



ARIZONA SCHOOL NURSE CONSORTIUM
 A 501 (C)(3) Non-Profit Organization

Academic Bridge to Community Health Health Street

President's Corner

Karen Reuter, RN, MS

Marketing the Role of the School Nurse

It took me several years in school nursing to understand why my peers in the educational setting, e.g., teachers, administrators, viewed me only as a clinical nurse. It finally came to me that they viewed me, a nurse, from a framework of their personal experience, e.g., doctor's office, clinic, or hospital.



As school nurses, we need to be proactive in developing a marketing plan regarding who we are (community health nurses in a school setting), the role we play in school health and the difference we make in the educational setting. Our marketing should be geared toward our target audience (students, parents, teachers, health care providers, legislators and state decision-makers) who have specific informational needs.

When describing the role, we need to focus on societal changes that have resulted in more health care services being delivered in the school related to: advances in medical research allowing children with life-threatening health conditions to live longer; growth in medical technology allowing children who would otherwise be homebound to be in school; increased number of working parents who depend on their school nurse to perform the initial health assessment of their child rather than miss work; a shift in the health care delivery system resulting in the school nurse managing chronic health conditions for their diabetic and asthmatic students. School nurses become the health safety net for their students.

Continued on page 2

Interested in AZSNC Meetings?

September 29, October 27, November 17, December 8, 2007 & January 12, 2008
 9:00 AM—12 Noon
 Arizona Nurses Association
 1850 E Southern Avenue, Suite 1, Tempe

Mark Your Calendars



The 21st Annual School Health Nursing Seminar will be held in July 2008. More information will be posted at a later date on our website:
www.azschoolnurse.org

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Use of marketing and communication tools to establish the role as the clinical health expert should include the use of business cards and a health services brochure describing the services provided by the school nurse, community resources available, and expectations of the parents regarding provision of medication administration at school by the school nurse.

Sharing data about the school health services program, whether through the Arizona School Health Annual Report (ASHAR) or another data collection method, is a powerful vehicle to interpret and promote the role and value of the school nurse. A narrative description using percent comparisons of the present year with the previous year or the current month with the same month from the previous year, in the areas of numbers and types of encounters, major health issues, medications administered, students referred to primary care providers or to emergency facilities, procedures performed, e.g. catheterizations; school-wide policies implemented such as care of students with life threatening allergies, all can paint a powerful picture of the difference a school nurse makes in the school setting. The school nurse should begin to identify indicators that may affect educational achievement such as students identified with hearing or vision issues, asthmatic students who have had less class time lost related to the school nurse's early intervention and education of the student in the management of their asthma.

Communication with the health care providers in the surrounding community should be included in the marketing plan. Informing the health care providers of the immunization and, if applicable, the physical examination requirements for school attendance. With parent consent to share information, communicating with the health care provider to improve the care management of students with chronic health conditions is also an important aspect of marketing the role of the school nurse.

Health education and health promotion are also very important aspects of the school nurse's role. Writing health related articles for the school newsletter or the local newspaper again establishes the school nurse as a health expert for school children. Topics might include sun safety tips, prevention, early identification of influenza, healthy eating behavior, to name a few. Local television is increasingly interested in child health topics.

Establishing a working relationship with the news media can produce an excellent opportunity when critical health information needs to reach the community or when school nurses are seeking a more visible venue to make the case for the difference they make in their students' health and wellness when seeking to mandate school nurses.

Other forums to promote the role of the school nurse include attending meetings and participating in coalitions. Presenting at parent-teacher meetings, conducting Automated External Defibrillator (AED) training for school staff, participating on school committees. all provide credibility and visibility in marketing the role of the school nurse.

The school nurse is in a position to interface with a broad base of professionals within and outside the school setting, parents, community members, organizational, government, and legislative leaders. Each interface is an opportunity to provide information about child and adolescent health, the services provided and the impact those services and interventions may facilitate in academic achievement. Make one of your goals this school year, the development of a marketing plan for your role as a school nurse. It will provide positive outcomes.

Reference: Sheetz, A. (2006, July). Marketing the role of school health services. *National Association of School Nurses*, 21, 8-9.

Be a Supporter!!!

Donations to the Arizona School Nurse Consortium (AZSNC) provide funds to print and mail this biannual newsletter, Health Street, that is mailed to public, charter and private schools in Arizona. As a 501 (c)(3) nonprofit organization, AZSNC relies on financial support from health office staff to continue this publication.

Stay informed — Keep in touch — Make a difference — Be a Supporter!!

Make your **annual tax deductible donation** (suggested donation of \$20 or more) by sending a check to:

Arizona School Nurse Consortium, PO Box 23688, Tempe, AZ 85285-3688

Other ways you can be a **Supporter** and share our passion for making a difference in school health services are:

- Attend AZSNC scheduled meetings - check www.azschoolnurse.org for dates or Page 1 of this issue!
- Share your expertise by contributing an article for the Health Street, the AZSNC biannual newsletter mailed to all schools in Arizona. Just contact Diana Walsh, Editor, for more information.
- Participate in: Seminar planning; Committees; Writing and/or updating sections of the Arizona School Health

Arizona Department of Education

Health & Nutrition Services

Y. Diane Tasev, RN, BSN, Program Specialist/State School Nurse Coordinator

Where have all the CEU's gone?

The Arizona Department of Education, Health and Nutrition Services proudly presents the following training opportunities for school nurses, school health personnel, and others:

The First Annual School Nurse Professional Development Day (6.5 CEU's) \$10

Tuesday, October 2nd, 2007 (Phoenix)
Saturday, December 1st, 2007 (Tucson)
Friday, February 15, 2008 (Yuma)
February 2008 (date to be announced) Flagstaff

PRESENTERS:

Hazel Chandler
Maricopa County Asthma Coalition

Sharon McKenna, Sun Wise Coordinator
Arizona Department of Health Services

Kelly Howell, RN, CDE
Diabetic Educator & School Nurse

Manuela (Mannie) Rehm-Bowler
Arizona Department of Environmental Quality

Jennifer Ralston-King
Arizona Immunization Program (ADHS)

Traci D. Arney RN, MN, CFNP, AE-C
Pediatric Asthma Program Manager
Banner Health

The Drug Impairment Training for Education Professionals (16 CEU's) FREE

This is a two-day offering.
December 27th and 28th - Phoenix
February 2008 (date to be announced) - Yuma
Spring 2008 (date to be announced) Flagstaff

This curriculum is set and presented by the Department of Public Safety

DAY ONE:

Module 1: Introduction and Overview
Module 2: Drugs in Society
Module 3: Policy, Procedures, and Roles
Module 4: Overview of Alcohol
Module 5: Assessment Process
Module 6: Conclusion

DAY TWO

Module 1: Eye Examinations
Module 2: Vital Signs
Module 3: Divided Attention Tests
Module 4: Poly Drug
Module 5: Drug Identification
Module 6: Contacting the Parents
Module 7: References and Resources

Contact Person:

State School Nurse Coordinator

Y. Diane Tasev, RN, BSN
(602) 542-4220
Diane.tasev@azed.gov

Highlights from 2007 Seminar

20th Annual School Health Nursing Seminar

Impact Student Health: Prepare, Prioritize, Partner

The 20th Annual School Health Nursing Seminar offered a wide variety of topics for everyone. On Monday, July 16, there were sessions for the New School Nurse, Experienced School Health Office Personnel and for LPN's and Other Health Office Personnel.

Tuesday, July 17, the day began with laughter from nurse-humorist, Patty Wooten. Laughter is a great way to start the day! Our luncheon honored a number of individuals for their outstanding support of school nurses and other school health office personnel. Congratulations and a big thank you to the following:

Supporter: Mary Hallett, RN, MSN, Coordinator, CHIP-AZ Software Support

Administrators: Garthanne de Ocampo, Principal, Emerson School, Phoenix Elementary School District
Ana Gallegos, Principal, Lawrence Intermediate School, Tucson Unified School District
Bob Mayes, Principal, Desert Sands Middle School, Cartwright School District
Christine Trujillo, Principal, Aguilar Elementary School, Tempe Elementary District

School Nurse: Mary Lotten, RN, BSN (Retired June 2007), Flagstaff Unified School District

Exhibits were open on Tuesday, 4-6 pm, providing attendees an opportunity to visit with the 40+ agencies and companies who offered program ideas and resources.

On Wednesday, July 18, the keynote was given by Stephen Jones, MS, RNC, PNP, ET, from Pediatric Concepts, who spoke about "Children's Advocacy: Where we've been...where we're going". Following the keynote, Stephen presented a 5 hour session for RN attendees on "Urgencies and Emergencies". In a concurrent session, Norma Battaglia, RN, BSN, Pre-Hospital Manager, Tucson Fire Department presented "First Responders at School" to LPN's and other health office personnel.



Stephen Jones, Pediatric Concepts, and
Karen Reuter, AZSNC President



Norma Battaglia, Tucson Fire
Department, and Deborah Leisure,
LPN, Dysart School District

Continued on page 8

Upcoming Conferences

Second Annual Suicide Prevention Conference

October 25-26, 2007 - Sheraton Tucson

For more information contact Sawsan Madanat at 602.364.4324 or madan@azdhs.gov

Skills-Based Adolescent Health Education ADE - School Safety and Prevention - HIV/STD & Sexuality Education

October 26, 2007 - Flagstaff & October 30, 2007 - Tucson

To register for **FREE** Training, log on to [http://www.ade.az.gov/online/registration/Standards and Assessment: School Safety and Prevention](http://www.ade.az.gov/online/registration/Standards%20and%20Assessment%20School%20Safety%20and%20Prevention)

Arizona's 8th Annual Spinal Cord Injury Educational Conference Battling Back: Balancing Chronic Pain & Prescription Medications

October 26-27, 2007 - Banner Samaritan Hospital

For more information call 602.239.5929 or www.azspinal.org

Arizona Department of Education and Step to a Healthier Arizona Initiative Academic Achievement through Coordinated School Health Conference

November 9, 2007 - 8:15 am to 4:30 pm—Tucson Convention Center

This is a **FREE** conference. Come and learn about what Coordinated School Health is and how it will improve academics in your school as well as practical implementation strategies. Lunch and Learn with Superintendent of Public Instruction - Tom Horne. Registration available www.ade.az.gov/online/registration For more information contact Lynn Ladd at lynn.ladd@azed.gov or call 602.364.0461.

Arizona Adolescent Health Coalition 11th Annual Conference

Healthy Adolescents: Building the Future

May 1-2, 2008 with Pre-Conference April 30, 2008 - Fiesta Inn Resort, Tempe, AZ

www.aahc.info

SunWise Program

Arizona Department of Health Services

The Arizona Department of Health Services is asking school nurses to fill out a 2-minute sun safety survey. Results are anonymous and will help ADHS learn more about sun safety in our state. Participants will be entered into a monthly drawing for free beads and Frisbees that change color in the sun. Please give us your feedback at: [http://www.surveymonkey.com/s.aspx?sm=B8EF3JZF_2bqvDWpM40aKVNQ_3d_3d](http://www.surveymonkey.com/s.aspx?sm=B8EF3JZF_2bqvDWpM40aKVNQ_3d_3dhttp://www.surveymonkey.com/s.aspx?sm=B8EF3JZF_2bqvDWpM40aKVNQ_3d_3d) http://www.surveymonkey.com/s.aspx?sm=B8EF3JZF_2bqvDWpM40aKVNQ_3d_3d or visit us at www.azdhs.gov/phs/sunwise & click on [Teacher/School Nurse Sunwise Toolkit Survey](#).



Thank you for your valued input and feel free to share with your faculty!

For further information:

Sharon McKenna
Arizona Department of Health Services, SunWise Program
Office of Children's Environmental Health
150 N. 18th Ave. Suite 430
Phoenix, AZ 85007
602-364-3143/1-800-367-6412/mckenns@azdhs.gov

Arizona School Health Annual Report (ASHAR)

ASHAR Updated for 2007-2008

Karen L Wilson, RN, BSN

The **Arizona School Health Annual Report** (ASHAR) was revised in **March 2007**. The only changes are in the school/provider area on the upper, front side of the form. A copy of the revised 3-2007 form is included in this mailing.

Please destroy all blank copies of previous versions. The ASHAR and Directions revised 3-2007 are also available on the AZSNC website, www.azschoolnurse.org, under "Publications". Refer to the Directions for interpretation and application of the codes on the ASHAR form.

Your School ID Number is a very important piece of information to complete on the form you mail at the end of the school year. If you do not know your School ID Number, please take a minute to look it up on the Arizona Department of Education website at www.ade.state.az.us under the 'Find a school' drop down screen on the left side of the Home Page. Thanks for taking the time to look up this number.

Remember, the primary purpose of the ASHAR is to assist schools and districts in looking at school health services and planning to meet the needs of students and the school community. Collecting accurate information is key to the success of the form on a local level.

Fixing Health Care in Arizona

Lauren Kryder - The Project for Arizona's Future

Over 250,000 children in Arizona have no health insurance. These children are unable to receive basic, preventative care that helps them succeed socially and academically. Skyrocketing health care costs are putting an extreme burden on families across the state. Overcrowded emergency rooms and delayed access to needed care has become the new standard. As school nurses, you know firsthand that Arizona is facing serious problems with health care – and we want to work with you to be part of the solution.

The Project for Arizona's Future (PAF) is a non-profit, non-partisan issue advocacy organization that educates voters about important issues affecting Arizona and allows Arizonans to more easily participate in the political process to create change. This fall, PAF is embarking on a statewide public education campaign to raise awareness about the broken parts of our health care system. It is our goal to raise the profile about the problems and encourage Arizonans to get involved and speak out about the need to improve health care in our state.

Please visit our website, www.azfuture.org/healthcare to learn more about our activities and to join us in our effort to improve the health care system in our state. There are many ways to get involved: sign up to receive e-mail updates about the campaign; share your personal story about how you think the problems with health care are affecting our schools; or send a message to your elected officials about the need to address these problems. These are just a few of the ways that you can help make a difference. Together, we can send a powerful message that we must improve Arizona's health care system now!

Contact Lauren Kryder at Lauren@azfuture.org or (602) 258-0945 for more information and visit our website at www.azfuture.org/healthcare to get involved.

Child Health Indicator Program (CHIP)

CHIP-AZ Software Support - Mary Hallett RN, MS, CHIP Coordinator

The 2007-2008 School Year is in full swing and the phones have been busy. Mary has trained 65 CHIP participants to date since July 1, 2007. Total CHIP participants are now at 343. ADHS is very pleased with the data they are collecting through the new Electronic Surveillance Program (ESP), where aggregate data is collected each week. Counties also have access to this information for disease surveillance and prevention.

An Alert system has been added to the 10.0 version upgrade just released the week of September 4th. This is to communicate information from CHIP, ADHS, and to inform schools of high pollution and heat advisories. It can also be used to inform schools of disease outbreaks.



Exhibits for the CHIP program have been set up at three Administrator Conferences and two Nursing Conferences. Many principals and business officials, as well as school health office personnel have shown interest in the software.

ADHS is looking for tribal schools as well as more public, charter and private schools to participate in the program. Please visit the <http://chip-az.org> web site or contact Mary Hallett at 480-945-5787 or MaryH@chip-az.org for more information.

AzNA School Nurse Chapter 15

Kathy Rucker, Tucson Unified School District, will be replacing Mary Hallett, Retired School Nurse, as President of the School Nurse Chapter. Deborah Tamuty, Deer Valley Unified School District, is replacing Caroline Bentley, Retired School Nurse, as Treasurer. We welcome the new Board members.

The Chapter is still looking for volunteers for the Membership Committee and Legislative Committee. These committees are very important to the School Nurse Chapter. More members are needed in our Chapter as well as a legislative liaison to the AZNA Government Affairs Committee who can proceed with legislative efforts. If you are interested in either of these committees, please contact Kathy Rucker at Kathy.Rucker@tusd.k12.az.us



Five new and past chapter board members attended a Leadership workshop on September 19, 2007, just prior to the 2007 Biennial Convention, which was held September 20-21, 2007. The keynote speaker was Linda Shinn, [Building Bridges Through Building Your Brand](#).

The HEALTH STREET

is mailed to Arizona schools - public, charter, and private - and others with an interest in school health nursing practice, pertinent topics and issues.

To stay connected with Arizona schools, our mailing list is regularly updated!

To be added to the list or deleted, please contact

AZSNC through our website, www.azschoolnurse.org

Thank You!



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www.riosalado.edu/adjunct

Qualifications - Current RN license in good standing
Current School Nurse Certificate

NCE232 Health Assessment of the School Age Child *

9/17 - 12/24 or 1/7/08 - 4/14/08

3 CR

Comprehensive health assessment foundation. Development of interviewing skills, obtaining health histories, and conducting physical examinations on the school age child. Identification and management of minor illnesses and health problems common to school age children.

NCE234 Fundamentals of School Nursing Practice

10/15 - 12/17 or 1/07/08 - 4/07/08*

3 CR

Assessment, development, implementation and evaluation of school health programming. Focus on nursing theory as it relates to school health programming. Program management, professional development, dealing with change, health education, interdisciplinary interaction and the role of the professional nurse in the school setting.



*dates are subject to change

**verify cost with academic advisor; fee is for Maricopa County residence

A Maricopa Community College

Continued from page 4

Door Prize Winners during the 2007 Seminar Exhibits

Kim Stevens, RN, Snowflake Unified School District, won a free Registration for the 21st Annual School Health Nursing Seminar in July 2008!



Other door prize winners:

Irene VanHofwegen
Patti Stamper
Susie Yazzie
Priscilla Chatter

Susan Dobis
Beth Pearson
Christine Johndrow
Tami Martinez
Cheryl Olson
Kathy Tiessen
Eric Benigar
Faith Edelman
Lanita McDade
Susan Bengtson
Lynette Cook
Mary Lotten
Maureen Swartzentruber
Cindy Sharpe
Lorrinda Peterson
Laurel Kruger

Dysart SD
Pendergast SD
Chinle Unified SD
Winslow Indian Health Care Center
Sierra Vista Public Schools
Pendergast SD
Santa Cruz Valley Unified SD
Pendergast SD
Camp Verde Unified SD
Mary C. O'Brien District
Piñon Unified SD
Tolleson Union High SD
Peoria Unified SD
Tucson Unified SD
Phoenix Elementary SD
Flagstaff Unified SD
Continental SD
Roosevelt SD
Winslow Indian Health Care Center
Tucson Unified School District



CureFinders Information Sheet

The Cystic Fibrosis Foundation is launching its newest fund-raising program, *CureFinders*.

This program provides an excellent opportunity to promote awareness for cystic fibrosis (CF) and to raise valuable funds to help find a cure for this life-threatening genetic disease. By selecting an activity from the *CureFinders* Fund-raising Kit, students can engage in friendly competition between classes, while raising money for a charitable cause.

The *CureFinders* theme demonstrates to children that they can make a difference in the lives of people with CF. The program offers a variety of activities that are not only great fun but are educational, too. Participants learn real-life lessons about volunteering, helping others and leadership.

The *CureFinders* program encourages students to think about their own lives and will help promote strong values. Helping children in their

community also gives students a sense of pride in their accomplishments. By dedicating a *CureFinders* activity to an individual student, relative or friend that has CF, participants are able to form a personal connection to the disease. This makes the *CureFinders* program very meaningful to students, their families and the community.

The goal of *CureFinders* is to raise money to fund vital CF research and care and to help students develop an understanding and interest in the health and science arenas. Volunteers are invited to visit schools and talk to students about CF. This could be a child that has CF, his/her parent, a physician or even a scientist conducting research on a cure for the disease.

People make donations for personal reasons. Each school that is recruited will raise money in honor of a local child with CF. Promote the idea of "children helping children."

Is your school involved yet? School coordinators are needed to make *CureFinders* a success. Please complete the *CureFinders School Sign-up Sheet* today! **Go online and fill out the sign up sheet at www.cff.org/curefinders.** For more information contact the Cystic Fibrosis Foundation at 602-224-0068 or e-mail: jrobertson@cff.org

Phoenix Allergy Network

Angie Norton

A new resource, ***Arizona Resource Guide for Supporting Children With Life-Threatening Food Allergies*** is available **NOW** through our website - www.phoenixallergynetwork.org. This resource has been a collaborative effort between the ADE, ADHS, local medical professionals and Phoenix Allergy Network. Feel free to distribute this document to appropriate departments and individuals. It will also be available in the near future on Arizona Department of Education and Arizona Department of Health Services websites. We are continuing our efforts with ADE and ADHS to disseminate this information to all schools in Arizona. Training will be provided at School Nurse Professional Development Days.

The Resource Guide will be a bridge between state, schools and community. It will allow for consistency throughout the State and not put parents and staff at odds. Currently schools have been struggling to find ways to manage food allergic students on a case-by-case basis. While we realize there is no "one-size-fits-all" approach to managing food allergies in the school setting, the Arizona Resource Guide gives clear, consistent strategies for all involved in the management of this medical condition.

We welcome your feedback as we move forward in helping keep safe the 40,000 plus food allergic students in Arizona.

For questions, concerns or comments please visit our website at www.phoenixallergynetwork.org

Arizona School Nurse Consortium (AZSNC)

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Contact List

Want to stay in the loop? Help us stay in touch!

The **Health Street**, a biannual newsletter, and AZSNC Seminar information are mailed to Arizona schools. Current mailing and contact information will enable us to communicate with you via email and/or mailings regarding school nursing issues, legislative efforts and educational opportunities. The AZSNC mailing list will be cross-checked to be sure your school address is included.

Y. Diane Tasev, RN, BSN, Health & Nutrition Services, Arizona School Nurse Coordinator at ADE, has requested copies of this information. The information will not be otherwise used or sold.

Please complete the information below including email addresses. Either mail it to the **Arizona School Nurse Consortium, PO Box 23688, Tempe, AZ 85285-3688**, or FAX to 480-248-6681. **Thank You!!**

PLEASE PRINT (NO ABBREVIATIONS)

Date: _____

First Name: _____ **Initial:** _____ **Last Name:** _____
Degree(s): _____ **Title:** _____

School Information

District Name: _____ County: _____

School (Primary location): _____ Days of the week: _____

School Address or P.O. Box: _____

City: _____ State: _____ Zip: _____

Work Phone: _____ - _____ - _____ ext _____ Work FAX: _____ - _____ - _____

Work Email: _____

Number of schools served: _____ Names of other schools served: _____

Personal Information

Home Phone: _____ - _____ - _____

Cell Phone: _____ - _____ - _____

Home Email: _____

Areas of Interest: Check all that apply to you.

Legislative Information _____

Clinical/Procedure Updates _____

School Nurse Practice Updates _____

Human Interest _____

Other _____

(Use back of form if needed)

Rev 9-07

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www.azschoolnurse.org

Mission Statement

To provide leadership, through Arizona certified school nurses, in the delivery of quality school health programs in every school and through dissemination of children's healthcare and wellness information to Arizona families of school-age children.

Contact us:

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Secretary	Karen Wilson	480-839-2915	wilsonwk@cox.net
Treasurer	Denise Allen	480-897-2544 X4303	94nursee@cox.net
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	Karen Wilson	480-839-2915	wilsonwk@cox.net
CHIP-AZ Software	Mary Hallett	480-945-5787	maryh@chip-az.org
Education	Open		
Guidelines Manual	Diana Walsh	602-276-3046	walsh_diana@qwest.net
Legislative	Gail Davis	602-257-6284	d1Friend@cox.net
Health Street Newsletter	Diana Walsh	602-276-3046	walsh_diana@qwest.net
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