

## **Making It Stick: Evidence-Based Practice Nursing Recruitment and Project Sustainability**

**Jo M. Hanson, RN, MSN, CNS, OCN**

**City of Hope, Dept of Nursing Research & Education**

**Marcia M. Grant**

**Problem:** Staff nurses' use of evidence-based practice (EBP) in clinical decision-making is a hallmark of best practice. Many nurses lack understanding of the EBP process. To fill this gap, institutional educational programs have been developed; however availability of personnel has made in-house recruitment and project sustainability an ongoing challenge.

**Evidence:** EBP model data were identified via electronic search. Analysis revealed a variation in approaches and the need to consider institutional value, support, and resources. Internship programs ranged from one-hour in-services to yearlong intensive training with extensive follow-up.

**Strategy:** Developed as a practical approach for bedside nurses with limited project time and research expertise, components of different models were used to design an EBP process and presented in one-day workshops. Workshop recruitment strategies include: administrative and council support; past participant recommendations; personal invitations; repeated all-staff-nurse flyer/application emails; plus a unique team flexibility approach. Projects can include one or more nurses and, if more than one nurse, teammates can attend the workshop on different dates. Project sustainability includes monthly Advisory Board updates, facilitators/mentors and nursing research department members' ongoing contact with participating staff nurses for project updates and 1:1 support.

**Practice Change:** Staff nurses present EBP project reports monthly, at unit-staff meetings. An increase in recruitments and project sustainability success is resulting in EBP visibility across units and project implementation.

**Evaluation:** Positive overall course evaluations, 4.93 on a 1-5 scale (5=best). Recruitment and project sustainability are increasing as the 3-year EBP Program continues.

**Results:** 35 staff nurses have completed a workshop, developed a unit-specific project plan, most have begun project implementation, and two completed projects have generated subsequent projects.

**Recommendations:** For course recruitment, consider a flexible team approach and multiple marketing techniques. For project sustainability, frequent and extensive follow-up support from the councils, administrators, facilitators/mentors, and the nursing research department is imperative.

### **Bibliography**

Committee on Quality of Health Care in America. Institute of Medicine. (2001). *Crossing the quality chasm: A new health system for the 21st century*. Washington, DC: National Academy Press.

Fineout-Overholt, E. (2005). Transforming health care from the inside out: advancing evidence-based practice in the 21st century. *Professional Nursing*, 21(6), 335-344

- Fineout-Overholt, E. (2005). Building a culture of best practice. *Nurse Leader*, 3(6), 26-30.
- Fineout-Overholt, E. (2004/2005). Strategies for advancing evidence-based practice in clinical settings. *The New York State Nurses Association*, 28-33(1), 35-40.
- Kuramoto, A. (1993). Marketing university-based continuing education programs. *Continuing Education in Nursing* 24(2), 61.
- Mohide, E. (2005). Toward clinical scholarship: promoting evidence-based practice in the clinical setting. *Professional Nursing*, 21(6), 372-379.
- Newhouse, R. (2005). Evidence-based practice: A practical approach to implementation. *JONA*, 35(1), 35-40.