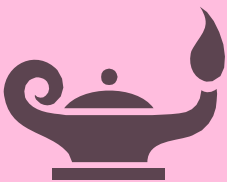




March, 2008  
Volume 2, Issue 1

### Inside this Issue

- 1** Editor's Excerpt  
Spring Conference
- 2** From the President's Pen
- 3** Celebrating 35 Years of WISHET  
Wanted: Photographs
- 4** Introducing the New WISHET Passport to the Future  
Meet the Board: Marla Noordhof
- 5** Meet the Board: Shirley Frost  
Web Gems
- 6** Reflections From A Past President  
Word Trivia



# News For Today's Healthcare Educators

## Editor's Excerpt Ebb and Flow



By Carol Aslesen

In the ebb and flow of life, things have currently ebbed just enough to give me time to get the spring newsletter out, perhaps even before all the snow melts (assuming that will happen!) Any ebb in the work flow this year is a treat, as a Tsunami looms on the horizon. Franciscan Skemp is in the process of transitioning to an electronic medical record (EMR). Special staff in a new department are dedicating all of their time to this project. Supervisors are planning for mega chunks of staff training time while maintaining adequate staffing levels for patient care. We all expect things will be crazy for awhile. But, we also know that the EMR's value will be quickly realized once it is in place.

Wisely, AIDET Training, a specialized customer service approach, is also being promoted this year. In the midst of major and potentially stressful change, we want to maintain our focus where it belongs, on the patient. Speaking of that, I hope that many of you will be able to attend the Spring Conference and hear Rebecca Schultz speak on her organization's success with customer service.

## Spring Conference & Networking Session

### Creating Exceptional Customer Satisfaction

**April 4<sup>th</sup>, 2008**  
**8:30 a.m.-2:00 p.m.**  
**Stevens Point**

**Note:** The deadline to register has passed, but Marla will try to accommodate last minute registrations. Contact her ASAP if you are interested but not yet registered. Marla Noordhof: Phone: 920-887-5987 E-mail [mnoordhof@bdch.org](mailto:mnoordhof@bdch.org).

**Location**  
2501 Main St., Stevens Point WI  
The Oak Conference Room

**About the Speaker**  
Rebecca Schultz has been an independent consultant since 1990 and is the Director of Organizational Learning at Sacred Heart Hospital in Eau Claire. She will explain how Sacred Heart Hospital has implemented strategies for Organizational Excellence and has achieved and sustained the 99<sup>th</sup> percentile ranking in Customer Satisfaction scores on the Press Ganey Survey.

From the President's Pen



# Humor is the Spice of Education

By Debra Drexler

As much as the snow is beautiful, I am ready for spring! Today, when I looked out my window at home, there had to be 25 robins sitting in the trees looking down at the snow covered ground wondering too when spring was going to be here.

It seems like everyone is busy and/or stressed lately. Work has become so busy, that anything you put on the back burner often falls into the black hole for back burner projects. People no longer have just a *full plate*, they have a *full buffet plate*. Staff often see inservices as one more thing to add to their busy schedule. So how can you interject some smiles and humor into your presentation and make learning fun? Here are 11 easy ways to add humor to your training. Your hardest decision will be which to try first.

1. Use **clip art** in your handouts and visuals. With a web search, you'll find an enormous assortment of fun pictures and cartoons – most reasonably priced. Power Point provides a clip art library but use those images carefully – everyone else has them too.
2. Make a file for **quotes** that relate to your subjects. Sprinkle

fun quotes in your handouts, on overheads or slides and as posters hanging in your training room. A great resource is Allen Klein's book, *Quotations to Cheer You Up When The World is Getting You Down*.

3. Never underestimate the power of **color**. Use brightly colored paper for your handouts (Consider recycled colored paper!) Give participants crayons or colored pens for doodling and note taking-- colors help increase retention.
4. Listen for **stories**. Through history, the storytellers have been honored for their ability to capture people's attention and make a point without lecturing. For ideas, think about your past experiences or pick up a *The Reader's Digest*, and check the sections called *Life in These United States*, *Humor in Uniform*, or *Laughter is The Best Medicine*.
5. Don't forget that the very best source of humor is your own **experience!**
6. Now that you're paying attention to all this funny stuff, you need to keep track of it. Start a **laugh log** and designate one of your desk drawers as the **laugh drawer**. File quotes, the wonderful stories you live and the quips you overhear. You'll have instant access when you need it!
7. You need a **noisemaker** to bring people back from breaks, lunch or end group activities! Whistles, bells and sirens will amuse your participants and give you an effective way to control time during sessions.



8. Use a **Koosh** ball to get people to participate. Tossing a Koosh ball from person to person is a great, non-threatening way to encourage participation.
9. Bring a **camera** to class. A well placed snap of the shutter will capture a moment during an activity that will cement the memory for a long time. Polaroid cameras offer instant chuckles. Digital cameras provide images easily inserted into PowerPoint. Regular cameras allow you to duplicate pictures and send them to participants as a follow-up.
10. With case studies or role plays, **name** your characters, the companies they work for, and places they live. Let your imagination run wild and wacky. *Paula Policyholder from Mistake*, *Missouri interacts with Norma NML with a question of utmost importance*.
11. Create an **atmosphere** where everyone wins. Small, fun rewards for all participants work wonders.



The best way to add humor to your programs is to check your **attitude**. If you really love what you do, humor flows naturally. When you are caught up in the wonder of your subject, the joy of your profession, and a love of life in general the participants of your training sessions can't help but have a great learning experience!

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## Celebrating 35 Years of WISHET

Each newsletter in 2008 will feature a bit of WISHET history, as we look back over the past 35 years. Here is a nutshell summary of the presidential leadership of WISHET.

In 1973, June Burket and Ray Bedwell, Jr., two members of the American Society for Healthcare Education and Training (ASHET) formed WISHET as a local chapter of ASHET. June served the first two terms as president. In 1986, Ray served one term. In the early years, male leadership was prominent. Nine of our 31 presidents were male. However, the last male president was in 1991. The presidents have been responsible for leading the Board in setting organizational goals, developing a mission and vision statement, and planning for the future. Some highlights include:

- CEU credentialing to promote high quality healthcare education
- Promoting communication and partnership with CEOs and with other organizations such as WHA
- Broadening the definition of educator to include patient and community education and staff and professional development
- Obtaining nationally known speakers for conferences

- Recognizing members with Distinguished Educator, Outstanding Leadership, and Outstanding Service Awards.
- Developing a WISHET web site.

The hallmark of WISHET in the past decade has been to promote educational opportunities for members through affordable, local conferences that address cutting edge topics with nationally known speakers, networking sessions, newsletters, and a web site. Here is the list of past presidents;

1973-1974	June Burkett
1975	Jim Tracy
1976	Jon Wachs
1978	Stuart Thomas
1977	Steve Powers
1979	Dorothy Wetterlin
1980	Robert Farquhar
1981	Dennis Day
1982	Carl Selbo
1983	Anne Pietrek
1984	Darlene Granger
1985	Judy Schmude
1986	Ray Bedwell Jr.
1987	Mary Beth Peterson
1988	Jean Walters
1989	I. Irene Schrubbe
1990-1991	Tim Smith
1992	Susan Nordahl
1993	Jan Ploch
1994	Linda Mullen
1995	Deb McConnell
1996	Diane Roeckle
1997	Mary Pagel
1998	Paula Elmer
1999-2000	Traci Raether
2001-2002	Donna Perry
2003-2006	Pat Trapp
2007	Lori Soderberg
2008	Deb Drexler

*Editors Note: Source: 25<sup>th</sup> Anniversary Commemorative Booklet, compiled by Diane Roeckle, 1996 President and past newsletter editor.*

*See Pat Trapp's Reflections on page 5 for more WISHET history*



## Photographs for WISHET 35<sup>th</sup> Commemorative Booklet

Susan Nordahl is heading a project to create a 35<sup>th</sup> Anniversary Commemorative Booklet, which will be available at the Fall Conference. She has put out a call for photos from WISHET events of the past 10 years. Her goal is to collect LOTS of photos. If you have any to share, please contact Susan by email: [nordahls@brmh.net](mailto:nordahls@brmh.net) or phone: (715) 284-1312

Susan, the Education Manager at Black River Memorial Hospital has served on the Board in many capacities, including a term as president in 1992 and was recognized as Distinguished Educator in 1997. As a longstanding and active WISHET member since 1984, she is a great person to head up this project. (Thanks, Susan!)

*April prepares her green traffic light and the world thinks Go.*



*~Christopher Morley,  
John Mistletoe*

# INTRODUCING THE NEW WISHET PASSPORT TO THE FUTURE

The WISHET Board of Directors is excited to announce the new and improved *WISHET Passport to the Future*. The old format; a purple booklet with slots for attaching stickers, was somewhat cumbersome and difficult to manage. The new system is a one page, printable form on which you will fill in dates, points earned, and criteria completed to achieve the points. The criteria are listed along with directions for redeeming the passport for a \$50.00 credit towards membership dues or conference registration. The new format is attached to this newsletter, available on the WISHET web site, [www.wishet.org](http://www.wishet.org), and will be at the spring and fall conferences.

## Meet the Board

CEU Director  
Marla Noordhof

I am a 1985 Graduate of Marian College in Fond du Lac with a BSN degree. I have worked in a variety of areas including Home Care and Hospice, Long Term Care and Acute Care. My most recent positions have been as Director of Home Care and Hospice, and Director of a Health, Wellness and Prevention Program at Beaver Dam Community Hospital. In that role, I

developed a variety of community programs and activities including starting a Tobacco Free Program for our community and an Occupational Health Program that now serves over 1000 businesses. I served as Director of our Med/Surg Department just prior to becoming Director of the Education Program. I am also responsible for disaster planning. The Education Program is making a transition from being focused primarily on acute care nursing to a continuum-wide nursing focus and eventually a corporate-wide focus. An exciting transition for us all!

I enjoy continually learning new things and working in new roles and have enjoyed each of my positions for different reasons. I love to see *light bulbs* go on for new staff and particularly enjoy training new staff throughout the organization about our culture in our Corporate Culture Orientation Program. There is no better feeling than an engaged audience that *gets it* and continues to talk about a training session for days when you see them in the hallway.



I became involved in WISHET through Pat Trapp. Pat brought me along to a fall conference at a retreat center. I loved the interaction of the group and how willing everyone was to share information and ideas.

I am married to Matt and we have one daughter, Amanda, who is 20. After taking a year to *find out who she wants to be*, she has returned to college in January to study accounting. (I was hoping for nursing, but she faints at the sight of blood, so she decided it's not her field!) We have a Newfoundland *puppy* that is seven months old and weighs about 120 pounds. (His daddy was 180 pounds.) Yes, we buy a lot of puppy chow.

***“I enjoy continually learning new things and working in new roles .... I love to see light bulbs go on for new staff.”***  
Marla Noordhof

I love to garden. We have a variety of gardens and we also have two ponds with KOI and Goldfish that stay outside all winter long. Poor things don't eat all winter...just go dormant. (Guess it's a trade off for the puppy chow.)

One of my favorite movies is actually something we use in Corporate Culture training, titled *Celebrate What's Right with the World*. It makes me stop and take stock of all the positives each time I see it. We tend to look for what we need to fix...what isn't right and don't take the time to *celebrate the good*. I look forward to meeting more of you in my new role as CEU chair.

Marla Noordhof, Director of Education, Beaver Dam Community Hospital



Karen Miller, Staff Dev Coordinator,  
Lakeview Healthcare Ctr, West Salem

## Secretary, Shirley Frost

**W**e met Shirley in the March, 2007 Newsletter. Here is an update.

This has been a busy year for me with setting up Net Learning at my organization. The biggest problem has been ironing out the *technical* difficulties, but now we are on the way. I am developing modules that will go into the system.

I am also a member of Region 6 Wisconsin Hospital Emergency Preparedness Planning (WHEPP), which helps hospitals throughout the state to prepare for the unthinkable terrorist event and other local emergencies that may arise. The best thing has been getting to know the people around the table and their roles in their organizations. If an emergency does arise, we can work together better.

I coordinate health profession students from the University System, Colleges and Technical Colleges. Last year we had close to 60 students getting valuable experience in their chosen profession at our organization. This is good for the students and good for our organization, as it helps us stay fresh and gives us an "in" on recruiting some of these students.

On a personal note, I have taken up a new aerobic hobby this winter; extreme snow shoveling! I think we can all agree on *enough already*, let spring begin! I am looking forward to the warm weather and planning to take a few trips this summer.

*Shirley Frost, Director of Education,  
Berlin Memorial Hospital, Berlin*

## Web Gems The 12 Minute Trainer



**K**aren Miller gives two thumbs up for the 12 Minute Trainer web site:

<http://www.12minutetrainer.com>

She says, "Those in long term care will like this site. There is a free download of their 12 minute video on Abuse and Neglect."

The 12 Minute Trainer is the brainchild of none other than a busy nurse, Donna Coate, who understands the value of short, to the point education. Her purpose is to provide quality proactive DVD presentations (all 12 minutes long), designed to enhance direct care staff performance and promote the understanding of the person-centered care philosophy. The site offers free hand outs for some of the topics, the free DVD on Abuse and Neglect, and a list of topics.

The topics include:

- Basic Ergonomics
- Comfort Care for the Dying
- Confidentiality/HIPAA
- Detecting Depression
- Food Borne Illness Prevention
- Hepatitis B and C
- HIV and AIDS
- Infection Control and Standard Precautions
- Personal Care
- Resident Rights
- Tuberculosis/TB

Materials cost \$39 per topic or \$199 for a DVD of all 12 topics. Kits include a trainer CD, class roster, and poster.

## Reflections from a Past President

By Pat Trapp

**T**hroughout my years in WISHET, I have seen the focus change as we continually learn new ways to be more effective. The buzzwords have changed from learning about quality measures (the first conference I attended) to performance outcomes, from continuing education to evidenced based practice. The highlights of my terms as president focus on three areas: **technology, finances and people.**

**Technology** changed how we conducted board meetings and communicated with speakers. We had conference calls and did the budget looking at the spreadsheet from five locations throughout the state. Email and attachments replaced regular mail. Technology was perceived as a driving need for our own education topics. We first thought if we could just do Power Point, that would be the answer. Donna Perry introduced a technology tips feature in the newsletter and now we have a Web Gems column. We learned a lot about how learning and memory work and better techniques to maximize learning potential by using different approaches, including computer based ones.

**Financially**, the Board worked to keep WISHET viable during a period when the membership was at its lowest due to trends in healthcare. Long term care and home care agencies had deep budget cuts. These facilities and hospitals restructured education departments



and cut positions, drastically reducing the number of staff dedicated exclusively to education. The education function never went away, just the time and money facilities dedicated to it. Having fewer members meant the ones that remained were often overburdened, which made it very difficult to get people to share the work of the organization itself.

WISHET responded to these trends by scaling back from two conferences a year to one conference and one networking session and by promoting membership. There was lots of outreach done to get the word out about WISHET across the state. We spoke at regional groups like NEW, Rural WI Health Coop, CARE, Shared Health Services Corp. and the National Library of Medicine Conference. Fortunately these efforts paid off and membership has risen again. We now attract people that are part of the education function not just full time educators. It's a positive change that more staff members are included in the education function and they all should join!

**People** are WISHET's greatest resource. I learned that a group of minds can stimulate some great ideas. Repeatedly when we did group activities, the energy and creativity generated made me a better educator when I returned to my workplace. The person-to-person connection was especially captured in the spring networking sessions. During my terms as president, I learned to tap into our people resources. I asked members to help and offered specific volunteer opportunities. It was especially rewarding when people tried things they had never done before, were successful, and enjoyed it! The successes in my terms come

back to people I met and those who hung in there and worked hard to preserve the quality of the conferences and serve WISHET through their time and energy.

*Pat Trap, Clinical Manager Home Care Hospice, Beaver Dam Community Hospital*

## Word Trivia

**E**bb and flow is more than the alternating reflux and flood of the tide. Figuratively it means something that regularly gets larger and smaller or has its ups and downs. *Ebb and Flow* is also the name of an Indie pop band and the brand name of a hydroponic system for growing fruits and vegetables. Samples of *ebb and flow* found in literature:

“Dimmesdale effected an arrangement by which the two were lodged in the same house; so that every *ebb and flow* of the minister's life-tide might pass under the eye of his anxious and attached physician.” (*The Scarlet Letter* by Nathaniel Hawthorne)

“The crowd moved to and fro in the rooms like an *ebb and flow* of turquoises, rubies, emeralds, opals, and diamonds.” (*The Count of Monte Cristo* by Alexandre Dumas)

**Most of us, swimming against the tides of trouble the world knows nothing about, need only a bit of praise or encouragement - and we will make the goal.**

~Jerome Fleishman

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