



# LEADERSHIP insights

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For even more about  
the “how to” and “why”  
in talking with kids,  
[Developmental Assets](#)  
is a great resource for  
creating a successful  
upcoming generation.

For a professional  
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## INSPIRE SOMEONE.

The girls' volleyball team in the rural town of Manawa, WI, (Population 1377) has turned out 10 nurse practitioners and an additional 1-2 R.N.s every year since 1985. Thank you, Tina Bettin, DNP, MSN, rural WI nurse practitioner, and girls' volleyball coach. When she shared this at a recent statewide summit to explore solutions to the primary care shortage, she got a round of spontaneous and inspired applause. It was one of those sweet moments, looking out over the crowd, when the whole room realized that this woman just upped the ante for all of us as leaders.

Workforce development/recruitment responsibilities, like customer service, are not somebody else's department. **Being an active leader includes taking accountability to help recruit the next generation of professionals.**

This matters in all health care areas, not just direct patient care (*what teenager knows what coding is if they don't know someone who does it?*). Young people need to be exposed to health care careers to even consider them. You may have noticed that the youth who spend the most time in the dentist office often go into that field. Those who have been to P.T. for an injury, or with a family member, get interested in therapy careers. “Goodwill” is not the only reason colleges host summer camps for high school kids. When they are welcomed on campus as a young person, students are more likely to choose that college when it is time to pick where to go to school. The initial exposure creates awareness, then the invitation and encouragement comes from the personal connection.

Everyone is busy. Not all of us have the talent or opportunity to coach a volleyball team, **but there are other ways you can inspire young people toward a health care career:**

- ★ 1-2 hour commitment: Volunteer to talk to school classes about your career-and it can be as young as kindergarten. It is never too early to begin! Call the school counselor to inquire, and prepare a brief 15-30 minute age-appropriate presentation with an age group you are most comfortable with. Once set up, you could do this annually.
- ★ Another 1-2 hour commitment: Rather than going to the school, invite a group of local students in for a field trip to your department.

- ★ Get your whole department involved (which doubles as a team building effort). Have them plan for student visits. Encourage speaking opportunities for staff who would enjoy it and be good at it as a way to develop them.
- ★ Need help with how to make it age appropriate and hands-on? Consult the free [Club Scrub](#) tool kit. Club Scrub (a program of the WI Office of Rural Health and the Rural WI Health Cooperative) exposes youth to a variety of health care careers. Hospitals and schools participate together to bring students in to multiple hospital departments for experiential career learning. Even without starting an actual club, the curriculum can easily be used to stimulate ideas for how to engage students in activities that simulate real work.
- ★ Where are youth already in your life? Look at your church, fitness center, the local library, community gardening, your friends' kids, etc. As Tina Bettin shared, **“Just ask. Ask any kid what their future plans are, and show an interest.”**
- ★ Offer to speak at local Boys and Girls Clubs, YMCA programs, and school-sponsored clubs. Even these once-only presentations **MAKE A DIFFERENCE**. And who knows? It may spark your interest to get more involved.
- ★ Go for it like Tina Bettin does. Inspire young people by being a team coach, and serve as an ongoing role model and mentor.

### Tips for talking with students:

- ★ Talk about why and how you chose your career. They are trying to decide; your decision making process will be of keen interest.
- ★ Share what they can be doing right now that will help them in a future health care career.
- ★ Just show an interest. You don't have to be or act young, or even know how to text (though they can teach you).

**What's in it for you?** First, a workforce to take care of us as we age! Second, you'll get as much from it as the kids do. It's a little like exercising; you might not always feel like it, but when it is done you feel so energized.