



Certified Nurses  
Make a Difference  
PSA - *a successful and  
timely collaboration*

Presented by:

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**A public service announcement (PSA)**, is a message spread in the interest of the public. The objectives of PSAs are to raise awareness and change public attitudes, opinions, or even behavior towards an issue. **A PSA must answer the questions who, what, where, when and why** using the strongest arguments, the most appealing characters and the right tone and information to persuade the audience to pay attention to the message and act on it.

*All this... in 60 seconds or less...*



# Developing a Collaborative PSA

## Gauge the interest of potential participants

- Discussions during ABNS meetings.
- Follow up survey to collect interest and vision statements

## Define different levels of involvement

- PSA workgroup – create, review, edit and confirm the overarching elements to the campaign.
- NCC's creative staff and network – implement PSA workgroups vision from strategy, creative, and video through to deployment and web.
- Participating Organizations – provide feedback, creative and financial support.



# Developing a Collaborative PSA

## PSA workgroup

This small team was developed with the approval and backing of their organizations. Without their passion and vision, this PSA would have been very difficult or impossible to conceive and create.

## Thank you for your vision!

- Janie Schumaker, Board of Certification for Emergency Nursing
- Terri Hinkley, Medical-Surgical Nursing Certification Board
- John Preston, National Board on Certification And Recertification of Nurse Anesthetists
- Chris Gill, National Board on Certification And Recertification of Nurse Anesthetists
- Robin Bissinger, National Certification Corporation
- Tony Ellis, Oncology Nursing Certification Corporation
- Lori Boocks, Pediatric Nursing Certification Board
- Rory McCorkle, PSI Services, Credentialing



# Developing a Collaborative PSA

## Participating Organizations

Participating organizations were responsible for providing high-resolution photos showing their certification(s) “in action” with legal permission to use the photos. They also provided specialty labeling.

## Thank you!

- Heather Rich, American Board for Certification of Gastroenterology Nurses
- Kelly Podkowa, American Board of Neuroscience Nursing
- Janie Schumaker, Board of Certification for Emergency Nursing
- Susan Hall, Certification Board for Diabetes Care and Education
- Kristina Esposito, Medical-Surgical Nursing Certification Board
- Mike Zande, National Board on Certification And Recertification of Nurse Anesthetists
- Estella Kirsanova, Orthopaedic Nurses Certification Board
- Tony Ellis, Oncology Nursing Certification Corporation
- Lisa Obradovic, Wound, Ostomy and Continence Nursing Certification Board



# Produce the Vision - be creative

## The purpose of Certified Nurses Make a Difference

Show how certified specialty nurses are experts in specialty care and the important role they play within the healthcare system.

## The statements that defined the PSA

- We want patients do know what a certified nurse is and to ask for them.
- There are so many questions when you go into a medical situation, you don't want to have questions on the ability and knowledge of your nurse – trust in the certified nurse.
- Specialty nurses – need to be certified in their specialty. Certified nurses have gone the extra mile. They have learned a specialty... they need their knowledge to be tested.
- Certified Nurses we know our business – we proved it!
- Certification is a choice!



# Produce the Vision - be creative

## The statements that defined the PSA (continued)

- The public needs to know the difference between licensure and certified. ABNS vision is specialty certification is the standard for specialty care.
- **We make a difference! We make a difference as certified nurses.**
- You have questions... Certified Nurses have answers.
- Certified is the broad spectrum of being a nurse. Clinic to bedside to advance practice.
- Short definition of a Certified Nurse, above and beyond what is required for registration – additional national standards.
- Certification is not a one and done – it is a continuation for life-long competency.
- How are we different see website – how are we alike – we are all certified.



# Produce the Vision – Script

When life takes a challenging turn...  
When you need specialized health care...  
When every decision needs to be  
informed...  
Certified specialty nurses make a  
difference.

## **Did you know...**

### **Certification is a choice!**

Certified specialty nurses have  
demonstrated knowledge competencies  
above and beyond their licensing exam.

Dedicated to life-long learning, their  
specialized skills include the latest  
developments in patient care.

*If you have questions... they have  
answers!*

Trust in certified specialty nurses to  
meet your health care needs. They are  
passionate about their specialty and  
advocate for you and your family.

Throughout your life, no matter what  
you are faced with, from primary to  
critical and advanced care...

Certified specialty nurses and advanced  
practice nurses make a difference!

Learn more at  
[CertifiedNurses.org](http://CertifiedNurses.org)





# Produce the Vision - be creative

## Creative Tactics

Visual representation of our message.

## Diversity & care throughout the continuum of life

Certified nurses and their patients are from all walks of life and in every healthcare scenario - illustrated by:

- Range of patient populations (neonatal, children, adult, geriatric)
- Range of ethnicities.

## Certified nurses are everywhere

Many small individual vignettes of various specialties that all come together as one vast group of certified nurses.



# Produce the Vision - be creative

## Creative Concept

Starts with a heartbeat... certified nurses and patients start to converge and move forward throughout a lifespan... from birth through various healthcare situations throughout the lifetime... always moving forward... always a certified nurse there to offer care and support.

## Practical concerns

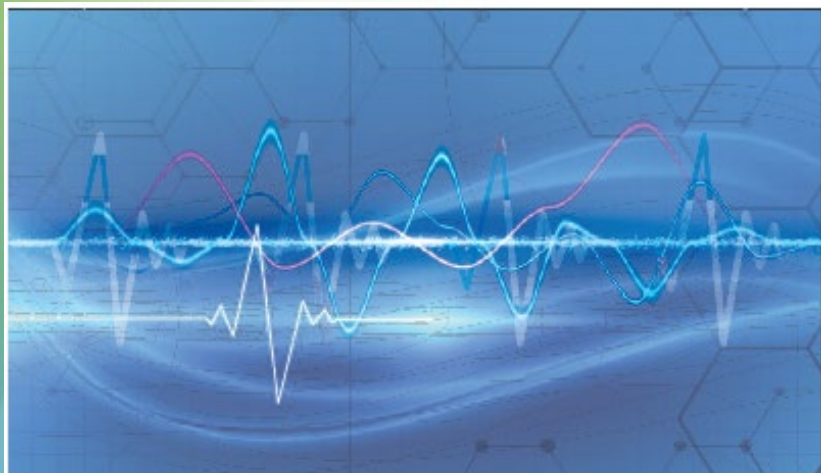
- Long listings of certifications are hard to read.
- Custom video filming was improbable, due to COVID policies.

## Solutions

- Scale down the titles of the certifications into general specialties (i.e., “Inpatient Obstetric Nursing” became “Obstetrics”)
- Animated background instead of multiple videos
- Photos grouped with specialty titles



# Produce the Vision - Storyboard



# Certified Nurses Make a Difference



[YouTube Link: https://youtu.be/aHxURHGllmw](https://youtu.be/aHxURHGllmw)



# Call to Action for Video Viewers

## Landing page

- Certified Nurses Make a Difference Video
- Short explanation of what makes ALL Certified Nurses Different

## Various Specialties page

- Clickable grid showing participating specialties
- Tiles accommodate up to 900 words, links back to the organizations and logo(s)
- Tiles were programmed to open on top of other tiles and stay centered on the page.

## Special Thanks!

Kelly Podkowa (ABNN) and Lisa Obradovic (WOCNCB) volunteered to write and edit content.

Your help was/is very much appreciated!



# Shared Costs – Budget \$213,000

## \$ 26,500 Creative Team

- Strategy, Artwork, Concepts
- Creative Development (Scripts & Storyboard)

## \$ 36,500 Production Company

- Production Management & Editing
- Music & Voiceover
- Animation (background creation & type over)

## \$150,000 Distribution

- Broadcast TV, Connected TV, Hulu Streaming
- YouTube Video & News Website Pre-roll videos
- National Network Commercials

Costs paid directly  
by NCC – not part  
of the budget.

\$3,500 to update  
CertifiedNurses.org

\$15,000 Consultant  
fee for Project  
Management and  
Creative Review



# Concept to Completion - Timeline

## Confidence!

The workgroup and my CEO were so confident of the success of this PSA, that they requested scripting and storyboard creation before approaching other organizations for support.

## Exceeded expectations

Liaisons for every organization provided answers, graphics, permissions and proof approvals with very little follow up and only a few very small extensions were needed.



# Concept to Completion - Timeline

## Less than one year!

The PSA workgroup met on September 20, 2021, and the PSA was launched on September 7, 2022.

## Completion Projected versus Actual

	Projected	Actual
Photo/Video Submission	April 30, 2022	May 27, 2022
PSA Production/Editing	June 30, 2022	Aug. 15, 2022
Proof/Review/Approvals	July 18, 2022	Aug. 23, 2022
Distribution Released	Aug. 5, 2022	Sept. 7, 2022





# Deployment and Metrics

## Well Received

So far, we have only received positive feedback on this PSA.

## Broadcast TV Distribution: Sept. 14 – Oct. 31

- 2,780 airings
- 3,602,613 impressions
- \$552,322 in donated media value

Broadcast TV is scheduled to run through September 14, 2023. However, this PSA is guaranteed 150,000 impressions and the distribution company will continue to advocate for the PSA until our goals are met. **Additionally, 70% of the TV PSA airings have continued to take place in the more prominent, non-overnight viewing hours.**

*NOTE: PSA launched in the middle of heated mid-terms elections*



# Deployment and Metrics

## Call to Action

CertifiedNurses.org has received a 22% increase in web traffic since PSA launch compared to the previous 3 month.

## Other Scheduled Distributions:

- Connected TV streaming services (Disney+, History, Food Network & AppleTV, etc.)
- YouTube Video Marketing
- Hulu Streaming Service
- News Website Video Pre-Roll
- National Network Commercials



**Thank you to everyone who participated  
and offered their thoughts and comments.**

I and NCC are very pleased with the completed PSA and the entire work process. Everyone was so involved and responsive!

I hope that we can do future work together as we craft the next Certified Nurses Awareness Campaign!

