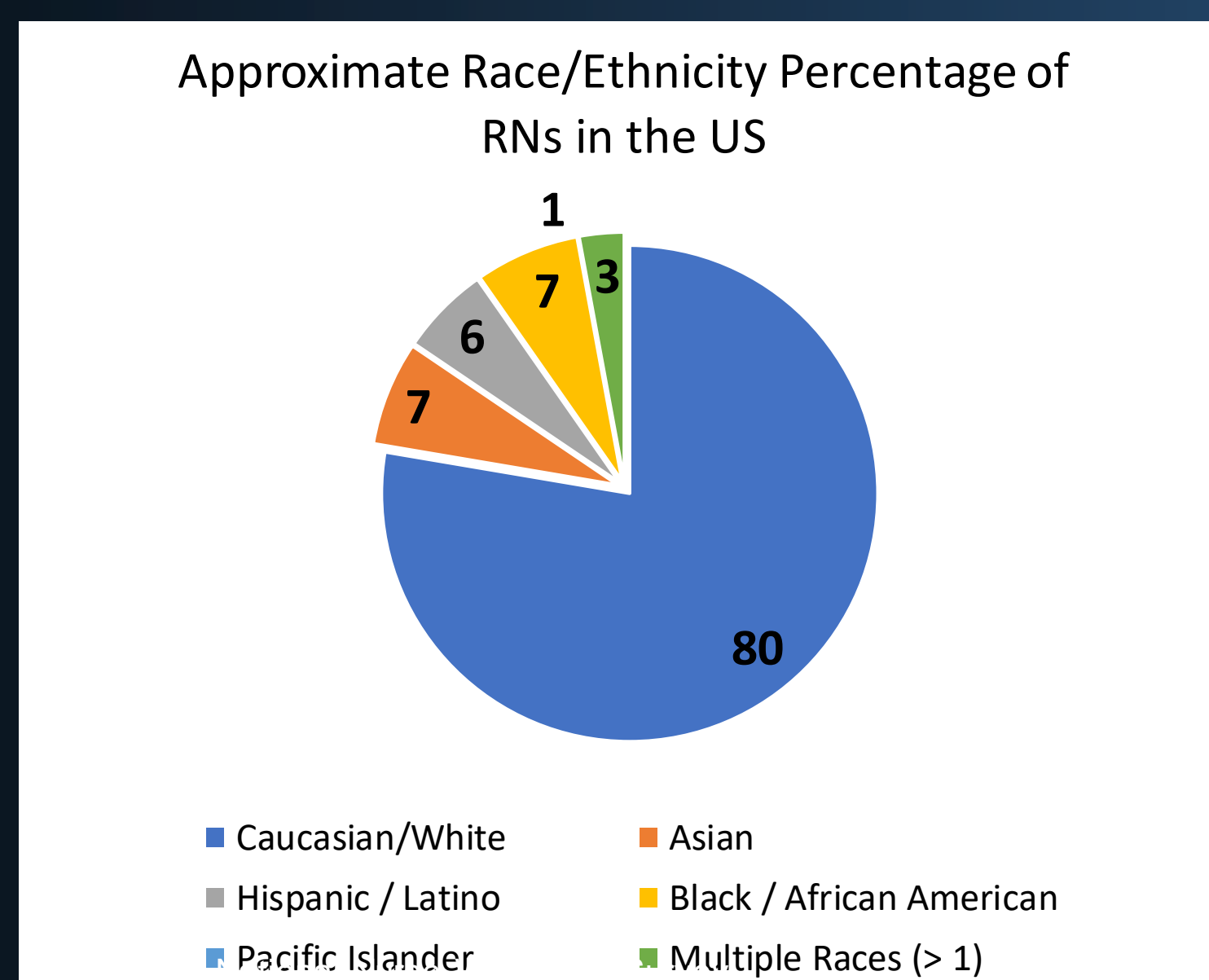


# NICU Bound: An Innovative Strategy to Recruit Under-Represented Populations into the Neonatal ICU

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## Problem

Health and racial disparities in the NICU is a significant problem. There is a strong connection between a culturally diverse nursing workforce's ability to provide high quality and culturally competent patient care in all clinical settings. Black, Indigenous, People of Color (BIPOC) accounts for approximately 20% of the registered nurses (RN) in the United States (US). Men accounted for 11.2% of RNs in the US, The under-representation of BIPOC nurses is significant in neonatal nursing. In the 2020 Neonatal Nurse Practitioner Work force survey indicated that only about 5% of their participants identified as black or Hispanic, acknowledging that a lack of diversity is an area for improvement.

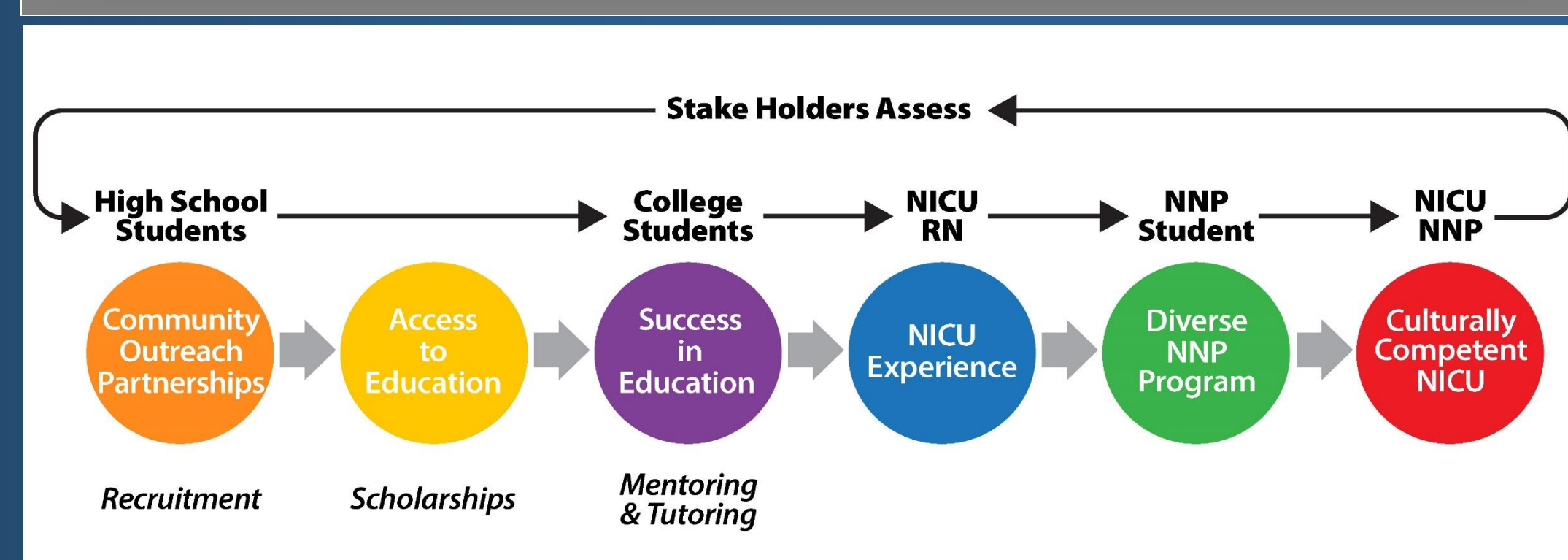


## Purpose

NANN's position statement on Racial Disparity in the NICU recommended an encouragement in diversity in the workforce. Creighton University College of Nursing (CON) is aware of the need for Diversity, Exclusion & Equity in every aspect of healthcare & is committed to increasing diversity in nursing at the University. NICU Bound is a program to introduce the the specialty of neonatal nursing to under-represented population in the CON. The program will also introduce the specialty of neonatology & the profession of NNP to under-represented population of nursing students.



## Diversity Equity Inclusion NICU Framework



## Objectives

- Promote diversity, inclusion & equity in the NICU.
- Introduce neonatal nursing, NICU, & the NNP role to nursing students who represent the under-represented populations.
- Stakeholder acknowledgement of the current & future need for diversity in nursing & the NICU.
- Discuss the stakeholder's commitment to the recruitment of under-represented populations among nursing students.
- Assess what recruitment strategies have been done in the past.
- Recognize and address the potential barriers to recruitment of under-represented populations in nursing,
- Assess the CON's current student populations



## Participants

- Stakeholders
- CON Faculty
- NNP faculty & NNP students
- CON students who are BIPOC or male



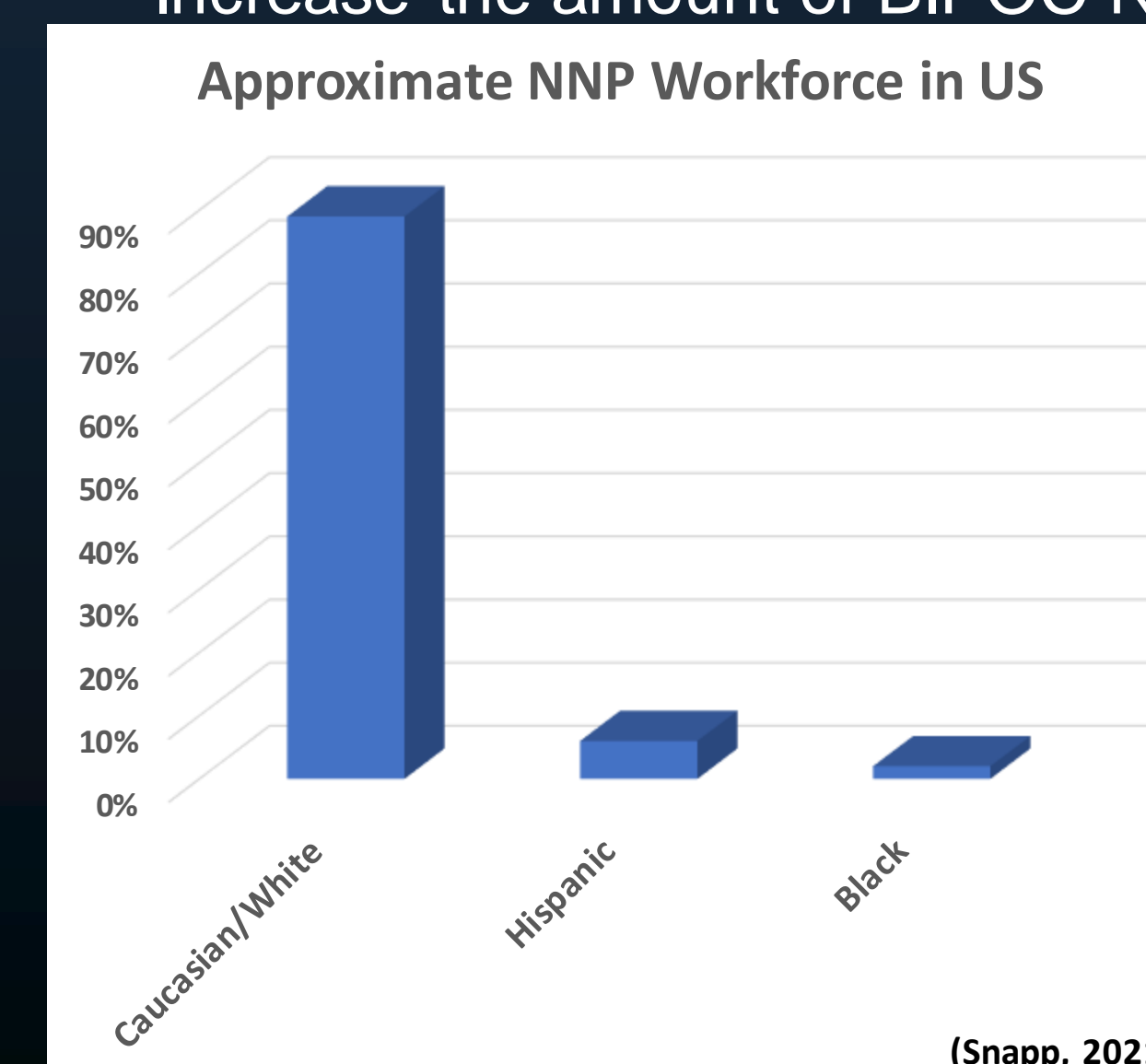
## Method

The College of Nursing will partner with area hospitals with Level III NICUs in Omaha, NE. The proposed plan:

- Meet with current CON sophomore, junior and senior cohorts to encourage a career in neonatal nursing
- Establish a contact media/email list serve
- Provide mentorship, information about neonatal nursing.
- Network with local healthcare facilities for opportunities to volunteer, shadow in the NICU and offer jobs in the NICU to graduate nurses.
- CON supporting a clinical elective in the NICU
- Encourage current CON students to consider clinical or volunteer experiences in the NICU.
- Encourage students to apply into the NNP Program as a Pathway Transition Student within one year of BSN graduation.

## Expected Outcomes

- Promote diversity, equity and inclusion in nursing and in the NICU.
- Decrease the health and racial disparities in the NICU.
- Apply & receive a NANN or other nursing grant.
- Introduce and recruit BIPOC CON students to consider a career in the NICU and the NNP profession.
- Introduce neonatal nursing to CON students who represent the under-represented population in nursing.
- Increase the rate graduation and retention of BIPOC & male students in the CON.
- Establish a pathway transition for the under-represented population of nursing students who are interested in neonatology into the NICU and the NNP Program.
- Develop an ongoing mentor program to promote DEI, culture support and academic success.
- Increase the amount of BIPOC nurses in the NICU.
- Increase the amount of BIPOC NNPs in the US.



## Healthy People 2030

Goal #1 – Improve the health and safety of infants.  
Goal #2 – Increase educational opportunities & help children & adolescents do well in school.

**Main Objective** is to close the gaps in health equity & health disparities.



## Discussion

Research has shown that disparities in care occur in BIPOC infants in the NICU. Promoting increased diversity, inclusion, and equity in the national nursing workforce and in the NICU could potentially decrease the racial disparities in health care among the BIPOC population.

AACN recognizes the strong correlation with a culturally diverse nursing work force and the delivery of culturally competent care. It is imperative that nursing leadership play a role with the recruitment and retention of the underrepresented populations in the nursing workforce.

Establishing a pipeline for current nursing students who represent the under-represented populations in nursing would enable direct access to neonatal nursing, NICU and the NNP Program at Creighton University. This program could be major step for the promotion of increasing diversity in the NICU in the Omaha area.

## References

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# **diversity, equity, & inclusion**

## American Association *of* Colleges *of* Nursing

### **Diversity Leadership Institute: Capstone Presentations and Graduation**

#### **Increasing Diversity in the NICU: A Pathway Into The NICU for BIPOC and Male Nursing Students.**

Jocquelin Jones, DNP, NNP-BC

#### **Biography**

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Jocquelin V. Jones, has been practicing in neonatology for over 30 years. Currently practices in both Florida and Nebraska.

#### **Contact Information**

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