

ons foundation NEWS

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Mara Mogensen Flaherty Memorial Lecture Receives New Underwriting for 23rd Lecture

By Tina Mason, RN, MSN, AOCN®

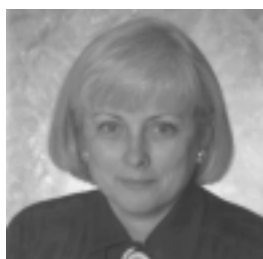
The 23rd Mara Mogensen Flaherty Lecture (known to many simply as the Mara Lecture), an annual lecture about the psychosocial aspects of cancer, will receive independent underwriting support for the first time since 1985.

The 2004 lecture, to be presented at the ONS 29th Annual Congress in Anaheim, CA, will be underwritten by an unrestricted educational grant from Sanofi Oncology to the ONS Foundation. Porter, Novelli, and Associates funded the lecture from 1982–1984, and the ONS Foundation was the underwriter from 1985–2003.

This year's presenter, **Kathleen S. Ruccione, MPH, RN, FAAN, CPON®**, is nursing administrator and codirector of the Health Promotions and Outcomes Program at the Center for Cancer and Blood Diseases at the Childrens Hospital Los Angeles.

In her lecture, "Coming to Terms With Language," Ruccione will illustrate how dealing with her son's deafness has helped her to see the world and language with new eyes.

Ruccione believes that communication is at the heart of everything that nurses do and provides them with valuable lessons. Her lecture will review the ways nurses use spoken, written, and nonverbal language to communicate with patients, their families, and other nurses. Her lecture also will remind listeners that the power of language is a potentially therapeutic or toxic



**Kathleen S. Ruccione
MPH, RN, FAAN, CPON®**

modality in the practice of oncology nursing.

Ruccione says that she is honored to present the latest Mara Lecture. "For me, the lecture is a singular opportunity to give tribute to Mara and to all the patients and families who have taught us what it means to live life with cancer," Ruccione said.

Ruccione has received many professional honors, including the *Journal of Pediatric Nursing* Senior Writing Award. She belongs to many professional organizations, including ONS and the Association of Pediatric Oncology Nurses. Ruccione is the chair of the Nursing Discipline for the Children's Oncology Group and a fellow of the American Academy of Nursing. Her articles have appeared in the *Oncology Nursing Forum*, *Journal of Pediatric Oncology Nursing*, and *Seminars in Oncology Nursing*.

The Mara Mogensen Flaherty Lecture was established in 1981 by the ONS Foundation in a collaborative effort with Porter, Novelli, and Associates and the National Cancer Institute Office of Cancer Communications. The annual Mara Lecture was created in memory of Mara Mogensen Flaherty.

The 23rd Mara Lecture will take place on Saturday, May 1, from 8:30–10 am at the ONS Annual Congress.

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Who Was Mara Mogensen Flaherty?

In 1967, at the age of 19, Mara Mogensen Flaherty learned that she had Ewing's sarcoma. Doctors told her family that she would not live long, but they were wrong. Mara lived 14 years. And, until her death in 1980, she lived a productive life full of adventure.

Mara went to college, married, traveled, and, for a while, lived in Japan. She acted on stage, wrote, and talked about cancer.

Mara managed the "Coping With Cancer" program for Porter, Novelli, and Associates, a communications company that was under contract with the National Cancer Institute Office of Cancer Communications.

Despite chemotherapy treatment, several metastases, and several operations, Mara worked hard, played hard, laughed hard, and maintained an incredible ability to cope.

ONS Mentorship Weekend Highlights Tour of Hope Riders

The 16th ONS Mentorship Weekend was held March 12–14 in Pittsburgh, PA, with approximately 250 chapter delegates and weekend participants attending.

Since 1988, Mentorship Weekend has been offered to ONS chapters as a way to support and educate local chapter leaders. Each chapter sends one or two leaders to learn how to develop or maintain an excited, engaged local membership.

The keynote address for the weekend was "Tour of Hope Riders," presented by Anna Schwartz, PhD, ARNP, Jean Sellers, RN, MSN, OCN®, Sheila Davies, RN, OCN®, and Beth Strauss, BA, MA, BSN. This unique presentation focused on the experiences of these Tour of Hope riders, who participated in a 3,200 mile bicycle ride to help raise cancer awareness. Entertainment on Saturday night was a theatrical performance by Kevin Sowers, RN, MSN.

Among the weekend's workshops and presentations were Charting Your Course in Leadership, Strategic Planning and Cancer Awareness Programming, Membership Recruitment and Retention, Maximizing Public Relations, Fund-Raising and Corporate Sponsorships, Maintaining Membership Information Electronically, Marketing and Chapter Newsletters, and Public Relations and Health Policy at the Grassroots Level.

The weekend featured a question-and-answer panel in which former or current ONS leaders and staff offered suggestions about chapter issues. The weekend also offered virtual chapter training using demonstration technology at ONS headquarters.

The ONS Foundation provides about one-third of the finances for the weekend through its endowment; the remainder is provided by industry, Oncology Nursing Certification Corporation, Oncology Education Services, Inc., and local chapters.

Did You Know?

Donors who make a cumulative annual donation of \$100 or more are invited to enjoy exclusive ONS Foundation benefits. Visit www.onsfoundation.org and click on the ONS Foundation Circle link to learn more.





Laura J. Hilderley, RN, MS
ONS Foundation President

Did you know that ONS Foundation has funded 1,296 scholarships, grants, and awards since 1982? **We need your help in supporting oncology nursing!** Please fill out this card and return it with your donation to ONS Foundation at the address below.

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Don't Leave It to Chance—Plan Ahead

Very few of us leave important matters to chance, especially in these times of political, financial, and professional uncertainty. We listen carefully to political rhetoric, we use our advocacy skills, and we vote. We may clip coupons, wait for sales, and line up to pump our own gas on “10 cents off” Thursdays. And when we see the tide changing in our oncology nursing role setting, many among us seek opportunity in a new professional role, returning to school for an advanced nursing degree, MBA, MPH, or other advanced degree.

As healthcare professionals, we do not leave patient and family care to chance, nor do we take our educational, administrative, or research roles casually. In fact, we may border on the compulsive, always being the ones to organize a project, take care of details, and keep everyone comfortable. However, another part of our lives sometimes gets pushed into the background, and that is the important matter of planning our financial future. Did you know that 60% of ONS members are aged 40 and older? In addition, 12% of the active membership will reach retirement age within the next 10 years. These are very important numbers for the future of oncology nursing care and for ONS.

Don't leave it to chance. Planning your financial future is as important as planning for everyday needs and activities. With a sound financial master plan, ensuring a comfortable retirement and supporting the profession we have so proudly embodied is possible. Preparing a will or a trust is your first step in securing your assets for those whom you designate and protecting those assets from unnecessary taxation. The ONS Foundation also follows a master plan for the future, looking far beyond the year-to-year distribution of current income for our many awards, grants, and scholarships.

Don't leave it to chance. The ONS Foundation is pleased to introduce a **Planned Giving Program** in spring 2004, and we invite you to explore this exciting opportunity to leave a legacy for the future of oncology nursing. The beauty of planned giving is that it doesn't require a commitment of current funds. Instead, you select from a variety of options to help make your dream of leaving a professional legacy become a reality. Options such as bequests, charitable remainder trusts, and other legacy gifts will be available and may provide tax benefits as well as lifetime income to the donor.

Other planned gifts that the ONS Foundation will be accepting include cash, securities, closely held stock, life insurance, real estate, and retirement plan assets.

Find Out More About Planned Giving

The ONS Foundation launched a new segment on its Web site focused on planned giving. This site, which opened in February 2004, includes basic and in-depth information, including articles, a planned gift calculator, and sample bequest language.

The ONS Foundation will hold two informational sessions titled “**Planning for Your Financial Future**” during the ONS 29th Annual Congress in Anaheim, CA, where you can learn from an expert in the field and have the opportunity to ask questions. Be assured that attendees have **no obligation**; these sessions are information only. Sessions are offered on Wednesday, April 28, from 2–3 pm and Thursday, April 29, from 3:30–4:30 pm. For more information or to register, call 866-257-4ONS and choose option #4.

Join the ONS Foundation Circle

In conjunction with the introduction of our Planned Giving Program, the Foundation wants to recognize our donors who contribute cumulative annual gifts of \$100 or more. We have established the **Foundation Circle**, with appropriate incentives for each of the Circle's major gift tiers. Joining the Circle is a simple matter of making an annual contribution and becoming a Partner (\$100–\$999), Patron (\$1,000–\$2,499), Sustainer (\$2,500–\$4,999), Leader (\$5,000–\$7,499), Steward (\$7,500–\$9,999), or Visionary (\$10,000 and above).

Every Gift Counts

We want to assure you that all gifts to the Foundation, whether contributed annually or through planned giving, are welcomed and appreciated. No gift is too small as we move ahead with supporting the ONS mission to *promote excellence in oncology nursing and quality cancer care.*

Laura J. Hilderley, RN, MS
ONS Foundation President

Gold'n Big Apple Raffle Offers Two High-Tiered Prizes

Ever dream of dropping everything and flying to New York City for a weekend of fun? How about pampering yourself with a pair of 18 karat gold and diamond earrings and a matching ring designed by one of the world's most acclaimed jewelry designers?

The ONS Foundation's new Gold'n Big Apple Raffle is a high-tiered raffle that offers 1,000 lucky people the opportunity to win one of these two grand prize packages. Each prize—the New York City getaway package and the H. Stern jewelry package—is valued at more than \$1,700.

Along with winners from the ONS Foundation's Annual Congress Raffle, the Gold'n Big Apple Raffle winners will be selected on May 13 at 1 pm in Pittsburgh, PA.

Unlike the ONS Foundation's Annual Congress Raffle, only 1,000 limited-edition tickets are available for the Gold'n Big Apple Raffle. The limited edition tickets are \$25 each.

Tickets are offered first come, first served and will be sold until Friday, May 7, at 5 pm (EST) or while supplies last. For details about the prize packages or to buy tickets, visit www.onsfoundation.org or call 866-257-4ONS and choose #1 on the menu options.

ONS Foundation Congress Raffle Undergoes Ticket Sale Changes

The ONS Foundation's 17th Annual Congress raffle is back this year with some new twists.

For the first time ever, the ONS Foundation will sell all raffle tickets directly from ONS Foundation headquarters in Pittsburgh, PA. This change is in response to a Pennsylvania state gaming law.

Historically, the ONS Foundation has distributed raffle tickets to ONS chapters and asked members to help sell the tickets. This year, in compliance with the Pennsylvania state gaming laws, the ONS Foundation is asking all ONS members to actively promote the sale of raffle tickets by directing potential buyers to buy online, via phone, or through the mail.

“The process of buying and selling raffle tickets has changed this year,” Linda Worrall, RN, MSN, OCN®, executive director of the ONS Foundation, said. “But

the goal for conducting the raffle remains unchanged. We're still working together to raise funds that are essential to supporting oncology nursing and quality cancer care. And we still need the help of our chapters and members to make this happen.”

The prices of raffle tickets remain unchanged: One ticket costs \$5, and three tickets cost \$10. The ONS Foundation continues to offer an outstanding list of raffle prizes that range in value from \$25–\$500. For more information or to purchase raffle tickets, please visit www.onsfoundation.org or call 866-257-4ONS and choose #1 from the menu options. A list of prizes also is available on the ONS Foundation Web site. Raffle winners will be drawn on May 13 at 1 pm in Pittsburgh, PA, and winners' names will be posted on the ONS Foundation Web site at www.onsfoundation.org on Monday, May 17.

Order Tickets for ONS Foundation Congress Raffle and New Gold'n Big Apple Raffle

- Online: Visit www.onsfoundation.org and click on the “Buy Raffle Tickets Now” link.
- By phone: Call 866-257-4ONS (choose #1 on the menu options).
- By mail: Visit www.onsfoundation.org to download the raffle ticket order form. Mail the completed form to ONS Foundation, 125 Enterprise Drive, Pittsburgh, PA 15275-1214. All orders must be received by the Foundation by 5 pm (EST) on Friday, May 7.

Deadline for all online, phone, or mailed purchases is Friday, May 7.

Foundation Offers Scholarships to Help Oncology Nurses Pursue Further Education

By Joy Pakkianathan, RN, MSN, CNS, AOCN®

Each year, the ONS Foundation encourages oncology nurses to apply for scholarships to make their dreams realities. For those who dream of a career in oncology nursing, many obstacles—personal and financial—can emerge to limit or postpone those dreams.

By offering many scholarships to fit the diversity of those called to oncology nursing, the ONS Foundation helps remove or lessen a major obstacle to achieving career goals—that of financing further education.

The ONS Foundation provides scholarships in support of a bachelor's degree (at \$2,000 each), master's degree (at \$3,000 each), and doctoral degree (at \$3,000 each and one at \$5,000).

These scholarships continue to show how the ONS Foundation strives to mentor and encourage growth and fulfillment in the profession of oncology nursing. Moreover, these scholarships are offered as quality healthcare delivery is challenged by the nursing shortage and by the lack of qualified specialists in the care of patients with cancer.

Based on statistics from the ONS Foundation, trends have changed over the years in relation to scholarship applicants. When the Foundation first offered scholarships, a large volume of nurses applied for the bachelor's and master's degrees. A smaller

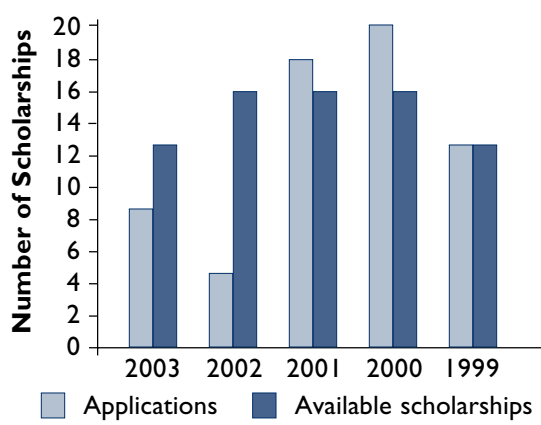


Figure 1. Bachelor's Scholarships

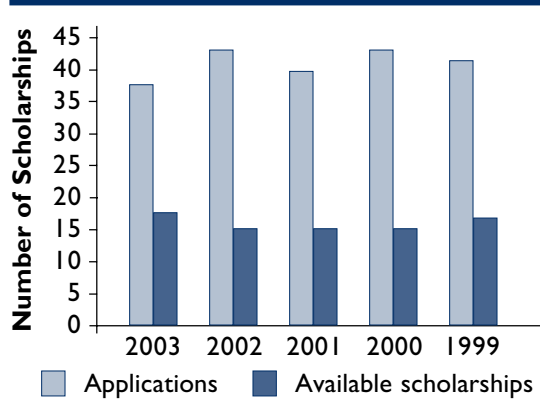


Figure 2. Master's Scholarships

number applied for doctoral degree. Now, the number of applicants for the bachelor's scholarships has decreased. Applicants have been increasing for the doctoral scholarships and remain steady for the master's scholarships.

Scholarships and Dreams

The following scholarship recipients recently shared with the *ONS Foundation News* insight about how their awards led to goals met and dreams achieved.

"For many years, I had practiced as an associate-prepared RN and had always wanted to complete my bachelor of science in nursing," Kathleen Blais, RN, BS, said. "I was a single parent, working full-time. I took one class a semester so that I could work full-time and not cause an extreme burden on my finances.

"During my final senior semester, I realized that I needed \$2,500 to pay for the required class," Blais said. "Thanks to the generous scholarship from the Foundation, I could complete my degree without burdening my family finances. After graduation, with my degree and experience, I had the confidence to apply for a new position. I now work at Massachusetts General Hospital in Boston, and love my job! Thank you, ONS Foundation!"

Danielle Fogg, RN, BS, moved with her family (husband and four children) from Maine to North Carolina to pursue her adult nurse practitioner/clinical nurse specialist degree at Duke University. She will be gradu-

ating in May 2004. The \$3,000 Foundation scholarship allowed her to quit her job to focus on her dream of attending a program that offered a specialty in oncology.

Fogg says that her advanced education also will help her achieve her goal to become an AOCN® and to continue to work with a "special group of patients, helping them meet the many challenges they face."

Anna Vioral, RN, BS, OCN®, is thankful for the scholarship that the Foundation provided during a difficult time in her life. Finances then were extremely difficult for her and her family. She was working full-time and taking care of her husband and three children.

Previously, she was able to take only six credits per year. The master's scholarship that she received from the Foundation allowed her to take 15 credits per year, accelerating the completion of her MSN degree a year earlier than planned.

"My hope is to pursue higher education," she said. "My degree would help me impact the nursing profession as a scholar in oncology, incorporating more oncology into the nursing curriculum!"

These scholarship recipients have common qualities. On a personal level, they pursued dreams to achieve a higher level of education, which will open more opportunities. They hope that as oncology nurses, who have learned many lessons and accrued wonderful experiences, they will impact others. And they intend to make an impact by promoting excellence in nursing, which affects patients, peers, and new nurses on a daily basis. How exciting it is to help others achieve their dreams and watch them become a reality.

The deadline to apply for ONS Foundation academic scholarships is February 1, 2005.

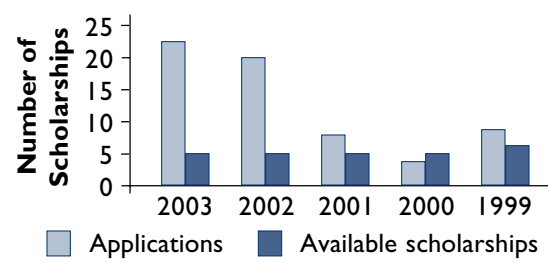


Figure 3. Doctoral Scholarships

Leadership Development Institute Fellows Learn New Skills

By Ellen Carr, RN, MSN, AOCN®

The fifth class of fellows of the ONS Leadership Development Institute (LDI) will reconvene at the ONS 29th Annual Congress as a follow-up to their intensive weekend LDI session in October 2003.

LDI consists of lectures, small group discussions, and skill building to advance leadership abilities of each fellow. LDI fellows were selected for their interest in expanding their leadership skills and their desire to apply those skills to individual projects back in their clinical arenas.

The latest class of 50 fellows represents new and veteran oncology nurses from around the country and Australia. The 2003–2004 LDI class includes staff nurses, managers, advanced practice nurses, case managers, researchers, educators, and administrators.

Among projects that the 2003–2004 class has developed are staff and patient education projects, retention and recruitment programs for clinical nurses, and tools to mentor and expand the skill sets of clinical research nurses and community nurse advocates.

According to Ruth Gholz, RN, MS, AOCN®, coordinator of the 2003–2004 LDI, fellows come to LDI to learn and practice new skills.

"The area of excitement for me [at LDI] is the fellows' recognition of values and the effect they have on outcome," Gholz said. "At LDI, fellows present their projects to small groups. It is anxiety provoking for many. They are mentored to 'do something that you

love, speak from your values' and what follows are presentations that explode, based on their passion and commitment. There is a new ownership.

"In addition, fellows can experience the 'ah-ha'—having their colleagues offer resources, networking, and honest critiquing. The experience at LDI underscores the fact that nothing is accomplished alone," Gholz said.

LDI Fellow Mihkaila

Wicklina, RN, MN, AOCN®, a clinical nurse specialist from Seattle Cancer Care Alliance, believes that the skills she has learned at LDI can be implemented readily at work.

"I applied to LDI because I wanted to network with other colleagues from ONS who shared my desire to develop leadership skills," Wicklina said. "By attending LDI, I've learned practical skills to use when working with nurses in difficult situations."

Fellow Martha Weinar, MS, RN, nurse coordinator for the Cancer Risk Evaluation Program at the University of Pennsylvania Cancer Center in Philadelphia, concurs:

"I came away from the Institute with new thoughts on leadership and concrete ideas on how to apply these to my professional setting. An added bonus to attending the conference was networking with the other nurses who attended," Weinar said.



A group of 2003–2004 fellows, led by Bertie Ford and Anne Ireland.

Fellow Yvonne R. Ford, RN, MSN, MHS(c), nurse manager at Duke Health Center in Durham, NC, identified opportunities that LDI provides in mentoring.

"I appreciate the ONS commitment to cultivate nurse leadership within its ranks," Ford said. "Now that I've attended LDI, it has proven to be a wonderful experience that increases my knowledge of ONS, leadership in general,

and my own leadership style specifically. LDI also gives you up-to-date tools to accomplish your goals."

These LDI fellows encourage you to apply to the 2004–2005 LDI program. The applicant package requires a recent curriculum vitae, a completed learning needs assessment, and a one-page essay about your interest in LDI, learning objectives, and areas of leadership that interest you.

"You will be challenged to refine your leadership skills and will be able to go home energized and ready to tackle your leadership challenges," Wicklina said.

"It will reignite the excitement about your career and profession," Ford said.

LDI is supported by an unrestricted educational grant from GlaxoSmithKline to the ONS Foundation's Center for Leadership, Information and Research. Applications for the 2004–2005 LDI are available at www.ons.org and must be received by June 30, 2004.

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Nursing Retreat Involves Measuring Nursing Sensitive Outcomes

Nursing sensitive outcomes were the focus of the Advanced Practice Nurse (APN) Retreat held March 18–20 in Tucson, AZ. Approximately 50 oncology clinical nurse specialists and nurse practitioners (NPs) gathered to discuss practice applications, implementation, and evaluation of outcomes, including symptoms (e.g., fatigue, nausea), functional status (e.g., the ability to carry out usual activities), safety (e.g., infection prevention), and psychological distress (e.g., depression).

Barbara Lubejko, RN, MS, ONS education associate, says that retreat attendees shared success stories about how to measure nursing sensitive outcomes. "Everyone left the retreat with a little homework and a lot more knowledge about effective practice," she said.

The 2004 APN Retreat was the fourth of four APN retreats held since 2000, which have been funded through an unrestricted educational grant from Aventis to the Center for Leadership, Information and Research (CLIR). Each of the retreats has provided innovative and creative opportunities for APNs to network and grow as individuals and as a community of advanced practice professionals.

Taking their cues from the 2000 APN ONS Survey, previous APN retreats had focused on strategies to implement evidence-based practice outcomes as well as provide a forum for new and experienced APNs to network and mentor one another.

Mary Pat Lynch, CRNP, MSN, AOCN®, administrator of Philadelphia's Joan Karnell Cancer Center

and 2001 APN retreat co-chair, said that participation at the 2001 retreat has provided continuing benefits.

"The five teams from the retreat worked on year-long projects, which culminated in the APN Virtual Community on the ONS Web site," Lynch said. "The Virtual Community is a clearinghouse of information on reimbursement, legislative issues, outcomes, evidence-based practice, online education, and standards

of practice, all impacting the practice of oncology APNs today.

"I have used this valuable resource many times, in mentoring new NPs, developing resources, and gathering information on reimbursement for NPs on my staff. In addition, the friendships and professional relationships that developed during the planning process and the retreat have enriched my professional life and continue to this day," she said.

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Novartis Cosponsors

2004 ONS Foundation News

The ONS Foundation is pleased to welcome Novartis Oncology as a new cosponsor of the 2004 ONS Foundation News. With Novartis' support, ONS Foundation is able to bring the ONS Foundation News to more than 30,000 oncology nursing professionals around the world.