



## **BEST PRACTICE INITIATIVES**

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### **Organization:**

**James A. Haley Veterans' Hospital  
13000 Bruce B. Downs Blvd.  
Tampa, FL 33612**

### **Title of the Best Practice**

Changing the image of nursing

### **Motivation for the Best Practice**

The image of nursing within the VA healthcare system negatively impacts the recruitment of professional staff. Long standing stereotypes surrounding staff, patients and the delivery of care abound in the community and negatively impact the recruitment of nursing and professional staff. In an effort to improve the VA image and to be more appealing in today's competitive market, innovative recruitment strategies were explored and implemented.

### **Description of the Best Practice**

A monumental billboard was erected outside the hospital and on the main thoroughfare entering the property. The billboard was strategically placed in an effort to bring attention to the face of the VA. The billboard is a low cost, high impact strategy. The billboard depicts nursing in a positive fashion both to the internal organization and to the external community. The billboard is placed on a major thoroughfare that is highly traveled and located across the street from the local university. The billboard design allows for monthly revisions that highlight staff, promote professional roles and enhance the image of nurses in the VA. The first billboard depicted the positive work environment offered at the VA for nurses. Another billboard showcased high achievement and excellence in practice. All billboards promote nursing's achievement as a "Magnet" designated hospital through utilization of the American Nurse's Credentialing Center (ANCC) logo. Utilization of the Magnet logo has positively influenced the community's perception of care delivered by VA nurses. This successful strategy promotes a new image of nursing in the VA, energizes staff. In fact this approach has been so successful that staff now requests to be included on the billboard. The community image of VA is enhanced by the promotion of the positive image of nursing and the care to America's heroes.