Aim 1: Determine effects of marketing and branding intervention on oncology nurses' perceived self-efficacy in palliative care (SEPC)

Aim 2: Feasibility of implementing a nurse champion-marketed communication framework by measuring level of nurse engagement with and utilization of marketed content and interest in additional palliative care content.

Design
- Pre-post design QI Project

Setting
- Outpatient regional site of a major cancer center in NYC

Sample
- Medical oncology registered nurses (n=12)
- Exclusion: non-medical oncology nurses, per diem or new hire nurses

Strengths: Innovative project, collaboration with nurse champions

Limitations: COVID-19 induced stress and time restrictions, emphasis on one framework rather than multiple palliative care competencies

Marketing and Branding Strategies for Palliative Care Nurse Champions
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The 6-Week Branding and Marketing Intervention

**Background**
- National cancer organizations recommend early palliative care
- Demand for palliative care > availability of trained specialists
- Nurses are well positioned to provide primary palliative care
- Nurses express a lack of skills and self-efficacy in palliative care.
- Multi-faceted branding and marketing campaigns can improve self-efficacy, awareness and positive behavior change in healthcare.

**Methods**

**Demographic characteristics (N = 14)**

| Age, n (%) | N (42%) | N (21.4%) | N (34%) | N (28.6%) | 5 (35.7%) |
| Year of Nursing Practice, n (%) | | | | | |
| 6-10 years | 3 (21.4%) | 4 (28.6%) |
| 11-20 years | 7 (50%) | |
| > 20 years | 4 (28.6%) | |

**Results & Data Analysis**

- No significant differences in pre- and post-intervention SEPC scores
- Low engagement with marketed videos
- 83% framework utilization, facilitated by champion support, simplicity and e-mails
- 75% of nurses want more palliative care content via videos, e-mail or e-learning.

**Project Objectives**

**Project Strengths and Limitations**

- Increase in median scores across all three subscales indicates some level of improvement in self-efficacy for most participants and practical significance
- Innovative marketing and branding strategies may increase nurse self-efficacy and role promotion in primary palliative care and should be explored further

**Conclusion and Implications for Practice**

- Increase in median scores across all three subscales indicates some level of improvement in self-efficacy for most participants and practical significance
- Innovative marketing and branding strategies may increase nurse self-efficacy and role promotion in primary palliative care and should be explored further