

## Solutions for the Nursing Shortage

The Center to Champion Nursing in America (CCNA)—an initiative of AARP, the AARP Foundation, and the Robert Wood Johnson Foundation—expanded and redesigned their web site (<http://championnursing.org>) in November 2009. The goal of the CCNA is to educate and retain highly skilled nurses, as well as raise awareness of the nursing shortage in America and the nurse's role in the future of health care. The site is designed for nurses, policy-makers, and health care consumers.

The site addresses five key issues in separate sections: (1) skills for the future, (2) education capacity, (3) recruitment and retention, (4) practice and access to care, and (5) leadership. In each section, a problem is presented and possible solutions are offered. For instance, the education capacity section states that, "A shortage of nursing faculty is forcing nursing schools across the country to turn away thousands of qualified applicants a year." To address this problem, the site suggests increasing state funding for nursing faculty and creating an accelerated nursing education program that would "help educate new faculty more efficiently."

The site also lists upcoming events and the latest nursing news stories. A new feature of the redesigned site is a blog in which physicians, nurses, and members of the CCNA discuss issues related to nursing and health care. Another highlight is a collection of videos, called "Champion Nursing TV." Here, visitors can access interviews, solutions, and other nursing and health care videos.

## Children's Health Advice for Parents

Looking for a reliable resource for your patients who are nearing parenthood? The American Academy of Pediatrics (AAP) launched a new web site (<http://www.healthychildren.org>) in December 2009 to provide parents with a wealth of expert advice on children's health. Unlike thousands of internet sites offering health information to parents, the AAP says its site will provide news and advice that parents know they can trust.

A highlight of the site is an in-depth analysis of what parents can expect at various stages in their child's development (prenatal through young adult), including teething, toilet training, nutrition, and fitness. The site also provides safety and prevention tips, such as information on vac-

cinations recommended during childhood. Another feature is an A–Z listing and descriptions of common health conditions, including asthma, chickenpox, croup, strep throat, and thrush.

In the site's "Tips and Tools" section, parents can find growth charts, immunization schedules, and safety checklists by age group. Also included in this section is a database to locate an AAP-certified pediatrician and an interactive forum that allows visitors to ask a pediatrician any questions they may have about their child.

## Women's Pelvic Health

Thanks to a grant from the Taproot Foundation, the newly expanded and redesigned Women's Health Foundation (WHF) web site (<http://www.womenshealthfoundation.org>) is now the first complete resource for

healthychildren.org

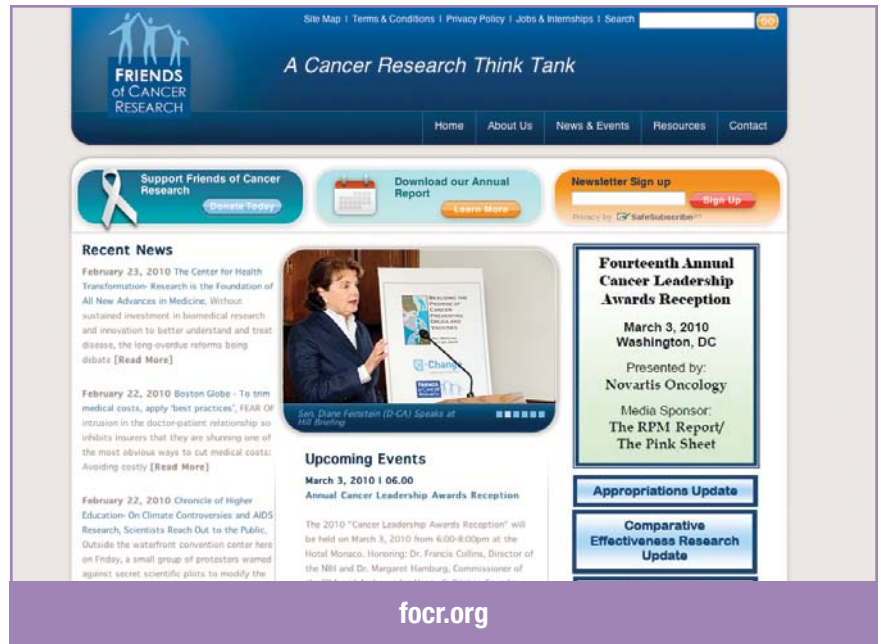
women's pelvic health and wellness on the web. The primary focus of the site is to help women understand their bodies (particularly the pelvic region) and how they work.

The web site provides information on a wide range of health topics important to women, including overactive bladder, menorrhagia, uterine fibroids, and pelvic prolapse. The site also describes the physical changes that occur during certain life-stage events. The effects of pregnancy and childbirth on the pelvic region are described in detail. The symptoms of menopause and the effects it can have on the pelvic floor and urinary tract are also discussed.

A news and events section provides the latest press coverage of the WHF and lists upcoming events and programs related to pelvic health. There is also a link to "Missy's Blog," which receives contributions from various female authors, each telling her own story about health and wellness.

## Advancing Cancer Research

Friends of Cancer Research (FOCR)—a nonprofit organization committed to developing partnerships and sharing strategies in the field of cancer research—launched a newly designed web site (<http://www.focr.org>) in December 2009. The aim of the new design was to provide important



information regarding cancer research to FOCR's core audience: public and government officials, cancer researchers, physicians, and advocates.

Much of the site is dedicated to recent news on cancer research, research policy, and health care reform. The site also contains an archive of monthly newsletters. The "Resources" section provides information on comparative effectiveness research (part of the American Recovery and Reinvestment Act of 2009); drug safety and efficacy; and the latest on the National Institutes

of Health, National Cancer Institute (NCI), and FDA appropriations.

Another highlight of the site is a listing and an interactive map of NCI comprehensive cancer centers nationwide. NCI-designated centers are characterized by scientific excellence and the capability to integrate diverse research approaches to focus on the problem of cancer. Additionally, the "Frequently Asked Questions" section provides answers and links to other sites on such topics as risk factors for developing cancer, cancer treatments, clinical trials, and research funding. ●