

## Certified Nurses are Everywhere PSA Launch



National Board for Certification  
of Hospice and Palliative Nurses



The National Certification Corporation

### HEADLINE:

***Certified Nurses are Everywhere!*** National PSA Campaign Launch

### DATE and SUMMARY:

Chicago, IL , February 2, 2014 – The National Board for Certification of Hospice and Palliative Nurses (NBCHPN®) in partnership with NCC and other certifying organizations, is pleased to announce the launch of the consumer awareness campaign – ***Certified Nurses are Everywhere!*** This national PSA endeavor encompasses broadcast & cable TV, internet ads and transit ads in major designated market areas across the country. Its purpose is to inform the public that "**Nurses can be nationally certified in their nursing specialty**"; such as obstetrics, women's health, neonatal, oncology, surgical, pediatrics, anesthesia & hospice – just to name a few.

### Did you know...

- Certified nurses and advanced practice nurses have demonstrated their knowledge through a rigorous examination – *a process which includes qualifying by meeting practice or education eligibility criteria and then maintaining their credential through reassessment of that knowledge throughout their career*
- Certified nurses **choose** to seek out certification – *demonstrating their expertise, knowledge and commitment*
- National certification is the only way to have nursing specialty knowledge validated by an impartial third party
- Certified nurses must maintain their core specialty knowledge base and keep up with the changes in health care through ongoing targeted education and continuing competency assessments

**Certified nurses work in all specialty areas, in every part of the country and in every health care setting**, but the public is unaware of the certified nurse and of their effect on health care, patient advocacy and patient safety. Certified nurses have a direct influence on patients and their families during life-changing times, such as giving birth, illness and trauma. Their patients feel more confident with the care provided by certified nurses who are dedicated to staying up-to-date with the continuing changes in health care practices.



NBCHPN® and partnering organizations would like to empower individuals to be more knowledgeable health care consumers. By visiting CertifiedNurses.org consumers can learn more about certification and the

various specialties that proudly support their certified nurses.

The national distribution of "***Certified Nurses are Everywhere***" has started and will continue throughout 2014. Placements and anticipated impressions are as follows:

- Broadcast TV and Cable . . . 150-300 million impressions
- Internet Banners . . . 20 million targeted impressions
- Transit Ads (airports, bus, malls, billboards) . . . 160 placements with 3-5 million impressions

***"Certified Nurses are Everywhere"*** created by The National Certification Corporation (NCC) and supported in part by:

- American Board of Certification for Gastroenterology Nurses (ABCGN)
- American Board of Perianesthesia Nursing Certification, Inc. (ABPANC)
- Competency & Credentialing Institute (CCI)
- National Board for Certification of Hospice and Palliative Nurses (NBCHPN®)
- National Board of Certification and Recertification for Nurse Anesthetists (NBCRNA)
- Oncology Nursing Certification Corporation (ONCC)
- Orthopaedic Nurses Certification Board (ONCB)
- Pediatric Nursing Certification Board (PNCB)

#### **ABOUT NBCHPN:**

The National Board for Certification of Hospice and Palliative Nurses (NBCHPN®) is the only organization that offers specialty certification for all levels of the hospice and palliative nursing care team, including administrators and perinatal loss care professionals. Over 18,000 health professionals hold NBCHPN® credentials that establish professional commitment to safe, ethical, and evidence-based care. Preferred as a current measure of continuing competence in the dynamic and evolving health care professional role, NBCHPN® certification is valid for four years and can be renewed. Together with the Hospice and Palliative Nurses Association and the Hospice and Palliative Nurses Foundation, NBCHPN® works to advance expert care in serious illness. To learn more, visit NBCHPN® at [www.nbchpn.org](http://www.nbchpn.org), call 412.787.1057, or email [nbchpn@nbchpn.org](mailto:nbchpn@nbchpn.org).

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## Social Media needed information. . .

### MEDIA = Downloadable Graphic

CertifiedNurses.org Logo



### Documents & Links:

NCC hosted YouTube Links (Videos are also available at [www.CertifiedNurses.org](http://www.CertifiedNurses.org)):

**30 second PSAB = <http://youtu.be/IKKq4Luxmrk>**

**30 second PSAa=<http://youtu.be/bRJu8sXxUW0>**

**60 second PSAb=<http://youtu.be/QTJ9LI7-fGw>**

**60 second PSAa=<http://youtu.be/Saj3Il-d7Vw>**

### Quick Facts- 2-4 tweetable short statements:

- Certified nurses **choose** to seek out certification – *demonstrating their expertise, knowledge and commitment*
- National certification is the only way to have nursing specialty knowledge validated by an impartial third party
- Certified nurses and advanced practice nurses have demonstrated their knowledge through a rigorous examination
- Certified nurses work in all specialty areas, in every part of the country and in every health care setting

### TAGS . . .

Nursing, Certification, Certified Nurses, credentialing, Healthcare Provider, Risk Management

