

Background

The Greater Boston Nursing Collective (GBNC) exists to promote health and well-being locally and to influence the same nationally. The initiatives of the GBNC are guided by integrative nursing principles prioritizing caring and healing relationships and environments. The GBNC includes a Board of Directors and Program Committee comprised of nurses from academic and clinical settings.

Purpose

The Board charged the Committee with the creation of a *Joy Campaign* in alignment with the American Association of Critical-Care Nurses (AACN) Healthy Work Environment and the Institute of Healthcare Improvement (IHI) quadruple aim.

Campaign goals:

- To strengthen our community by creating a community milieu that establishes an intention to bring joy to nursing practice.
- To reinforce high-touch everyday moments as significant by sharing caring moments - a witnessing of each other's practice.
- To energize ourselves and elevate our practice through celebration of the practice we want to predominate and prevail.

Findings

The campaign's kick-off will be November 2018. National and local speakers on integrative nursing principles and healing practices will be facilitating the day-long symposium. Technology will be used to capture moments of joy in practice.

Future

initiatives include conducting research, compiling evidence and best practices, and leveraging the use of technology in the art of healing. Feedback from our symposium and examples of expressive imagery of joy in practice created from our technology platforms will be shared.

Conclusion

The Board supports the planned Joy Campaign given the increasing evidence of the impact of an engaged workforce and healthy work environments.