

MEMORANDIUM

To: NSNA Members
From: Alison Faust, *Imprint* Editor, Image of Nursing Chair
Re: Winter Memo

Wow, has it really already been almost a year since Nashville? I am blown away by not only how much time has passed, but also how amazing this past year has been because of NSNA. I can't thank you enough for electing me onto this board. It has been an experience unlike any other. The Image of Nursing Committee has worked hard this year to uphold the previous committee's wonderful accomplishments. As stated on our webpage, we made many goals for ourselves back in June. I am happy to say that the majority of these goals have been fulfilled, thanks to my wonderful committee members Denise Landers and Carylin Holsey.

So far this year, the Image Committee has successfully promoted its theme of "The Ripple Effect of Nursing: How Our Actions Reflect Our Image" as well as the awards that the Committee judges: the Image Award, Website Award, and Newsletter Award. We had an amazing speaker at MidYear Conference that spoke about improving your own image, and really got some great audience involvement. Also this year, we have written one column for *Imprint*, which I am proud to say is the first ever Image of Nursing Column in it! We have tried to update the webpage as much as possible, with a little delay due to the complete redecoration of the NSNA website. We were, however, able to get a Fall and now a Winter Memo up in order to keep you as informed as possible. Finally, through *Imprint*, we were able to promote one of the Resolutions assigned to our committee: "In Support of Advocacy of Nationwide Continuing Education Requirements for Nurses" by having a list of all the major nursing organizations available in the online January Career Planning Issue. These organizations are your best resource to remain up-to-date on the latest technologies, methods, and certifications.

Though we have accomplished many things, we are also still working on some of our goals. We are developing our Image and Communications Focus Session for Annual Convention in Orlando, where we hope to help students get some ideas for their next Image Project. We also are lucky enough to have the NSNA President, Kenya Haney, writing an article about her involvement with the Student Health Organization, an organization formed by students from different aspects of healthcare, including physical therapy, medicine, nursing, speech therapy, etc. This article supports our *other* assigned resolution: "In Support of Interdisciplinary Education." I find this resolution so important, because it promotes collaboration between members of different healthcare professions before they even graduate. What better way is there to stop workplace negativity and abuse than that? Finally, we are slowly working on a list of rules and regulations for Facebook and Twitter usage that members can adopt for their own organization, if they use those media outlets.

It has been a great year, and I can't thank you all enough for it! Never forget that you represent nursing at all times, and be proud of it! We decided to end the memo with each of the committee members sharing a little bit about their concept of the Image of Nursing:

From Denise Landers:

I love nursing because we truly make a difference. Our actions truly reflect a positive image of who we are as nurses and as people. We help our patients through devastating experiences and together we are both changed forever. Every day we counteract the negative stereotypes of by acting as professional and compassionate nurses. The world should understand what we do and how we affect individuals in their everyday lives.

From Carylin Holsey:

Serving on the Image to Nursing Committee charged me with a responsibility to lead by example. I knew people were watching me just like they watch each of you. I began to evaluate me the soon-to-be nurse, knowing that Nurses are recognized as one of the most trusted professionals. What do people see when they see me? Now they see more compassion, more listening in leading and more pushing towards the goal. Some things changed while some things remained in my image of nursing. One outcome for me is my image of nursing has become much more clear and defined.

From Alison Faust

*No matter the stereotypes out there, the truth about nursing has always seemed to shine just a little brighter. The majority still trusts nurses more than any other healthcare professional and they think of us as lifelines during terrifying experiences. I love that I am able to associate with this group. Nursing has always seemed like a noble profession to me, and I think that says something about the people that go into it. It takes a special kind of person to spend their day caring for others. Never forget that you are more than just a student...you are a student **nurse**. It is definitely something to be proud of.*