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## JOHNSON & JOHNSON LAUNCHES AD, RECRUITING CAMPAIGN TO REDUCE NURSING SHORTAGE

*New Poll: Americans Believe Nursing Shortage a Crisis*  
*'The Campaign for Nursing's Future,' an Effort With Nursing Organizations, includes Prime-time Advertising, Scholarships and Recruitment Tools*

NEW YORK (February 6, 2002) - Johnson & Johnson today announced it has begun a multi-year campaign that includes national advertising to attract more people to nursing in hospitals and extended care facilities, where an acute shortage, expected to triple in coming years, raises health concerns for the vast majority of Americans.

The campaign, which is estimated to exceed \$20 million over the next two years, was developed with national nursing organizations. It addresses a shortage of registered nurses now estimated at 126,000 in hospitals that is projected to increase to more than 400,000 in all health care facilities by 2020. The shortage raises concerns for the future of health care, according to 75 percent of Americans questioned in a new nationwide poll.

"Throughout Johnson & Johnson's history as a major provider of products and services to hospitals, we have always had a special affinity for the nursing profession," said James T. Lenehan, Vice Chairman of the Board, Johnson & Johnson. "Nursing professionals are the essential link between 'high-tech' and 'high-touch' and we are determined to help stimulate wider interest in this challenging and rewarding career field."

"We regard nursing as the essence of caring and it is critical to help resolve the deepening nursing shortage in America," Mr. Lenehan said. "Our commitment represents a top corporate priority for Johnson & Johnson to help resolve the shortage."

Called *The Campaign for Nursing's Future*, the initiative includes:

- New recruitment brochures, posters and videos for 20,000 high schools, 1,500 nursing schools, and nursing organizations;
- Scholarship funds for students and nursing faculty and a multi-city scholarship fundraising campaign with hospitals, nursing organizations, and hospital associations;
- A Web site ([www.discovernursing.com](http://www.discovernursing.com)) about the benefits of a nursing career featuring searchable links to hundreds of nursing scholarships and more than 1,000 accredited nursing educational programs; and
- A new national advertising campaign to celebrate nurses and their contributions. The advertising begins today and also will air in prime time during the Winter Olympics.

The Campaign will expand in the future to address other areas affecting the nursing profession, including ways to retain nurses in hospitals.

The Campaign was developed after reviewing research on the nursing shortage and conferring with experts on the shortage, including nursing organizations, nursing schools, hospitals and other health care groups. An advisory group of nursing leaders has helped develop the Campaign and will help direct its future efforts.

The Campaign also was assisted with new findings from health care researchers at Vanderbilt University (Nashville, TN) that surveyed public attitudes towards both nurses and the nursing shortage. The nationwide poll, commissioned by Johnson & Johnson, was conducted with telephone interviews of 1,005 Americans 21 years of age or older by Penn, Schoen & Berland Associates, Inc. of Washington, DC.

"We found three in four Americans believe the nursing shortage is a serious health care problem, and people believe it will negatively impact the quality of care they get in the nation's hospitals," said Dr. Peter Buerhaus, Associate Dean of Nursing at Vanderbilt, a leading researcher on the nursing shortage.

Key findings of the poll include:

- 81% of Americans recognize that there is a nursing shortage with 65% believing the shortage is either a "major problem" or a "crisis";
- 93% believe the nursing shortage jeopardizes the quality of health care in the U.S.;
- While 83% would encourage a loved one to pursue a career as a registered nurse, only 21 percent would consider nursing as a career for themselves;
- Only one male in 10 would consider nursing as a career.

"The biggest problem is that people are unaware of the array of opportunities and rewards in nursing today," Dr. Buerhaus said. "They are unaware that nursing salaries are very competitive with other professions or that nursing offers career opportunities in health research, hospital management, and family and community health care, in addition to traditional patient care. We need to get these messages out to parents, teachers, counselors and, above all students at all levels."

Mary Foley, president of the American Nurses Association and an advisor to the Johnson & Johnson Campaign, said, "Nurses are the face, the hands and the heart of health care. Their skilled care provides the safety net. Without them, the nation's health care suffers. I've been a nurse for many years and this Campaign inspires me. I believe it will help attract the talent we need to revitalize the profession for the years ahead."

Gary Mecklenburg, chairman of the American Hospital Association Workforce Commission, said, "Hospitals are facing an immediate and long-term shortage of caregivers. The shortage of nurses across all disciplines is the largest and arguably the most important dimension of the problem. This campaign will help us close the gap in nursing so our hospitals will be prepared to serve our communities and the growing number of patients in the future."

Johnson & Johnson, with approximately 101,800 employees, is the world's most comprehensive and broadly-based manufacturer of health care products, as well as a provider of related services, for the consumer, pharmaceutical and professional markets. Johnson & Johnson has more than 190 operating companies in 51 countries around the world, selling products in more than 175 countries.