Purpose
The purpose for creating an electronic newsletter was to develop a mechanism for the timely and accurate dissemination of information to all nurses about changes or updates in nursing practice.

Background
- Prior to December 2012, monthly updates from the Nursing Practice Committee were communicated to staff nurses by individual committee members.
- Individual interpretation often led to inaccurate dissemination of important information.
- The development of an electronic newsletter was identified as an important strategy to meet three key goals:
  Communicate, Educate and Celebrate
- The newsletter empowers nurses to own their nursing practice and connects their work to the strategic goals and success of the organization.
- The newsletter also addresses national patient safety goals for improving hand-off communication.
- Development of the newsletter by staff nurses supports principles of shared governance and recognizes the value and importance of bedside leaders.

Process
December 2012:
- The first newsletter was developed using a Word document
- The newsletter was emailed to the RN distribution list without the ability to track readership statistics
- Development of the newsletter was a time consuming process - average time to develop and publish the newsletter was 2 weeks

May 2013 – July 2013
- Trial period using a commercially available email marketing software tool

August 2013 – Present
- Affordable, multi-year contract with commercial vendor
- Easy to use software is a time saver and produces a professional publication
- Average time to develop and publish newsletter is 3-5 days after meeting

Definitions
Open Rate:
- Percentage of nurses who opened the newsletter compared to the number of newsletters emailed

Unique Clicks
- Percentage of nurses who opened the email and then opened individual links in the newsletter

Key Outcomes
Newsletter provides:
- consistent communication across the nursing department relating changes in nursing practice.
- active links to updated policies, guidelines, and relevant nursing articles – a time saver for busy staff nurses.
- recognition of professional accomplishments of nursing colleagues.
- a strategy to share innovative, evidence-based practices across the entire nursing department.

Interdisciplinary Collaboration
- An unexpected and positive outcome has been the request by interdisciplinary colleagues to submit articles for publication on topics that are relevant to the delivery of patient and family centered care.

Next Step
- Develop a monthly feature titled “Committee Corner” that will highlight the on-going work of nursing and interdisciplinary committees.