Professional issues:
Improving the image of nursing

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Overview

• What images do we leave behind?
• Who are we as practitioners?
• How can we make a difference?
What people see
What do they experience?

• People do not care how much you know, until they know how much you care
What does our behaviour tell?

Stop!! Oh my gosh!! What are you giving him?!! If you're not careful you could kill him!!

I'm just flushing his i.v. with saline.

That student makes my patients nervous.
Media portrayal of nursing
Who are we?
Helpful Attitude

Highly Educated

Dream & Vision

Empowering Leader

Courageous
How can we make a difference?

It’s all about how we communicate ourselves...
Public communication through¹...

- professional self-presentation
- anecdotal descriptions of nursing work
- the mass media, such as television, newspapers, and radio

¹ From Silence to Voice: What Nurses Know and Must Communicate to the Public
Self presentation

• Professional image – clean, neat uniform (including shoes); name tag; greeting all; respect for others
• Get involved in committees at work
• Develop as a professional – updated competence; participation in professional societies
• Speak about what you do
• Correct incorrect stereotypes
Let’s make a difference one nurse at a time!
Let each of us be the change that we want to see!
Thank you for your time and attention!