

NSNA[®] Image of Nursing Committee
SUMMER MEMO

To: Image of Nursing Committee Chairs, Communications Chairs, Editors
From: Katelyn Finnegan, *Imprint* editor, Image of Nursing Committee Chair
Re: Redefining Our Image
Date: July 2016

I hope you are all having a wonderful summer. I am incredibly excited to tell you about the goals and ideas discussed at this year's June board meeting. I am very lucky to be working with Amina Aden and Jennifer Kalenkoski — this year's Breakthrough to Nursing Director — on this year's committee.

When I think of the Image of Nursing, I think perception. Between the depiction of nurses on shows like "Nurse Jackie" and the misconception that "only doctors wear stethoscopes," we need to reclaim our image to the greater public. As such, the theme for this year's Image of Nursing Committee is "Redefining Our Image." In order to help make clear what each committee stands for, this year's board decided to use taglines to better clarify what each committee will do. This year's tagline for the Image of Nursing is: "Leaving Our Imprint on the World." It's a particularly meaningful phrase for me because it calls to mind NSNA's magazine but also encourages nursing students to leave their stamp on the world.

Goals of the Image Committee

1. To increase awareness of interdisciplinary education by creating a video explaining who a nurse is and further, that no one is "just a nurse." State chapters can get involved by making a submission addressing that topic. At the Annual Convention, we'll present a video of these submissions. Stay tuned for details about the requirements of the video and how to submit your own.
2. Redesign the website award and make it a "Social Media Award." Websites are often no longer the go-to source to obtain an organization's information. As such, we want to encourage states and other chapters to use social media platforms and by creating an NSNA award, I hope to facilitate this goal. The Awards and Honors 2016-2017 website will be updated to include the requirements of this award. Stay tuned!
3. To present a Social Media and Communications workshop at the NSNA MidYear Career Planning Conference, November 10-13, in Kansas City, MO. The latter is open to any chapter members interested in the workshop and not just newsletter editors, communication or Image chairs.

4. Encourage state organizations to create a social media committee. Social media can take up a lot of time. Whether it is on Facebook, LinkedIn, Twitter, Instagram, YouTube, Snapchat or Pinterest, there are many states that have set up social media platforms only to never update them or use them to maximum benefit. Social media committees can specifically address an organization's online presence.
5. To promote a "Healthier You for a Healthier Them" theme. Over the course of my nursing school career, I have noticed that while we are encouraged to promote the health and well-being of our patients, we often neglect our own. The "Healthier You for a Healthier Them" campaign will take aim at addressing issues that plague the nursing community with possible solutions to combat them.
6. To use the hashtag #ImageOfNursing and to maintain the Image of Nursing Facebook page created by former *Imprint* editor Kimberly Korn.
7. Create an Instagram for *Imprint*. Please follow us @nsnaimprint for all the latest nursing student news.

Online and In Touch

Please like our pages on Facebook:

- NSNA Image of Nursing and
- Katelyn Finnegan, NSNA *Imprint* Editor 2016-2017

Liking these pages will help facilitate communication between NSNA and the state and local chapters.

Goals for *Imprint*

Our main goal this year for *Imprint* is to make it feels like *your* magazine. We want *you* on the cover. We want *your* resolutions. We want *your* stories. But in order to do this, we really do need your help.

One of my goals for *Imprint* this year is to get nursing students on the cover. When I was the Happenings Reporter last year, I saw countless, beautiful pictures that were stunning representations of who you are as the future leaders in the nursing profession. I want to use photos from chapters around the country, in accordance to each theme. We have five editions of *Imprint* each year and submitting a photo is not a guarantee it will be on the cover. The photos must be high resolution. If one of your chapter photos is selected for the cover, we will also need a release form for everyone in the picture so please do not submit a photo that would be difficult to release for publication.

The themes of *Imprint* this year will be:

- **September/October: Back to Basics**
- **November/December: Give a Damn.** This is an Election/ Legislative Issue. “Give a Damn” was a previous theme, specifically for the 1970 NSNA Convention, in Miami, FL. 1970 was also a time of social and political change and so we thought it would be an appropriate theme for this election year. As such, we’re looking for photos with an election theme to them. For example, if you have a great picture of your state members lobbying at a capital or to attending a “legislative day” or a “Nurse Day.”
- **January. Network and Build Up Your Career from the Ground Up** (*This issue is online only*).
- **February/March: The Heart of the Issue.** Looking for photos centered around cardiac care, Heart Clinics, etc.
- **April/May: Beyond Nursing.** Looking for photos with nurse senators, lobbyists, detectives, lawyers, etc.

Please use the hashtag [#leaveyourIMPRINTontheworld](#) and tag me so I can see your submissions. If you have any questions, comments or concerns please email me at imprinteditor@nsnainc.org. Please share this with your state and local chapters.

Every year, *Imprint* includes a “Study Tips” section in the September/October issue. These tips are collected from students around the country and often include creative ways in which to study for exams, and even ways in which to manage the stresses of nursing school! Please consider writing your study tips for this issue. The due date is: **July 18, 2016**

In accordance with “A Healthier You for a Healthier Them,” we will be publishing infographics about the following topics: 1. How to eat healthy in nursing school when you have no time; 2. How to find the time to exercise; 3. How to quit smoking if you smoke; 4. Relaxation techniques/sleep; 5. Social challenges: How do you deal with these issues? What tips do you have for nursing students currently going through these situations? Please email me at nsnaimprinteditor@nsnainc.org with your ideas and comments.

Another goal for *Imprint* is to have a study section in the back of each issue. We are looking for faculty involvement on this, so if you know any faculty members who are experts in: Med Surg, Ob/Peds, ICU or another area of nursing, please contact nsnaimprinteditor@nsnainc.org.

Please remember to keep me, and the Happenings and Up Close Reporters in the loop with what is going on in your state. No story is too small — we can all leave our imprint on the world. Thank you for your time and I look forward to working with all of you.