Implementing evidence-based practice (EBP) is imperative to promoting effective nursing care that improves patient outcomes. Accordingly, healthcare organizations must establish an environment whereby nurses are knowledgeable about EBP, identify potential practice changes, evaluate practice within an EBP framework, and change care practices. An institutional program of EBP needs participation by leaders, creation of a supportive infrastructure, and ongoing encouragement and education of staff.

This article describes an initiative to educate and engage nurses in EBP at a 206-bed National Cancer Institute-designated Comprehensive Cancer Center. Principles from marketing and education were applied in the design and implementation of a campaign to eliminate outdated practices and to promote an evidence-based approach to nursing care.

Brand and Program Development

To determine staff nurse interest in learning more about EBP, a team consisting of a clinical nurse specialist, a staff nurse, and a nurse researcher made rounds with a 15-minute EBP presentation and poster to each inpatient unit. Basic EBP information was presented, and ideas for EBP projects were gathered. Nurses should be engaged in evidence-based practice (EBP) to ensure that nursing care is efficient and effective. This article describes one cancer center’s use of the Marketing Mix framework to educate staff nurses with the CROC™: Clinging Rigidly to Outdated Care campaign. As a result of the campaign, five EBP projects have been initiated in the cancer center.

Marketing Evidence-Based Practice: What a CROC™!

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