

# Inspire Magnetism

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In Jan. 2013, a group of students from a nursing college conducted a community health education in a kindergarten in Taipei. The classroom contained around 40 to 50 children no older than 5 years old. These student nurses, apparently experienced, kept the edutaining play under perfect control, and the children's random out-of-line behaviors were timely guided. Prized quiz was the climax, these children, and lively yet adorable, never lost discipline while fighting to answer each question. When the quiz was over, the children left in a single file, and they shared with the nurse students as they walk passed, "Auntie nurse, I got presents!" They stretched out their arm to exhibit their trophy - a smiling sticker.

A week after, in an elderly community center in Kaohsiung, student nurses from a local college were conducting elderly health-promoting activities, and the participating elders, around 60 of them, averaged 70 years of age. The kitchen of the community center smells awfully delicious from the post-activity snacks. As the event coincided with winter solstice, the deputy director of the center insisted that we savor the tangyuan (rice ball) they made just for us, while observing their painting class. These elders smiled as vibrant as their paintings. The host, whom was a long-term center volunteer and a local teacher, claimed that "Who ever finishes fast will receive a kiss!" The elders responded passionately to the urges of the host, happily immersed in the atmosphere. Many elders received air kisses, and the cheer prompted others to hasten their painting speed.

Elderly and children are far more content than any other stages in life, simple rewards such as a sticker or a hug are the best inspirations to them.

According to the annual employee satisfaction survey of Hualien Tzu Chi Hospital, the employees are most satisfied with the mutual assistance among colleagues. The result was gratifying, as our colleagues could internalize “beneficial act”, one of the four



**A good nurse would soon earn a patient's trust.**

means of attraction in Buddhism, and externalize it as well when working in a life-saving temple. Half of the 18 commendations given to the nursing department from all employees were orienting towards professional training, particularly the flexible and multi-dimensional training course were among the favorites of frontline nurses. These commendations, in the eyes of administrative supervisors, are among the best inspirations possible. In addition to positive feedbacks, there are other criticisms, perhaps based on lack of understanding, exact a even better performance.

According to Canadian Institute for Health Information, in 2007, the instance of sick leave among nurses was way above other occupations, and stress was the leading cause of the sick leave, and the key to the turnover rate. Surveys in Taiwan also indicated that the top 3 cause of nurses' dissatisfaction toward work were workload, compensation and benefits, and stress. To ensure nursing staffs have a better working environment, the ministry of health and welfare proposed a care reform program containing 10 major policies. Some of these measures appeared to receive some results. According to the National Union of Nurses' Association (NUNA), 60% of the hospitals raised the night shift allowances or salaries of nurses, and the registered number of certified nurses nationwide had increased by over 4,000 in the past 2 months.

Between 1970 and 1980, the U.S. experienced a severe nurse drought. To encourage nurses to retain their post and for problematic hospitals to emulate benchmark hospitals without nurse drought, the U.S. began formulating the concept of “Magnet Hospital”, hoping the work environment can be “nurse friendly” to reduce the turnover rate. As of now, over 395 magnet hospitals worldwide are recognized by American Nurses Credentialing Center (ANCC). As according to the regulation of ANCC, a hospital must possess 14 forces of magnetism to be designated as a magnet facility, which is valid for 4 years. Because of its difficulty, these recognized magnet hospitals become the benchmark for all hospitals.

To establish an excellent workplace for nurses demands a holistic examination with cross-unit collaboration; nurses, whether it be front line nurses, administrators, or nursing faculties, would endure more complex stressors than other professionals. To draft a strategy to relief stress, provide incentives and increase retain rate requires multiple cross-platform dialogues. Although the issue of “salary” may degrade professionalism, but it is undeniably the critical point upon various surveys and a representation of professionalism, therefore it was listed by ANCC as a one of the conditions for magnet hospital. Thus, it is crucial to have the consensus of nurses as support.

Nurses residing in eastern Taiwan have a personal understanding of the complex challenges to retain talents. The nature of Hualien stood silently demonstrating the essentiality of an attractive workplace. The tides of Chihsingtang change according to the relative position of the sun and the moon, and it reaches it's max during the 1st and 15th of the lunar calendar. When all three are in opposing positions, the gravity is weakened. Human resources management also exhibited this tide effects. Only when everyone stands on the same side, to plan a rational incentive program together, and have the same orientation, would it be possible to maximize the attraction to the valuable nursing staff.