



WORKFORCE CENTRAL FLORIDA

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WCF AND PARTNERS LAUNCHES MEN IN NURSING BILLBOARD

ORLANDO, Fla. ... Partners for a Healthy Community (PHC), a partnership supported by WORKFORCE CENTRAL FLORIDA (WCF), has launched a billboard for its “Are You Man Enough to be a Nurse?” campaign targeting young men in school, along with men looking to make a career change in Central Florida, to encourage them to choose a career as a nurse.



The billboard, which will appear today and last for six months on I-4 West after the Maitland exit on the left-hand side, was made possible by funds from BlueCross BlueShield of Florida, Orlando Health, Florida Hospital and Health Central. The project was initially funded by a grant from the Florida Center for Nursing.

“This billboard would not have been possible without the cooperation and financial commitments of our partners,” said Gary Earl, president and chief executive officer of WORKFORCE CENTRAL FLORIDA. “This partnership will further emphasize the need to develop a larger nursing workforce in our region.”

The campaign imagery is comprised of eight male registered nurses from three of the five PHC hospital partners, Orlando Health, Florida Hospital and Health Central, and a future RN student. The RNs are diverse in age, ethnicity and specialty including critical care, ER, medical oncology and cardiac, and campaign graphics show their many hobbies such as rock climbing, surfing and music.

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Partners for a Healthy Community is a consortium of healthcare providers, educational institutions and community partners funded by WCF whose mission is to increase the supply of trained healthcare professionals in the Central Florida region covering Lake, Orange, Osceola, Seminole and Sumter counties.

For more information on the 'Are You Man Enough to be a Nurse?' campaign, visit

www.WorkforceCentralFlorida.com/PHC.

WORKFORCE CENTRAL FLORIDA (WCF) is the region's workforce expert, helping over 4,700 employers connect with more than 38,000 job seekers. WCF offers innovative solutions to assist Central Florida businesses succeed in today's highly competitive workforce, while providing the tools job seekers need to find or advance in their current career. For more information, visit WCF online at

www.WorkforceCentralFlorida.com.

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