

**NSNA**

# The Ripple Effect of Nursing

How Our Actions Reflect Our Image  
How Our Actions Reflect Our Image

**2009-2010**

## **Guidelines for Planning Image of Nursing Projects**

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## Introduction

### What is the Image of Nursing?

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 reeducating the community, educating nursing students on how to project a positive image of nursing, and helping students to understand the meaning of professionalism.

Image of Nursing projects focus on presenting a positive image of nursing that effectively presents the valuable work done by nurses. Nursing image is also conveyed by how nursing students present themselves in every setting, from the classroom, to clinicals, to professional meetings, to the workplace.

The image of nursing is vital to the profession, necessary in today's changing workplace, and an important concept for future nurses to understand.

Only by actively and professionally addressing these image can student nurses lead the way in changing society's views of the importance of nurses, the many possibilities the profession offers, and the impact that nurses have worldwide.

### The goals of the Image of Nursing Project are the following:

#### For the Public:

- ✓ Educate the public on the vast quantity of professional roles in the nursing, and how those roles affect all individuals in their everyday lives.
- ✓ Collaborate with nurses and other medical associations that are also promoting a positive image of nursing or recruiting future nurses.
- ✓ Encourage patients to share their experiences, both positive and negative, that deal with the nursing profession, to help the nursing community work toward correcting any problems/supporting any accomplishments

#### For Nursing Students:

- ✓ Work with the recruitment committees in local and state chapters to ensure that education on the numerous job opportunities in nursing is provided to those interested in nursing school.
- ✓ Encourage and assist state and local chapters in forming their own Image of Nursing Committees, as well as planning and implementing events that qualify them for the Image Award.
- ✓ Encourage students to help counteract negative stereotypes in nursing not by reacting to those stereotypes, rather by spreading a positive image in their clinicals and everyday lives.
- ✓ Try to collaborate with local and state associations for professional nurses when seeking advice for and planning Image of Nursing events. Such individuals are amazing examples of the type of nurses that reflect a positive image, and can really demonstrate the level of impact that can be made by individual efforts.

It is vital throughout our careers that we take inventory of our roles, establish a common framework within which to work, and unite both nurses and student nurses in an all-out attempt to establish a meaningful, professional image which is universally recognized.

### 2009-2010 Image of Nursing Committee



Standing left to right: Carylin Holsey, Lee College, Baytown, TX; Alison Faust, **Chair-Imprint®** Editor, Louisiana State University Health Science Center, School of Nursing, New Orleans, LA; Denise Landers, University of Virginia, Charlottesville, VA

## Image of Nursing Project Awards

**Deadline: March 19, 2010**

**Theme: “Ripple Effect of Nursing: How Our Actions Reflect Our Image”**

The purpose of the Image of Nursing Project Award is to: promote a positive image of nursing and demonstrate a significant contribution to the public and/or community through an image of nursing project, and demonstrate appropriate use of media coverage of the project or event.

Media coverage may include: print, television coverage, internet, or radio. Projects done in the hospital setting are encouraged.

Two awards are given for an image project which enhances the public’s image of nursing.

State level - **Certificate and \$100**

School level - **Certificate and \$100**

## Guidelines for Establishing and Maintaining Image Projects

The following guidelines will assist school and state NSNA<sup>®</sup> constituents to establish and maintain an Image of Nursing Project:

1. Obtain faculty and peer support for the project.
2. Encourage the school or state association to appoint an Image of Nursing chairperson responsible for implementing the project. The Image of Nursing chairperson's roles and responsibilities should be included in the association's bylaws to ensure continuity from year to year.
3. Establish an Image Committee. On the state

should be included in the association's bylaws to ensure continuity from year to year.

3. Establish an Image Committee. On the state level, the minimum number of members should be at least two in addition to the chairperson. One member concentrates on specific goals directed at the students. On the school level, the more students involved on the committee, the better the chance for success.
4. Create interest by networking with other school committees and sharing ideas on the local, state, and national level. Joint projects with other schools in your area can add power to your effort.
5. Work closely with the Breakthrough to Nursing<sup>®</sup> (BTN) chairperson to avoid duplication or similarity of ideas and to enhance each other's efforts.
6. Search for sources of funding for the project; provide creative incentives for participants.
7. Submit articles to school and state newsletters to inform others of the Image project's goals and accomplishments. Use flyers to promote the professional development of nurses.
8. Submit a bylaws amendment at the state convention to have the Image chairperson included in the state bylaws as an elected or appointed position to the Board of Directors.

## Tips and Ideas for Effective Image Projects

1. Set realistic and achievable goals.
2. Describe the project in concrete terms.
3. Work together with your school or state BTN<sup>®</sup> Committee.
4. Get together with other state image chairpersons during the annual NSNA<sup>®</sup> Convention or the

MidYear Conference to share activities and ideas.

5. Organize a state or chapter level contest involving the image of nursing.
6. Offer involvement in high school career days along with members of the BTN<sup>®</sup> committee. Help explain the nature of the nursing profession to local middle and high school students who are still deciding on their higher education career paths.
7. Create a media watch to pinpoint distorted, incorrect, or misleading portrayals of nurses. Write to the sponsors, letting them know your displeasure.
8. Design a certificate of excellence to recognize a student who best exemplifies the image of nursing by the end of their first year of clinical.
9. Suggest an award/certificate be presented to the student who best exemplifies the image of nursing by the end of their first year of clinical.
10. Know who your nursing leaders are. Write to the editors of your local media and encourage them to write about the nursing heroes and leaders within your community.
11. Work to establish collaborative relationships with other health care providers, especially those who are sensitive to nursing's professional goals.
12. Work with faculty and/or nurses in specialty practice and send article proposals to your local newspaper or magazine featuring some of the following ideas:
  - The health care benefits of nurses working in advanced practice roles
  - Nurse-managed clinics at worksites that keep health care costs down
  - Home health nurses who help to lower costs and keep patients happier and healthier
  - The increasing number of men in nursing
  - Nurse-midwives providing maternity and deliv-

ery services.

Remember, all ideas can be adopted to suit your local geographic region.

13. Have a town hall style meeting of your school's student nurses association to discuss what your chapter sees as the biggest challenges to promoting a positive image of nursing. Have a moderator who compiles a list of the main ideas to submit to NSNA<sup>®</sup> and your state's association. This will increase dialogue on the subject and let new ideas come to surface.

## Strategies for Forming Image of Nursing Committees

Check your **state bylaws** to see if there is currently an Image of Nursing Director, or if this responsibility is already assigned to a state board member. (The publicity director or newsletter editor may have image of nursing responsibilities). If the bylaws do not include Image of Nursing, you may wish to propose a **bylaw amendment** to create an Image of Nursing Director on the state board. This person would be responsible for chairing the Image of Nursing Committee. Two additional members for the committee can be either state board or committee members, appointed by the state board. It may also be possible through the state resolution process, to recommend the creation of an Image of Nursing Committee.

Alternatively, the state board may also appoint an ad hoc Image of Nursing Committee. If the members of the committee are not state board members, a state board member should serve as a liaison to the committee in an advisory capacity. The Image of Nursing Committee would report to the state board of directors and make any requests for funding by following the state board approval process. If the ad hoc committee is successful, the committee may be transformed into a standing committee, using the process described in the state bylaws.

The state Image of Nursing Committee can develop a statewide Image of Nursing project which is im-

plemented at the school chapter level. To promote projects, a contest or recognition program should be built into the project. All projects developed for this or any other program should include a **problem solving process**: assessment, planning, implementation, evaluation, and recognition of those who contributed to the success of the project.

Use the **state newsletter** to publicize school chapter Image of Nursing projects during the planning stages, and include contact names, addresses, phone numbers, and email addresses. In this way, schools with similar interests can work together to enlarge the project and increase their sphere of influence.

Even if a statewide Image of Nursing project is not in place, schools can form Image of Nursing Committees to plan and implement projects on a local level. A good working committee generally has a chairperson and two or three additional committee members.

The following problem-solving process can be used in planning activities for the statewide or local Image of Nursing Project:

**1. Assessment:** Use a survey to assess the perception of nursing's image among nursing students or among the college community. Consult with a faculty member experienced with surveys. Tap into other experts and resources on campus. For example, try to find someone who can help in setting up computer-generated forms that can be scanned. The survey can include possible project ideas, so that an assessment can be made about the types of activities that students would participate in. When addressing the non-nursing college community, the survey itself can also be used to highlight nursing issues/trends. Include an area for students to add their contact information and/or additional comments.

**2. Planning:** After assessing the need for a project, plan one specifically addressing the need. Keep the goals and objectives achievable, keeping in mind

scope, resources, and timeframe. Again, consult with your faculty advisor and other experts on campus for their input. Try to get access to local radio and cable television stations through your school. Make use of campus newsletters and local periodicals to help get your message out to the public. Delegate responsibilities and have a routine reporting mechanism, so those who assume responsibility for a job can be held accountable and so that subsequent governing bodies are aware of successful projects or those that could use improvement.

**3. Implementation:** Whether the project is a one-day activity or a full year, make sure it is publicized well in advance. Have raffles and door prizes by using contributions from local merchants and make the event fun to attend. This type of project can also raise funds for your chapter. You can charge a fee for exhibit or advertising space if a booklet is produced as part of the fair. Local professional apparel companies would be happy to cosponsor this type of activity.

**4. Evaluation:** Keep an eye out for how the project is going and use this information for your evaluation. Provide each participant with an evaluation for the program or project. Was it well attended? If not, why? Were participants involved? What was learned and were your goals fulfilled?

**5. Recognition/Award:** All those involved in the project should receive credit for their efforts. List names in school and state newsletters; recognize individuals during chapter meetings or award ceremonies, provide certificates of appreciation which can be easily done at a local printer or on a computer. Write letters of thanks to all those involved within the school as well as the community. To find out about earning academic credit for participation in NSNA<sup>®</sup>, visit [www.nsna.leadershipu.org](http://www.nsna.leadershipu.org).

## NSNA<sup>®</sup> and *Nursing Spectrum*/*NurseWeek* Ninth Annual Writing Contest

A positive image of nursing is nurtured by promoting projects and ideas that benefit our communities, our patients, and ourselves. With that in mind, NSNA<sup>®</sup>, *Nursing Spectrum*, and *NurseWeek* are pleased to announce the ninth annual essay contest. NSNA<sup>®</sup> members may submit a one thousand word essay in response to the following question: **“During this drastic shortage of nurse educators, what is the importance of increasing promotion of such a career, and how can it be done?”**

For details, visit [www.nсна.org](http://www.nсна.org) click on Publications/Awards & Contests.

Deadline: Received by Friday March 19, 2010, 5pm Eastern Time

The Grand Prize Winner will win:

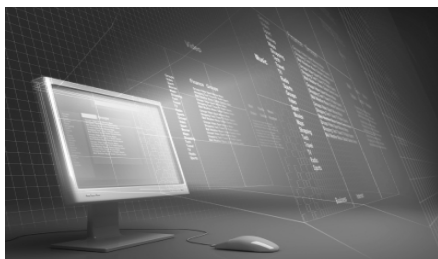
- A \$500 Gift check
- Complimentary registration to the 2010 Convention in Orlando, FL.
- The winning essay will be published online at [www.nurses.com](http://www.nurses.com) and [www.nсна.org](http://www.nсна.org).

Prizes will also be awarded to four finalists:

**First Place:** \$125

**Second Place:** \$100

## Website Award



Check Awards Booklet on [www.nсна.org](http://www.nсна.org) under Publications/Chapter Resources for further details

## The Ripple Effect of Nursing: How Our Actions Reflect Our Image

This year's theme for the Image of Nursing Committee focuses on the impact that we have as nursing students. Though we are still learning, we already have abundant opportunities to influence others through our profession. We spend dozens of hours in hospitals, work tediously on schoolwork with our classmates, and spend time with our friends, family, spouses, and children in our spare time. All of these aspects of our lifestyle as nursing students are opportunities to influence others. Often we forget to take into account that our patients are not the only ones that are affected by our care. All patients take their experience in the hospital home with them upon discharge, and share that experience with others around them. Therefore, the image we portray during their stay can end up influencing many more people than expected. Image Projects with media coverage are another great example of ways that students can influence others without ever coming in contact with them. By seeing what amazing things nursing students are accomplishing in their communities, the general public gets a better idea of what it means to take on a nursing role.

This theme stresses that nursing is not only a profession—it's a lifestyle. However, this does not have to be a tedious burden. Though we often wish to take off our scrubs and no longer be associated with nursing for a few hours, we often still are connected with that title. In the hospital we are patient advocates. In our free time we should still be advocates for the health and kindness of all individuals. This year the Image of Nursing Committee is getting back to the basics of human compassion. It is important during this nursing shortage to not forget our ability to help others without medicine—by simply being a caring, friendly nurse to our patients. It is our goal to encourage students to see how easy it is to get others to respect the nursing profession.

When planning an Image Project, seek out other healthcare leaders in your city or state for suggestions and support, recruit media coverage, and create a list of goals to accomplish through your efforts. Ask for help from your dean, teachers, and



If you are responding to a television program, copy the names of the producers which appear on the credits at the end of the show, and write or email them in care of the network. If you are unsure who to write to, call the network and ask for the name of the producer of the show. *Also, keep in mind that a response on your part need not only be negative. You might want to praise a writer or producer for any positive depiction of nursing you've seen.*

## How to Contact the Media

Below are the local affiliate stations for the national broadcasting companies. Find the station appropriate to your city and state. Most of the websites are set up with a 'Contact Us' section which provides information on where to call in, fax, or email your news item. Additionally, you can often place a community announcement for any special event that you would like to advertise to the general public. These often require about a month of advance notice so be sure to contact your local station with plenty of time if you anticipate that your event could attract many attendees.

### CBS

[www.cbsnews.com/stories/2002/07/31/utility/main517034.shtml](http://www.cbsnews.com/stories/2002/07/31/utility/main517034.shtml)

### NBC

[www.nbc.com/Local/](http://www.nbc.com/Local/)

### ABC

<http://abc.go.com/site/localstations.html>

### PBS

[www.pbs.org/stationfinder/index.html](http://www.pbs.org/stationfinder/index.html)

## Getting Media Coverage of Your Event

Building relationships with journalists is the most effective way for organizations to obtain media coverage. It is therefore key that one person act as a public relations officer for at least a year, if not longer. A quick turnover rate breaks off relationships just as they are being established.

- Contact the smaller circulation papers or local TV stations to increase your chances of getting coverage. Broadcast journalists look for stories in which visuals are prominent. Events that are well-attended, highlight a community issue, and offer action shots (students providing organization-approved health screenings, for example) are more likely to make the news.
- Target specific writers. As you contact the papers, learn what reporters specifically cover health care issues. You want to be able to contact them directly when you have events coming up.
- Email is more effective than faxes.
- Disseminate information about your event a week or two in advance, and then follow up the day before to be sure your fax or email did not get overlooked.
- Be specific about your events, including: date, time, location, key individuals involved, etc.
- Be sure your event is relevant to the publication. How does your event relate to key topics in nursing today?
- Did any reporters attend? Thank them and get a copy of their article for your files. These will be the reporters to contact again in the future.
- Write up your own coverage of the event and email or fax it in the same day.
- Add quotes to your stories to give them a personal touch.

If you want to build a positive image of nursing in the media, learn how to utilize the media to your advantage by making your voice heard regularly. It takes continued exposure in order to change the public's perception! Do not be discouraged if your event isn't featured in the news, print or broadcast. Often, 'human interest' stories are slated for slow news days. However, by putting your organization out there again and again, the news organization will be more likely to look to you for later stories or coverage.

## Sample Letter to the Media

**A 'Letter to the Editor' written to PARADE magazine (a national supplement distributed through local papers' Sunday editions in the spring of 2007):**

Dear Editor:

It was with dismay that we read the April 15, 2007 article, "How Did You Do?" by Lynn Brenner. Registered nurses were listed under a category entitled "The Hottest Jobs (No College Degree Required)," and the broad misconception that this conveys to the American public is damaging. Nurses are the forefront of patient care and most in the profession have at the very least a two-year degree, if not a BSN; in fact many of our leaders have doctorates and masters degrees. Nurses make up the largest health care profession in the nation, yet face a critical shortage that impacts staffing at hospitals and schools, and ultimately affects the very patients that depend on them to provide care. While many of these nurses work 12-hour days in understaffed units to ensure that their patients are well, they also fight a daily battle against the very stereotypes that you're perpetuating with your piece. Nurses are often seen as "aides" to physicians, or as subordinates who just carry out orders. Nothing could be further from the truth; nurses are charged with disaster planning at their institutions, advise policy makers on pending legislation, and are often on the front lines in emergency situations. Take for example,

our acting surgeon general, Major General Gale S. Pollock who is currently charged with our nation's health care. She is an extraordinary leader whose career as a nurse is an example to any aspiring health care professional.

Online versions of your story seem to have corrected the error by listing registered nurses under the "College Degree Required" version of the list, but please ensure that you run a correction in a future article of the printed magazine - our nation can't afford to view nurses as any less than they are: exceptional leaders who are the backbone of our nation's health.

Best regards,

Jennifer M. Davis

2007-08 President, National Student Nurses' Association

## Public Relations: A Major Component of Image

The public relations function as it applies to state public relations chairpersons is to keep the association's name and news of the organization before the public.

### How to Prepare News or Press Releases

- 1. Text should be printed on association letterhead**
- 2. Mark copy as a "News Release."**
- 3. Date, city and state.**
- 4. Contact information for resource person**
- 5. Catchy headline.**
- 6. Body of story.**
- 7. Descriptive paragraph about your association at the end of the release.**

A news release is written in the same style as a straight news story. It should have the following components:

- A strong opening paragraph and supply the supportive information in remaining paragraphs. (Include a photograph with the news release when possible.)
- Remember that when a news release reaches an editor's desk, it represents your association. Make sure it is neatly typed and contains no inaccurate facts or misspelled words.
- Be sure to identify your association. Better public relations can also help to promote membership. For example, if a non-member hears of a nursing student who has won a scholarship because of their involvement in NSNA, that student may be more inclined to join the association.
- Include local media, nursing organizations, hospital or schools, other student organizations, and interested community groups in your distribution list.
- Develop contacts with local newspaper and television and radio station.

Also remember to take pictures of significant state or school projects. You'll develop a good image database to use for later releases, your state chapter newsletter, or *Imprint*. See example on NSNA Press Release page on [www.nsna.org/press/press.asp](http://www.nsna.org/press/press.asp).

## Other talking points:

### The Nursing Shortage and the Campaign for Nursing's Future

Almost every day, there is an article or news story highlighting the nation's nursing shortage. This is an opportunity for nurses and nursing students to highlight—in the form of letters to the editor and articles—what nurses do, and how important they are. For additional talking points, resources, and ideas, refer to the following excerpt from a Johnson & Johnson press release issued in the spring of 2007 to

recognize the five-year anniversary of the Campaign for Nursing's Future:

In late 2001, with more than 110,000 nurses needed to fill vacant positions nationwide, the United States was in the throes of the worst nursing shortage in its history. Just over five years later, more than 500,000 men and women have entered the nursing profession.

However, much still remains to be done to stave off a long-term health care crisis, as the perfect storm of aging baby boomers, retiring nurses and a critical shortage of nursing faculty still lead the U.S. Health Resources and Services Administration to forecast one million nurse staffing vacancies by 2020.

Five years ago, Johnson & Johnson launched the Campaign for Nursing's Future to enhance the overall image of the nursing profession as well as to recruit new nurses and nurse faculty. The nursing campaign has built many partnerships, and is cited routinely as a major success story in the developing turn-around in nurse staffing.

In 2006, nearly 43,000 qualified applicants to baccalaureate and graduate nursing school programs were turned away primarily due to an insufficient number of faculty, according to recent data by the AACN.

"Further compounding this nursing staffing issue is a critical shortage of nursing school faculty, whom we desperately need to teach our nursing students," said Dr. Marla Salmon, Dean of the Nell Hodgson Woodruff School of Nursing at Emory University in Atlanta.

Components of the Campaign include print and interactive advertising of real nurses in action, as well as a comprehensive Web site, [www.discovernursing.com](http://www.discovernursing.com), containing searchable links to hundreds of nursing scholarships, more than 2,000 accredited nursing educational programs, funding resources and information on more than 100 specialties for individuals who

are interested in pursuing a career in nursing.

"Johnson & Johnson has always had a special relationship with nurses," said Andrea Higham, director, The Johnson & Johnson Campaign for Nursing's Future. "When we launched the Campaign five years ago, we knew we had to act on a crisis that would not only greatly impact nurses, but the larger health care community as well. There is significant data which demonstrates that as nurse staffing levels decrease, or become over-burdened, patient health care quality declines, and patient mortality rates increase. This staffing crisis has a very real impact on anyone who needs health care."

#### **About Johnson & Johnson**

*Johnson & Johnson is the world's most comprehensive and broadly based manufacturer of health care products, as well as a provider of related services, for the consumer, pharmaceutical and medical devices and diagnostic markets. The more than 250 Johnson & Johnson operating companies employ approximately 121,000 men and women in 57 countries and sell products throughout the world.*

Reference: Johnson & Johnson. (2007). *The Johnson & Johnson Campaign for Nursing's Future Crosses the Five-Year Mark*. Retrieved September 14, 2007 from [www.jnj.com/news/jnj\\_news/20070509\\_095406.htm](http://www.jnj.com/news/jnj_news/20070509_095406.htm).

## **Image of Nursing Resources**

NSNA information on nursing careers  
**[www.nsna.org/career](http://www.nsna.org/career)**

Nursing...the Ultimate Adventure  
Educational pamphlet and video  
**[www.nsna.org/pubs/ultimate\\_adventure.asp](http://www.nsna.org/pubs/ultimate_adventure.asp)**

Reflections on Nursing Leadership  
Sigma Theta Tau International  
550 West North Street  
Indianapolis, Indiana 46202  
1-888-634-7575  
**[www.nursingsociety.org](http://www.nursingsociety.org)**

Nurses for a Healthier Tomorrow  
**[www.nursesource.org](http://www.nursesource.org)**

Johnson & Johnson The Campaign  
for Nursing's Future  
**[www.discovernursing.com](http://www.discovernursing.com)**

Woodhull Study on Nursing and  
the Media  
**[www.nursingsociety.org/Media/Pages/woodhall.aspx](http://www.nursingsociety.org/Media/Pages/woodhall.aspx)**

## NSNA<sup>®</sup> Fact Sheet

NSNA<sup>®</sup> is a membership organization representing nursing students in Associate Degree, Baccalaureate, Diploma, and generic Masters and Doctoral programs preparing students for Registered Nurse licensure, as well as RNs in BSN completion programs.

**Membership:** Over 50,000 nursing students in 50 states, the District of Columbia, Guam, Puerto Rico and the U.S. Virgin Islands.

**Programs:** Improvement of nursing and health care through (1) community projects; (2) education; (3) legislative activities; and (4) recruitment and retention of traditional and nontraditional nursing students.

Special activities include: Breakthrough to Nursing<sup>®</sup> Project, a project to recruit people of diverse backgrounds into nursing ; involvement in curriculum reform including promotion of student experiences in community health projects; encouragement of student participation in legislative acts as the voice of nursing students in national legislative matters; implementation of the Bill of Rights and Responsibilities for Students of Nursing and Grievance Procedures in nursing schools.

**Publications:** *Imprint*<sup>®</sup>, published five times during the academic year, including the *Imprint*<sup>®</sup> Career Planning Issue and *NSNA*<sup>®</sup> *News*, the newsletter, published online during the academic year.

**Organization:** A student Board of Directors, composed of three officers and six directors, and one ex-officio member and a four-member Nominating and Elections Committee - all are elected at the annual convention.

**Administration and Finances:** Self-supporting, non-profit corporation. Dues: \$30 per member. Headquartered at 45 Main Street, Suite 606, Brooklyn, NY, 11201. Executive Director: Diane J. Mancino, EdD, RN, CAE.

**Foundation of the National Student Nurses' Association<sup>®</sup> (FNSNA<sup>®</sup>)** was created in 1969 to honor Frances Tompkins, the Association's first Executive Director. Organized exclusively for charitable and educational purposes, the Foundation awards scholarships to qualified nursing students. Contributions to the FNSNA<sup>®</sup> are tax-deductible. Each year the FNSNA<sup>®</sup> awards over \$100,000 in scholarships to qualified nursing students.

## NSNA<sup>®</sup> Mission Statement

The NSNA<sup>®</sup> Mission is to: bring together and mentor students preparing for initial licensure as registered nurses, as well as those enrolled in baccalaureate completion programs; convey the standards and ethics of the nursing profession; promote development of the skills that students will need as responsible and accountable members of the nursing profession; advocate for high quality, evidence-based, affordable and accessible health care; advocate for and contribute to advances in nursing education; develop nursing students who are prepared to lead the profession in the future.

# Ideas for Celebrating for National Nurses' Week and National Student Nurses' Day

## National Nurses' Week Activities

### May 6-12

#### **State Nurses and State Student Nurses' Association Collaboration**

Collaborate with the state nurses association in promoting and participating in Nurses' Week activities. Encourage recognition of state student leaders.

#### **School Chapter Campus Activities**

- Plan a recognition reception for faculty, nursing students, pre-nursing students and students in other health discipline programs. This is a great opportunity to network while highlighting the accomplishments of nurses and nursing students. The Nightingale Doll and Nurses' Ring make excellent recognition gifts. These and other National Student Nurses Day logo gifts are available through NSNA<sup>®</sup>.
- Set up nursing and health information tables in student center. Decorate with balloons and a banner announcing National Student Nurses' Day.
- Offer health screening in various locations on campus to groups, such as sororities, fraternities, and athletic teams. Decorate area with balloons and a banner.

#### **In the Community**

- Bring a banner and balloons to all events and collaborate with practicing nurses from the state nurses' association
- Perform skits in schools (see Breakthrough to Nursing<sup>®</sup> Guidelines for details).
- Plan a "Teddy Bear Clinic" for young children and conduct a "well bear" exam to allay children's fears of health exams.
- Visit nursing homes and children's hospital units. Visit senior centers and conduct a health screening.
- Have a Health Fair!
- Visit schools and talk about nursing as a career choice and/or provide health teaching in gym classes, home economics classes, and for athletic teams.
- Invite students to spend a day with a student nurse and/or to visit the school of nursing.

#### **Media attention**

- Two weeks before event, send press releases to all media announcing National Student Nurses' Day.
- Offer to speak on talk radio and interview-format television programs.
- Ask local newspapers to do a special story about nursing education and the profession of nursing.

**Following is sample text you can send your town or city officials to request a National Student Nurses' Day in your city or town. You should also send a cover letter explaining what National Student Nurses' Day is and the importance of nursing as a profession.**

### **SAMPLE PROCLAMATION**

Declaring May 8, 2009

National Student Nurses' Day

City of \_\_\_\_\_

**WHEREAS**, the Student Nurses' Organization (SNO) of \_\_\_\_\_ is associated with large numbers of nursing students locally and nationally whose purpose is to educate nurses to their professional role and their responsibility for quality health care of people in all walks of life; and

**WHEREAS**, the National Student Nurses' Association, Inc.<sup>®</sup> (NSNA<sup>®</sup>), of which \_\_\_\_\_ is a constituent chapter, meets regionally and nationally to further nursing education and leadership and has chosen May 8, 2005 during National Nurses' Week as the third annual National Student Nurses' Day; and

**WHEREAS**, through the educational process at \_\_\_\_\_, nursing students are meeting the challenges of our times by preparing them to practice in urban and rural areas as well as maintaining an opportunity for all ethnic and cultural groups to participation in nursing education; and we wish to commend the \_\_\_\_\_ for their continued vital service to our community;

**NOW, THEREFORE, I**, \_\_\_\_\_ Mayor of \_\_\_\_\_, do hereby recognize and pay special tribute to the Student Nurses' Organization of \_\_\_\_\_ and the National Student Nurses' Association; and do hereby proclaim May 8, 2009 as

### **NATIONAL STUDENT NURSES' DAY**

in the City of \_\_\_\_\_, and on behalf of the City Council, express thanks and appreciation to these professionals for demonstrating pride and concern for the quality of health care in our community; and urge all our citizens to take advantage of the opportunity to become acquainted with the high caliber of programs and services available through the nursing courses at \_\_\_\_\_

\_\_\_\_\_, **Mayor**

City (or county )of \_\_\_\_\_ State\_\_\_\_

## Code of Ethics

Below you will find Part I of NSNA's® Code of Ethics. It speaks to the professionalism that the organization strives to maintain and promote within its membership and as a direct result, how the image of nursing is portrayed to the community at large. It should be kept in mind when planning an Image of Nursing project.

### Part I: Code of Professional Conduct

The *Code of Professional Conduct* provides a high standard of behavior (guided by ideals and values) that is expected of students who participate in NSNA® activities. The document introduces students to the principles of professional and personal conduct and prepares them to become involved in professional societies and associations. The *Code of Ethics*, taken in concert with the *NSNA® Student Bill of Rights and Responsibilities for Students of Nursing*, provides comprehensive guidelines that set the tone for professional development.

As a member of the National Student Nurses' Association, Inc.®, I pledge to:

- Maintain the highest standard of personal and professional conduct
- Actively promote and encourage the highest level of ethics within nursing education, the profession of nursing, and the student nurses' association.
- Uphold all Bylaws and regulations relating to the student nurses' association at the chapter, state and national levels, reserving the right to criticize rules and laws constructively, but respecting the rules and laws as long as they prevail.
- Strive for excellence in all aspects of decision-making and management at all levels of the student nurses' association.
- Use only legal and ethical principles in all association decisions and activities.
- Ensure the proper use of all association funds.
- Serve all members of the student nurses' association impartially, provide no special privilege to any individual member, and accept no personal compensation from another member or non-member.
- Maintain the confidentiality of privileged information entrusted or known to me by virtue of an elected or appointed position in the association.
- Refuse to engage in, or condone, discrimination on the basis of race, gender, age, citizenship, religion, national origin, sexual orientation, or disability.
- Refrain from any form of cheating or dishonesty, and take action to report dishonorable practices to proper authorities using established channels.
- Always communicate internal and external association statements in a truthful and accurate manner by ensuring that there is integrity in the data and information used by the student nurses' association.
- Cooperate in every reasonable and proper way with association volunteers and staff, and work with them in the advocacy of student rights and responsibilities and the advancement of the profession of nursing.
- Use every opportunity to improve faculty understanding of the role of the student nurses association.
- Use every opportunity to raise awareness of the student nurses' association's mission, purpose, and goals at the school chapter level.
- Promote and encourage entering nursing students to join and become active in NSNA®.
- Promote and encourage graduating seniors to continue their involvement by joining professional nurses' associations upon licensure as registered nurses.
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*Adopted by the 1999 House of Delegates, Pittsburgh, PA, at the 47th Annual NSNA® Convention.*

*References: American Society of Association Executives and the National Society for Fundraising Executives*

Note: Part II of the code address Academic and Clinical Conduct and can be found on pg. 23 in the *Getting the Pieces to Fit* handbook.