

# Magnet Champion Updates

November, Issue 1

November 5 and 8, 2012

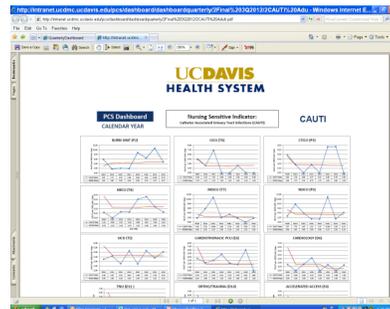
## Discussion

- Magnet Champion presentation from conference
- Content education starting Feb
- Readiness assessment update Oct 23 and 24
- Document tracking, is every unit/dept/clinic represented?
- Magnet stories
- Preparing staff “How do you know you are giving excellent care”

## How do you know you are giving excellent care?

(What we can say to show how our nursing practice affects patient outcomes)

Nurses did such a fantastic job during the randomly selected staff sessions with the Magnet Consultants; Vickie Moore and Barb Haag-Heitman. The consultants were very impressed how staff proudly spoke of their professional practice and the projects and initiatives being implemented to help improve patient outcomes and the work environment. We have so much to be proud of. We have made great strides with our nurse sensitive indicators, staff were able to identify which indicators were collected on their unit. Just like the spelling test analogy, we know exactly what they are going to ask us and we know exactly when, so let's be prepared. Use real time cases on your unit and help staff answer the question “How do you know you are giving excellent care related to their nurse sensitive indicators.”



Trudy Dennison, RN  
Magnet Champion  
GI Lab



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## What to do this month:

On your Magnet board—

- We are in crunch time with our documents, if your unit/dept/clinic is not represented strongly on the excel spread sheet with examples, please help get stories from your staff
- How do you know you are giving excellent care. Let's kick it up a notch...Use real time cases as examples and help staff answer the question



Caption describing picture or graphic.

## Inside Story Headline

This story can fit 150-200 words.

One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press releases, market studies, and reports.

While your main goal of distributing a newsletter might be to sell your product or service, the key to a successful newsletter is making it useful to your readers.

A great way to add useful con-

tent to your newsletter is to develop and write your own articles, or include a calendar of upcoming events or a special offer that promotes a new product.

You can also research articles or find "filler" articles by accessing the World Wide Web. You can write about a variety of topics but try to keep your articles short.

Much of the content you put in your newsletter can also be used for your Web site. Microsoft Publisher offers a sim-

ple way to convert your newsletter to a Web publication. So, when you're finished writing your newsletter, convert it to a Web site and post it.

***"To catch the reader's attention, place an interesting sentence or quote from the story here."***

## Inside Story Headline

This story can fit 100-150 words.

The subject matter that appears in newsletters is virtually endless. You can include stories that focus on current technologies or innovations in your field.

You may also want to note business or economic trends, or make predictions for your customers or clients.

If the newsletter is distributed

internally, you might comment upon new procedures or improvements to the business. Sales figures or earnings will show how your business is growing.

Some newsletters include a column that is updated every issue, for instance, an advice column, a book review, a letter from the president, or an editorial. You can also profile new employees or top customers or vendors.

## Inside Story Headline

This story can fit 75-125 words.

Selecting pictures or graphics is an important part of adding content to your newsletter.

Think about your article and ask yourself if the picture supports or enhances the message you're trying to convey. Avoid selecting images that appear to be out of context.

Microsoft Publisher includes thousands of clip art images

from which you can choose and import into your newsletter. There are also several tools you can use to draw shapes and symbols.

Once you have chosen an image, place it close to the article. Be sure to place the caption of the image near the image.



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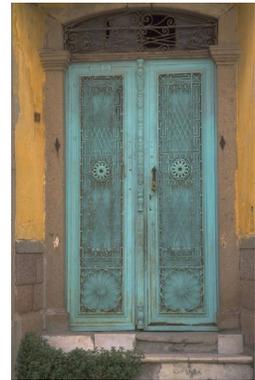
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UCDHS

Primary Business Address  
Address Line 2  
Address Line 3  
Address Line 4

Phone: 555-555-5555  
Fax: 555-555-5555

E-mail: someone@example.com

We're on the Web!  
example.com

## Business Tagline or Motto

This would be a good place to insert a short paragraph about your organization. It might include the purpose of the organization, its mission, founding date, and a brief history. You could also include a brief list of the types of products, services, or programs your organization offers, the geographic area covered (for example, western U.S. or European markets), and a profile of the types of customers or members served. It would also be useful to include a contact name for readers who want more information about the organization.

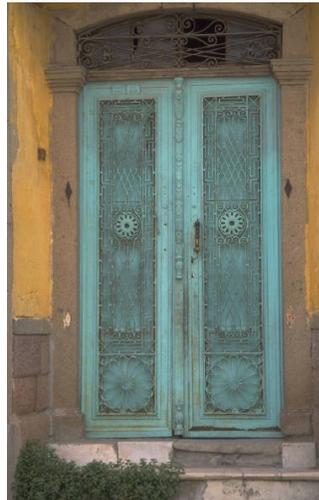
## Back Page Story Headline

This story can fit 175-225 words.

If your newsletter is folded and mailed, this story will appear on the back. So, it's a good idea to make it easy to read at a glance.

A question and answer session is a good way to quickly capture the attention of readers. You can either compile questions that you've received since the last edition or you can summarize some generic questions that are frequently asked about your organization.

A listing of names and titles of managers in your organization is a good way to give your newsletter a personal touch. If your organization is small, you may want to list the names of all employees.



**Caption describing picture or graphic.**

here. You may want to refer your readers to any other forms of communication that you've created for your organization.

You can also use this space to remind readers to mark their calendars for a regular event, such as a breakfast meeting for vendors every third Tuesday of the month, or a biannual charity auction.

If space is available, this is a good place to insert a clip art image or some other graphic.

If you have any prices of standard products or services, you can include a listing of those

  
**Organization**