

Marketing Evidence-Based Practice: What a CROC™!

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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one cancer center's use of the Marketing Mix framework to educate staff nurses with the CROC™: Clinging Rigidly to Outdated Care campaign.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.

Implementing evidence-based practice (EBP) is imperative to promoting effective nursing care that improves patient outcomes. Accordingly, health-care 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 Principles from marketing and education were applied in the design and implementation of a campaign to eliminate outdated practices and to promote an evidence-based approach to nursing care.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. Observations from the EBP rounds substantiated that nurses were interested in

learning more about EBP, and an aura of excitement surrounded the impromptu discussions that occurred during unit visits. The team decided to harness and build on that excitement.

Subsequently, an EBP working group was formed. The EBP working group, one of three working groups within the institution's nursing research council, was charged with advancing and supporting evidence-based activities and initiatives and fostering a nursing culture of EBP in the cancer center. Staff nurses made up the majority membership of the group.

The EBP rounds team developed direction for the new working group. A literature review identified articles that described creative strategies, such as using a "sacred cow" theme for EBP education and implementation (Fetter, 1993; Rauén, Chulay, Bridges, Vollman, & Arbour, 2008). The team abandoned the sacred cow theme for two reasons. First, the center has a culturally diverse work force and the team wanted to avoid offending anyone because of religious or cultural beliefs. Second, the information technology department was preparing to undertake a new project titled COWS, an acronym for "computers on

wheels," and the team wanted to avoid confusion.

The team brainstormed an analogy to sacred cows that would represent nursing care practiced over long periods of time without evidence of efficacy, which evoked thoughts of ancient animals. Given the cancer center's geographic location in Florida, the team discussed the fact that many reptiles, including crocodiles, have prehistoric lineage. A lively discussion ensued as the authors searched for additional information about the crocodile that would support the theme. A *nonscientific* Web search was conducted via Wikipedia (<http://en.wikipedia.org/wiki/crocodile>), and the authors learned much about crocodiles.

- Crocodiles have survived essentially unchanged since the time of the dinosaurs.
- Crocodiles have characteristic prehistoric physical appearances.
- Their streamlined bodies enable them to swim quickly and efficiently.
- Crocodiles cannot open their mouths if held closed.
- No reliable method exists to measure the age of a crocodile.
- The larger species can be very dangerous to humans.

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