

MAINE STATE LEGISLATURE

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114th MAINE LEGISLATURE

FIRST REGULAR SESSION - 1989

Legislative Document

No. 1602

S.P. 574

In Senate, May 10, 1989

Reference to the Committee on State and Local Government suggested and ordered printed.

A handwritten signature in cursive script that reads "Joy J. O'Brien".

JOY J. O'BRIEN
Secretary of the Senate

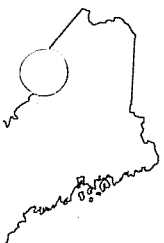
Presented by Senator GILL of Cumberland.

Cosponsored by Representative MANNING of Portland, Representative CLARK of Brunswick and Representative PINES of Limestone.

STATE OF MAINE

IN THE YEAR OF OUR LORD
NINETEEN HUNDRED AND EIGHTY-NINE

An Act to Promote the Image of Nursing in Maine.



1 **Be it enacted by the People of the State of Maine as follows:**

3 **Sec. 1. 5 MRSA §12004-I, sub-§30-A is enacted to read:**

5 30-A. Health Nursing Profession Expenses Only 32 MRSA
7 Advisory Board §2265

9 **Sec. 2. 32 MRSA c. 31, sub-c. VI is enacted to read:**

11 SUBCHAPTER VI

13 NURSING PROFESSION ADVISORY BOARD

15 §2265. Advisory board

17 1. Advisory board established. There is established a
19 Nursing Profession Advisory Board. This board shall be composed
21 of 19 persons to be appointed by the Commissioner of Labor and
23 shall include: 6 hospital staff people, including 2 staff nurses,
25 2 nursing administrators and 2 nurse recruiters; one home health
27 care provider; 2 representatives of extended care facilities; one
29 representative of a nursing home; 2 nurse practitioners; 3
31 members involved in nursing education, including one from
33 education universities, one from vocational-technical institutes
35 and one from continuing adult education; 2 high school
37 counselors; one member of the Additional Support for People in
39 Retraining Education program and one member from the Welfare
41 Employment, Education and Training program. In appointing the
43 members of the board, the commissioner shall solicit a list of
nominations from the Maine State Nurses' Association, the Maine
Council of Nursing Service Administrators, the Maine Hospital
Association, the Maine Society for Hospital Personnel
Administrators, the Maine Licensed Practical Nurses Association,
the Maine Community Health Association, the State Board of
Nursing, the Maine Health Care Association Longterm Care Nursing
Council, the Consortium United Maine Nurses, public and private
educational institutions offering courses on nursing and the
Maine Council of Associate Degree Nursing Programs. All regions
of the State must be fairly represented. Appointments shall be
for 3-year terms, except that no more than 3 members' terms may
expire in any one calendar year and appointments for terms of
less than 3 years may be made in order to comply with this
limitation.

45 2. Staff. The board may hire staff, including one
47 professional staff person and one clerical support person.

49 3. Duties. The board shall:

51 A. Develop a recruitment and retention marketing model for
the nursing profession;

- 1 B. Enter into a contract with an outside agency to perform
3 a comparable work study to evaluate nursing salaries as
 compared to other professions in the State;
- 5 C. Collate available nursing research and assessment of the
7 marketing studies;
- 9 D. Develop an advertising campaign to promote the nursing
 profession targeting markets identified by the board;
- 11 E. Establish a statewide toll-free number to disseminate
13 information about the nursing profession statewide;
- 15 F. Establish a speakers program that will train nursing
 professionals to speak about the profession of nursing; and
- 17 G. Create a marketing mechanism to:
- 19 (1) Project a more positive image of nursing to nurses
21 to encourage them to remain in the profession;
- 23 (2) Improve the public image of nursing and alert the
 public to the unique role of nurses in health care;
- 25 (3) Attract qualified candidates for nursing
27 education; and
- 29 (4) Ensure that other health care professionals and
31 administrators realize the critical role of nursing in
 the advancement and survival of health care
 institutions and agencies.

33 4. Report; dissolution of the board. The board shall report
35 its findings to the Legislature beginning January 1, 1990, and
 every 2 years thereafter until the provisions of this subchapter
37 have been implemented, at which time the board shall be dissolved.

39

STATEMENT OF FACT

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43 This bill establishes the Nursing Profession Advisory Board
 to promote nursing as a profession in Maine.