

MEMORANDUM

To: Image of Nursing Directors/Chairs

From: Image of Nursing Committee

Date: October 20, 2009

Re: Fall Memo



As summer comes to a close, the Image of Nursing Committee just wanted to introduce themselves and their goals for the upcoming year. The new Board of Directors met in New York, where each committee developed their theme and goals. The Image of Nursing Committee chose the theme **The Ripple Effect of Nursing: How Our Actions Reflect Our Image**, and developed the following goals:

1. Promote the theme of the committee as well as the contest to states and individual schools
2. Publish columns in *Imprint* magazine, allowing readers to continue to learn about the committee, its theme, and ways to get involved
3. Update the [The Image of Nursing Website](#) regularly with memos and a modified Guideline Booklet for Image Project planning
4. Seek to complete [Resolutions 2 and 13](#) as defined by the House of Delegates in 2009
 - a. Resolution 2: In Support of Advocating Nationwide Continuing Education Requirements for Nurses
 - b. Resolution 13: In Support of Interdisciplinary Education

Goal 1: After choosing our theme, the committee made plans to create a PowerPoint presentation to have available for Board Members when they go on field visits and are involved in presentations. This PowerPoint will have instructions for helping students start an Image Group and Project, as well as ideas for ways to get more people involved. The committee agreed that having this document on the [NSNA website](#) under the Image of Nursing Committee would also be beneficial for members who wish to reference it during their Image Project planning and implementation.

Goal 2: A column in *Imprint* magazine highlighting the ways that a positive image can affect our nursing practice, as well as our patients' attitudes toward the nursing role is currently being developed. This column will hopefully appear in multiple issues of *Imprint* so that members can continuously be inspired to promote such an image. If you have a positive experience while putting together an Image Project that you wish to share, submit your story to *Imprint*, and it may be a perfect edition to the Happenings section of the magazine. Include information about:

1. Your project and its goals
2. Ways you are implementing your plan
3. Any media involvement
4. Advice for other participants
5. Why this project is important.

Goal 3: [The Image of Nursing Website](#) should always be a reliable source of information for members wishing to get involved in Image Projects on a local or state level. This website is being updated regularly with new information regarding the Image of Nursing theme. A new Guideline Booklet with tips on getting started with a project, media involvement, and how to submit an entry to the Image of Nursing Committee is being updated currently and will be available on the website soon. The goals of the committee are also available on the website, as well as a [Breaking Negative Nursing Stereotypes](#) PowerPoint, with helpful information on ways to promote a more positive image than may have previously been the norm. Finally, this memo, along with future memos, will be available at all times through the website.

Goal 4:

[Resolution 2](#) emphasizes the importance of nursing students and nurses to recognize the benefits and need for post-graduate education. The opportunities are endless when a nurse decides to further his or her career. These programs help nurses to remain up-to-date on the changing healthcare system, as well as new technologies that are used in everyday nursing practice. The Image of Nursing Committee hopes to increase the awareness of students and nurses alike on the importance of continuing education, as well as the abundance of program available, by publishing articles in *Imprint's* January Career Issue about different fields that exist. The committee also hopes to promote to students the importance of joining a professional organization before or at graduation, due to the fact that such organization hold so many benefits for their members, and can help a nurse get into a continuing education program in the future.

[Resolution 13](#) defines interdisciplinary education as “members of more than one healthcare profession learning interactively together.” This concept is extremely important to the work environment for nurses and other healthcare professionals, but it is also a promotion of a positive image of nursing. By collaborating with other healthcare professions, nurses can build their knowledge base, as well as strengthen the positive opinions those professions have about nursing. It is incredibly beneficial to make these relationships now, while we are all struggling toward our profession. The committee hopes to promote this resolution by publishing an article in *Imprint* magazine including examples of such an environment and why it is effective.

The entire Image of Nursing Committee looks forward to all the entries from schools about ways they have promoted the nursing image in their area. It is so important that we remember why we became nurses, and protect that passion from unrealistic perceptions. If you need any help starting an Image Committee or Image Project, feel free to contact Alison Faust at imprinteditor@nsna.org with questions!

The 2009-2010 Image of Nursing Committee
Alison Faust, Chair, *Imprint* Editor
Denise Landers, Treasurer
Carylin Holsey, Breakthrough to Nursing Director