



Image of Nursing

Image of Nursing Program

- Established in 1993, the goal of the Image of Nursing program is to dispel any misconceptions the public may have of nurses and the profession by re-educating the community, educating nursing students on how to project a positive image of nursing, and helping students to understand the meaning of professionalism.

2011-2012 Image of Nursing Committee

- **Chair:** Medora McGinnis, *Imprint* Editor
- Margaret Ngai, Vice-President
- Colin D. Tomblin, BTN Director





2011-2012 Theme



**Celebrating 60 Years - Sharpening Our
Image Over the Generations: In Honor of
NSNA's 60th Diamond Anniversary**

2011-2012 Goals/Focuses

1. Imprint columns from each committee within the Board.
2. Online resource for information/articles on each new Resolution passed in 2011
3. “Facebook Tutorial” with guidelines for all membership on ways to use social networking in a positive, professional manner.

2011-2012 Goals/Focuses

4. Template for newsletters that can be available on www.nsna.org.
5. Promote the newsletter template within Imprint and online
6. MidYear and Convention activities pertaining to the newsletters, study skills and education, and professional communication online

Image of Nursing Award

- Deadline: March 16, 2012
- Based upon this year's theme
- Promote positive image of nursing and demonstrate a significant contribution to the public and/or community through an Image of Nursing project.

Image of Nursing Guidelines

- Image of Nursing Guideline Booklet
 - Guidelines for establishing and maintaining Image of Nursing projects
 - Strategies for forming and Image of Nursing committee
 - Image Award details
 - Communications Awards details
 - 2011/2012 Booklet out in August

Remember...

- Focus on the **positive**, not the negative!
 - Presenting negative or improper images of nursing only further perpetuates those images
- In the grand scheme of things, the image of nursing as an entire profession starts with **YOU**
 - You represent nursing even when you're not in class or at work