

Healthcare Career Promotion in Northeast Ohio High Schools for the 2004-2005 Academic Year



Cuyahoga County Report

The mission of the Northeast Ohio Nursing Initiative (NEONI) is to attract individuals to the nursing and allied healthcare professions, facilitate education, strengthen public image and increase public awareness of these professions. Our purpose is to work together to address the critical nursing and allied healthcare workforce shortages. Our membership represents 105 individuals from 46 organizations, including hospitals, long term care facilities, college healthcare programs, professional healthcare organizations, and individuals interested in addressing the critical healthcare shortages in Northeast Ohio.

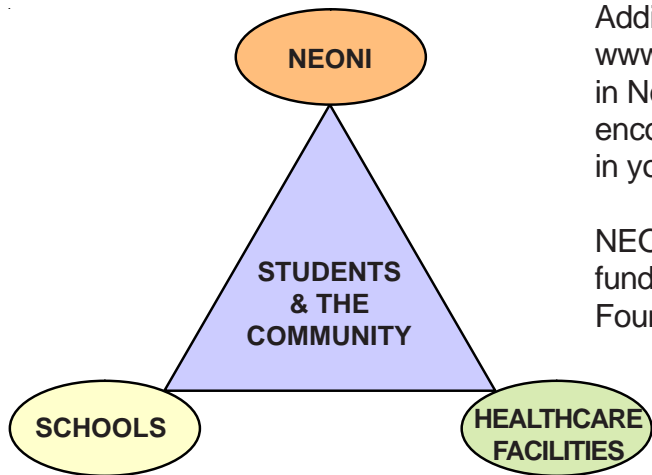
One of our first projects was the Career Shadowing Program that was created to encourage students to enter the healthcare field. The program allows students to interact with healthcare professionals in their workplace setting and explore various healthcare professions. High school students are paired with designated "ambassadors" selected by their institution and they shadow the ambassador for a day. Students experience the workplace first-hand and have the opportunity to discuss the profession with the ambassador.

Over 1,600 students have shadowed at 28 Northeast Ohio healthcare facilities since the program began three years ago. This year 594 students participated in the program. 104 high schools in 10 counties in Northeast Ohio offered the Career Shadowing Program to their students **at no cost** to the school or the student. NEONI has trained over 650 nurse and allied health ambassadors.

At an estimated 5 hours per student (prep work, scheduling, production of material, surveys and follow-up), this is 2,970 hours NEONI has contributed to promoting healthcare careers in Northeast Ohio communities at an estimated cost of \$200 per student or \$118,800 this year. This does not include healthcare facility resources (facility time and the clinical agency liaison and ambassador salaries) contributed to the communities.

On the back of this report, you will find charts indicating: the total number of students who shadowed by county (student residence county); the clinical agencies where students (by residence county) shadowed; and the number of students who shadowed by high school in Cuyahoga County.

Hospitals alone employ more than 50,000 people in Northeast Ohio, and as the population ages, the healthcare workforce needs are only expected to grow. With the severe shortages in nursing and several allied healthcare professions, it is critical that we work together to ensure the future of healthcare in your community. This is not just for economic reasons; it to make sure there is adequate staff available to care for patients at the healthcare facilities in our communities.



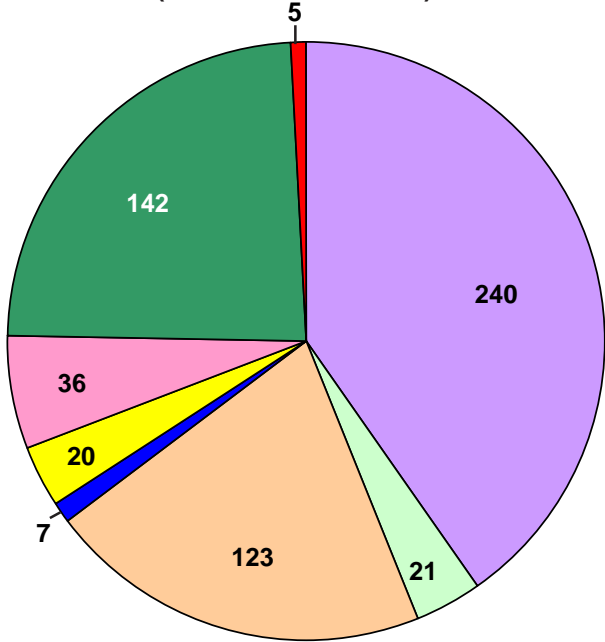
Additional copies of this report can be printed from our website: www.neoni.org. Select Publications - "Healthcare Career Promotion in Northeast Ohio High Schools" - Cuyahoga County Report. We encourage you to share this report with civic and government leaders in your community and members of your school board.

NEONI is a program of The Center for Health Affairs and has funding from United Way Services of Cleveland, The George Gund Foundation, and the Akron Community Foundation.

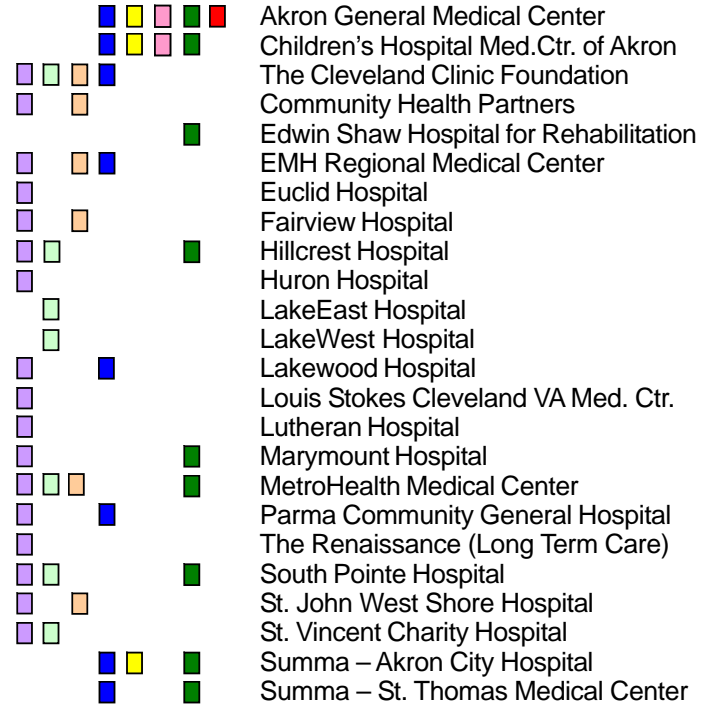
Together we can make a difference.

NEONI Shadowing Program 2004-2005 Academic Year

Total # of Students who shadowed by County (Student's Residence)



Clinical Facilities where students (residence county) shadowed



Cuyahoga County Students by High School

