will be hosting the 17th Annual Lactation Consultant Comprehensive Update on Monday, April 27, through Friday, May 1. This annual

comprehensive update is an in-depth overview of human lactation and breastfeeding management. It is designed to prepare experienced clinicians to provide optimal breastfeeding care to mothers and babies, as well as prepare those clinicians who may be sitting for the International Board of Lactation Consultant Examiners exam. The conference includes: lectures, group discussions, small group activities, slides, videos and extensive written handouts that reflect the areas addressed by the IBLCE Blueprint for Certification Examination. Each topic area is related to clinical practice by experienced lactation consultants and other healthcare professionals with specialized expertise.

Participants will gain specific knowledge in the areas of being able to: explain the

significance of the interrelationship between the infant's feeding behavior and maternal milk supply, develop a care plan for a preterm infant and mother to optimize both infant nutrition and breastfeeding, identify counseling techniques that can facilitate successful breastfeeding, and discuss the role of breastfeeding in public health and public health promotion.

Benefiting from the instructors' education, training and experience, participants will learn about best practice topics including approaches to cultural, language, age and socioeconomic barriers; the impact of the social/political environment on breastfeeding; the importance of donor human milk banking; and the political realities of formula marketing.

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## OPEN HOUSE

January 29, 2009

On Thursday, January 29, from 4 to 8 p.m., the North Carolina Cancer Hospital is hosting an open house. Find out more at [UNHealthcare.org/jobs](http://UNHealthcare.org/jobs). For directions or to RSVP, contact (919) 966-2012 or [unhealthcarejobs2@unch.unc.edu](mailto:unhealthcarejobs2@unch.unc.edu).



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## North Carolina Nurses Association UPCOMING SPECIAL EVENTS

### NCNA'S DAY AT THE LEGISLATURE

MARCH 18, 2009

NCNA COUNCIL OF NURSE PRACTITIONERS PRESENTS

### THE 2009 NURSE PRACTITIONER SPRING SYMPOSIUM

APRIL 19-23, 2009

SHERATON ATLANTIC BEACH OCEANFRONT HOTEL  
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NCNA WILL HOLD THE

### THE 2009 ANNUAL CONVENTION

OCTOBER 7-9, 2009

MARRIOTT CITY CENTER & THE RALEIGH CONVENTION CENTER  
RALEIGH, NORTH CAROLINA



# Wake AHEC Nursing Continuing Education

**Cardiac Medications.** March 12, 2009, 8:30 a.m. – 4:45 p.m. This one-day program will review medications to treat common cardiology disease processes including: hypertension, heart failure, dyslipidemia and ischemic heart disease. Emphasis will be placed on evidence-based practice with a thorough discussion of the current clinical practice guidelines for treatment of each disease state discussed. \$90; after March 5 - \$105. RN Refresher Students: \$75; after March 5 - \$90.

**Evidence Based Practice: Focus on Wound Care and Diabetes.** April 24, 2009, 8:30 a.m. – 4:00 p.m. This program will provide participants with evidence-based information pertaining to the management of diabetes, neuropathic (diabetic) ulcers and wound care. The conference will examine guidelines for practice, topical therapy, and managing infections through lecture and case studies. \$90; after April 17 - \$105. RN Refresher Students: \$75; after April 17 - \$90.

**Adult Physical Assessment for Nurses: The Basics.** April 29, 2009, 9:00 a.m. – 4:00 p.m. Nurses in this program will expand upon their current knowledge and skills in order to more comfortably perform a basic adult physical assessment. Using a workshop format, participants will briefly review basic anatomy and physiology, observe and participate in demonstration of physical examination techniques and then practice those techniques. Common health deviations will be reviewed. This program is limited to 25 participants. \$150; after April 22 - \$165. Registration fee for currently active Wake AHEC RN Refresher Students: \$85; after April 22 - \$100.

*For detailed information or to register, call 919-350-8547, or access our Web site, [www.wakeahec.org](http://www.wakeahec.org).*



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