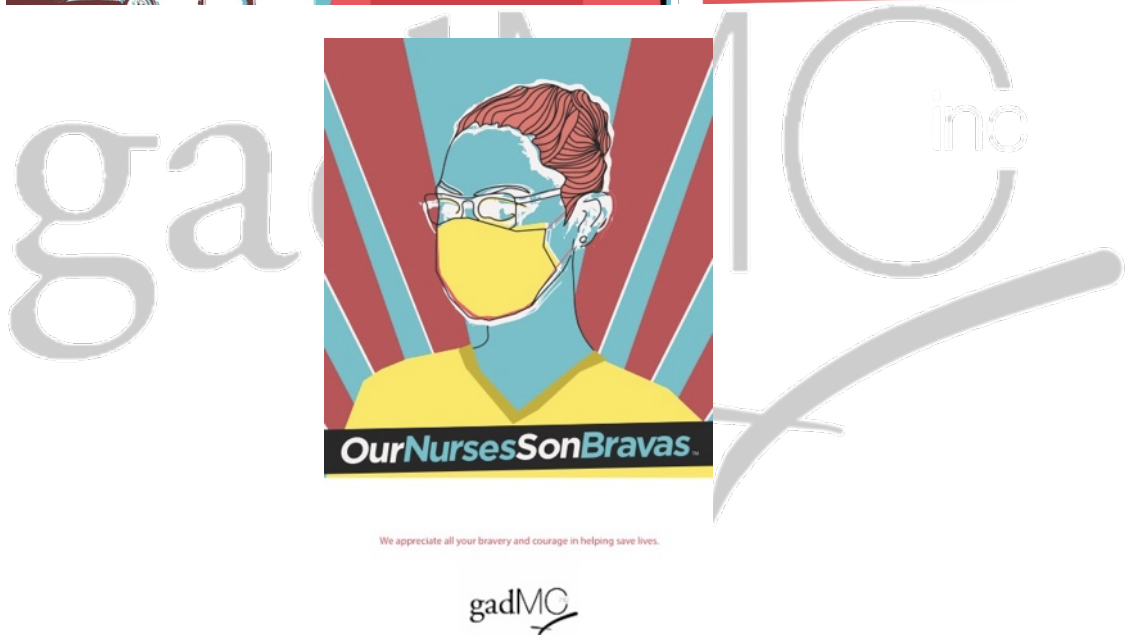


#OurNursesSonBravas™

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COVID-19 brought about huge challenges across communities of color with unique cultural healthcare needs during the year of the nurse in 2020.

OurNursesSonBravas™ marketing initiative serves to inform in the field of nursing. This informational campaign recognizes the risks taken by our courageous Hispanic nurses to take care of the rising number of hospitalized Latino patients. As the number of Hispanic COVID-19 patient cases continue to rise, a need for more culturally sensible Hispanic nurses is becoming more challenging when only 4.8% of all nurses in the U.S. are Hispanic, according to Minority Nurses. Meanwhile, the nursing industry is becoming grayer, with more than 45 percent over 50 and a majority non-Hispanic white – 9 in 10.

These courageous healers find themselves to be an extension of their Latino communities serving as community health influencers across neighborhoods with limited access to healthcare, while attending to hospitalized Latino patients experiencing isolation without the benefit of in-hospital family support.

Markets with many of the coronavirus rates are experiencing waves of Latino patients. For example, "when averaging out the racial composition of the five New York City zip codes with the highest coronavirus rates shows a significant overrepresentation of Latinos (45.8 percent) and Asians (23.4 percent), and a significant underrepresentation of whites (21.2 percent) and blacks (8 percent) when compared with their citywide populations."

This initiative serves as a long-term platform to inspire future Hispanic students to consider a career in nursing through powerful testimonials delivered by Latinx nurses bravas who have been there during our nation's pandemics ranging from HIV to Covid19. gadMCinc™ leads the initiative with a sponsorship-driven campaign to raise funding for future educational efforts, including scholarships.

Market Overview

REGISTERED NURSES Between 2014 and 2030, the national RN supply, across all race and ethnicity groups, is projected to grow from 2,806,100 FTEs to 3,895,600 FTEs (39 percent increase), while total patient demand for RN care is estimated to grow from 2,806,100 FTEs to 3,601,800 FTEs (28 percent increase; Exhibit 1, Exhibit 2, Exhibit 3). These estimates suggest the United States will have a sufficient supply of RNs to meet the projected growth in demand for RN services in 2030. While the total RN supply is expected to be adequate to meet demand, these estimates do not capture changes in care delivery patterns or regional maldistributions in RN supply that may be present both at baseline and in 2030. Thus, as with national projections for other health professions, the estimates of total RN supply may mask considerable variability at regional and local levels. <https://bhw.hrsa.gov/sites/default/files/bhw/health-workforce-analysis/research/projections/hrsa-bhw-rn-lpn-factsheet-12-17.pdf>

Exhibit 3. Percent Growth in RN Supply and Patient Demand, by Ethnicity and Race, 2014 – 2030

	Hispanic	Non-Hispanic White	Non-Hispanic Black	Non-Hispanic Other	Overall Growth Across all Ethnicity and Race Categories
Percent Growth in RN Supply by RN Ethnicity and Race	83%	35%	38%	40%	39%
Percent Growth in RN Demand by Patient Ethnicity and Race	57%	20%	34%	55%	28%

Note: Percent growth in RN Supply is calculated as (RN Supply, 2030 – RN Supply, 2014)/RN Supply, 2014 X 100.

Percent growth in RN Demand is calculated as (Patient Demand, 2030 – Patient Demand, 2014)/Patient Demand, 2014 X 100.

With only 4% of RNs being of Hispanic background, we need more Hispanic nurses to serve the increasing number of Hispanics in the U.S., which is projected to reach 30% of the nation's population by 2050, according to estimates by the U.S. Census Bureau and Pew Research Center. By 2043, the U.S. is projected to become a majority minority nation for the first time in its history, and the Hispanic population will more than double between now and 2060. These statistics illustrate that nurses will be caring for a progressively diverse population and increase the urgency to build a more diverse RN workforce.

<https://mediakit.nurse.com/growing-need-hispanic-nurses-healthcare/>

“Latinos make up 17.3 percent of the U.S. population,” said Norma Cuellar, PhD, RN, FAAN, professor of Nursing at The University of Alabama, director of the BAMA-Latino Project, and president-elect of NAHN. “Unfortunately, as the number of Latinos continue to rise, the number of Latino RNs does not. According to the Bureau of Labor statistics, there are about 2.9 million RNs in the country, and just three percent are identified as Latinos. This results in a failure to provide culturally congruent care, language barriers, and health disparities in the Latino population. 2018 marks the fourth year of the NAHN Hispanics in Nursing campaign to increase the number of Hispanic Nurses, which is made possible through a grant received from the National Institutes of Health (NIH) Science Education Partnership (SEPA). In addition to providing information about which classes to take in high school to prepare for Nursing prerequisites and highlighting the profiles of Latino Nurse role models, the campaign also provides access to Mentors Connection, a database of Latino Nurses who can provide career guidance, advice, and cultural perspective to prospective Nurses.” <https://diversitynursing.com/inspiring-a-future-of-more-latino-nurses/>

Nursing Statistics Summarized

- The average age of surveyed registered nurses is 51 years (NCSBN).
- 9% of nurses are male, versus 2% in 1970 (NCSBN).
- Nurses from minority backgrounds are growing in number (HRSA):
 - 9.9% are black or African American
 - 8.3% are Hispanic or Latino
 - 1.3% identify as two or more races
 - 0.4% are American Indian or Alaskan Native
- Nursing jobs are growing faster-than-average at 12% by 2028 (BLS).
- The nursing field can anticipate more than 371,000 potential new job openings in the future (BLS).
- RNs showed an increase in median annual income between 2017 and 2019 from \$63,000 to \$73,300 (NCSBN & BLS).

- The median salary of nurse practitioners is over \$109,000 per year (BLS).
- 80% of nurses are satisfied with their current jobs (ANT).

For more information about the NAHN Hispanics in Nursing program and to find a Latino mentor that is compatible with you and your nursing goals, visit hispanicsinnursing.org. For more information about the National Association of Hispanic Nurses (NAHN), visit nahnnet.org <https://nursing.jnj.com/nursing-news-events/hispanics-in-nursing-mentoring-the-next-generation>

What do these statistics mean for the new generation of nurses that is currently in nursing school?

- Hispanics are projected [to reach 35% of the population](#) by 2050.
- Debra DeVoe, an RN, wrote a dissertation on recruitment and retention of Hispanic nursing students.
- Through interviews with Hispanic nursing students, her results showed that:
 - “Written and verbal language was the #1 barrier for students.”
 - Other students expressed that nursing instructors were not mindful and willing enough to accommodate the students’ schedules.
 - Most of these students discovered nursing programs on their own, not through recruiters.
 - The lack of recruiting strategies represents an issue. How can more Hispanic nurses be added to the workforce if they are underrepresented?
 - She researched two schools. However, this may be part of a larger nationwide issue.
 - For more information, visit <https://mediakit.nurse.com/learn-how-to-reach-hispanic-nursing-students/>

ABOUT gadMCinc™

gadMCinc™ is a social enterprise advertising and marketing agency creating marketing partnerships to enrich communities of color through wealth creation, wellness practice, and higher education informational campaigns.

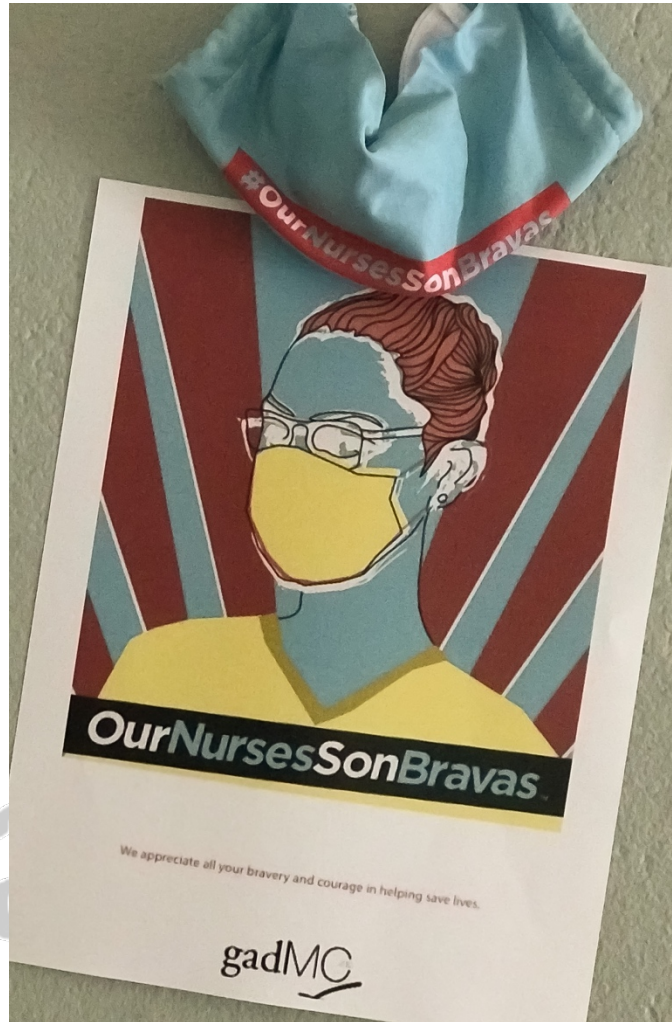
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Alex Portuondo

Alex is a Mexican, Cuban American pediatric cardiology nurse who works in Colorado. She said nursing wasn't originally part of her plan but cannot imagine her life without it now.

"I didn't originally go to school to be a nurse, but I often smile at the extra years I took to change my career to where it is now," she said. "Now I look back on the 5 years I've spent honing my nursing skills and learning to take care of pediatric patients and I honestly can't imagine what could be better. 'What could be better than giving a child the medicine, shots, and medical interventions they need to survive but also the high fives, sticks, hugs, words of encouragement they need to thrive? I know there's nothing better than that.'



Jennifer Quinones

Jennifer is a Puerto-Rican, Dominican ER nurse who works in New York. She is a courageous, honorable nurse driven by compassion, advocacy, and education.

“Todo por nuestras familias y nuestra comunidad,” dijo Jennifer. “Es necesario inspirarnos unos a los otros.”

“Everything for our families and our community,” she said. “It is necessary to inspire ourselves and each other.”



Mari Sevares

Mari is a Cuban American nurse and is currently working in the home health field. She said she enjoyed helping others from a young age.

“Ever since I was a little girl, I had a passion for helping others,” she said. “I enjoy helping members reach the best version of themselves by optimizing their health.” One of her most memorable moments as a nurse was when she worked for AIDS Healthcare and helped a depressed patient get the help he needed.

“He hadn’t reached out to anyone until now — when he reached out to me,” she said. “I changed my schedule around to prioritize him for a home visit. I also called his social worker and advised him of what he told me. He agreed to meet me at the patient’s house. When we arrived, the member was laying on his couch in a fetal position and couldn’t even speak. We patiently waited for him until he finally opened. He admitted he had stopped taking his medications including his Antiretrovirals and seeing his doctors. We told him we wanted to help him, and we had him Baker Acted. We got him back into care and out of his depressive state with doctor visits.”



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KENYA

Kenyatta Stewart is an oncology, cardiac, and IC nurse from Ohio. She now spends her time traveling the U.S. as a #covid19 nurse. We celebrate #blackhistory with Kenya's inspirational story!

"I'm the second oldest of five children. Raised by a single mother in low-income housing. I knew I wanted to be a nurse at 5 years of age, making my patients in my make-believe hospital. Over 12 years of oncology and cardiac nursing. Currently in intensive care nursing for the last 2 years. My ultimate career goal is to increase patient education amongst minority communities and provide patient education in languages for patients in which I serve to decrease the language barrier and increase proactive self-care." Nurse Kenya



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“Nurses are angels with silent wings.” It's how we would describe Caroline Ortiz, a nurse with over 24 years of nursing experience combining "holistic health approaches with conventional medical care."

Blending her passion for the sciences and Mesoamerican cultural heritage provides a unique perspective as a "faculty member of Pacific College of Health Science Holistic Nursing Programs and PHD candidate investigating the traditional healing practices of Mexican American women."

Nurse Ortiz truly encapsulates [#ournursessonbravas](#) mission to support the healing needs of an evolving multicultural America with a combination of cultural understanding and professional medical guidance. Coming from a family of nurses, she was inspired by a strong force in her life - Abuela Agustina Reyes Castillo.

“I attribute my eventual nursing aspirations in part to Grandma Agustina and to a greater extent, my mother Zulema, a nurse of 55 years. She began her lifelong vocation as a licensed vocational nurse and eventually became a registered nurse as a married mother of three daughters working full-time. My memories of her official and unofficial nursing role are those of her always teaching and serving family, neighbors, and strangers with her knowledge, skills, and deep sense of love for others. Her work inspired me and my two sisters to also become nurses.”



A young medical-surgical nurse addressing the importance of making sure her patients are represented and cared for with cultural sensitivity represents our nurses bravas. Janelle Amoako, a Ghanaian-American first generation was born in England to Ghanaian parents and shortly thereafter immigrated with her family to the United States at the age of 5. She shares her purpose in this way. "I am passionate about education because many people are at a loss with how to live a healthy lifestyle. We see confirmation of this in so many ways from the increased rates of preventative chronic conditions to unchanged societal infrastructures that widen health equality gaps. For those in communities of color, the needs are exponentially greater. In my role, I am committed to meeting my patients where they are at so they can feel empowered to live their best lives." Thank you for your commitment to care for our local communities. Brava!