



Guidelines for Planning Image of Nursing 2020-2021

The Heart of Healthcare



Table of Contents

2020-2021 Image of Nursing Committee	4
Introduction.....	4
Image Project Awards.....	5
Guidelines for Establishing and Maintaining Image Projects	5
Strategies for Forming Image of Nursing Committees	7
Essay Contest.....	8
Social Media Award	9
Website Award	9
Newsletter Award	9
Media Surveillance	9
How to Write to the Media	10
Getting Media Coverage for your Event.....	11
Example of a Letter to the Editor	11
Public Relations: A Major Component of Image	12
Talking Points: J&J Campaign for Nursing’s Future.....	13
Image of Nursing Resources	15
NSNA® Fact Sheet.....	15
Ideas for National Nurses Week Projects.....	16
Code of Ethics.....	18

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2020-2021 Image of Nursing Committee

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Introduction

What is the Image of Nursing?

From Nurse Ratchet to Nurse Jackie, to believing that only doctors use stethoscopes*, the media and public perception are rife with inaccurate portrayals of who nurses are and what they do. We need to reclaim our image. Together, we can create a more positive, realistic image of who a nurse truly is and how integral nurses are to the healthcare system.

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 issues can student nurses lead the way in changing society's views of the importance of nurses, the 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 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 and supporting any accomplishments made by individuals and the profession.

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.

Image of Nursing Project Awards

Theme: “The Heart of Healthcare”

Deadline: March 15, 2021

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, internet (including social media), or radio coverage. Projects done in the hospital setting are encouraged (this will require authorization by the institution).

Two awards are given for an image project that enhances the public’s image of nursing:

- State level - Certificate and \$100
 - School level - Certificate and \$100
- Apply online at <http://www.nснаawards.weebly.com>

Guidelines for Establishing and Maintaining Image Projects

The following guidelines will assist school and state NSNA 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 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® (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 Committee.
4. Get together with other state image chairpersons during the annual NSNA 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 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 delivery services.

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

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 and your state's association. This will increase dialogue on the subject and let new ideas 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 implemented 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, find someone familiar with Survey Monkey or other survey-taking tools. 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 your chapter social media accounts and 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 academic recognition for participation in NSNA, visit www.nsnaleadershipu.org.

Essay 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 is pleased to announce the 20th Annual Essay Contest. NSNA members must submit a one-thousand-word essay in response to this year's essay question. For details (e.g., essay question, deadlines, criteria, prizes), please visit <http://nsnaawards.weebly.com/essay-contest.html>.

Deadline: Friday, February 19, 2021, 11:59 pm EST.

Social Media Award

The Social Media award for school chapters and state associations. With the rise of technology and digital media, more school chapters and state associations are turning to social media to communicate news regarding the nursing profession to students. Most school chapters are using social media as a platform for their school chapter websites as well. With the wealth of presence on social today, it is an effective medium to promote the positive image of nursing. For more details, go to <http://nsnaawards.weebly.com/social-media-award.html>

Deadline: Monday, March 15, 2021.

Website Award

State associations and school chapters are increasingly turning to the web as a way of informing their memberships of chapter events as well as state and national news. While some websites are professionally outsourced, their content and relevance is nevertheless the responsibility of the chapter leadership, and its respective editor(s). Does your chapter have a working and up-to-date website? Does your chapter post regularly? To enter, check the Awards Booklet on <http://nsnaawards.weebly.com/website-award.html> for further details.

Deadline: Monday, March 15, 2021.

Newsletter Award

This award is open to state and school newsletters for all constituent chapters. The primary purpose of a state or school newsletter is to inform the membership of chapter events and other news in a timely and interesting manner. Further, it should promote interest in student participation in these events and encourage the membership to contribute articles, letters to the editor, or suggestions about events. The secondary purpose is to promote a positive image of nursing and to report on current issues and concerns in nursing. If you run a successful newsletter for your local or state chapter, please consider applying for this award to receive recognition. To learn more, please visit <http://nsnaawards.weebly.com/newsletter-contest.html>.

Deadline: Monday, March 15, 2021.

Media Surveillance

One of the most important activities you can engage in is to keep a watchful eye on the local and national media. Members of the Image of Nursing Committee should remember the impact that the media has on the public's perception of nursing, and insist that nurses are portrayed as consummate professionals. Nurses have long recognized that our image has often been distorted/ignored or portrayed negatively.

Get into the habit of scanning the newspapers regularly for nursing related articles. Make a note of where the articles are located, who wrote them (was it a nurse?), and how often the topic appears. The news story which begins on the front page of the newspaper or the front page of any of its other sections suggests that it has been given priority by the editor. Items are separated as news, lifestyle issues, sports, and therefore fall into their respective sections of the newspaper. Don't be concerned if the story jumps to other pages inside the newspaper. Besides the news stories, look for letters to the editor and advice columns written by nurses or ones to which a nurse might respond.

The Story

- What is the story about?
- Is the major theme about a health concern, nursing's clientele, crime/malpractice, nursing education, nursing image, legislation, nursing research, nursing role, union or strike activity?
- Is it informative? Is it timely?
- Does it present a comprehensive overview? Is something missing?
- How might the story be followed up to provide a more comprehensive coverage of the topic? Who would you suggest the journalist contact?

Use of Nurses as Credible Experts

- Were nurses mentioned in the article?
- Did the writer name specific nurses and their position(s)? Did the writer specify their educational preparation? And were the nurses used as experts about the topic?

The Layout

- Does the article stand out with the use of a headline or caption?
- Is it located above the fold? Is the story boxed in?
- Is it on the right-hand side of the page? (Especially important is the upper right hand corner.)
- Does the story go across the full width of the page?
- If online, is the story buried under many links? Is it on the homepage or a subsection's splash page? Can you add a comment in a discussion session?

Use of Photos

- Is there a photograph? Where is it? How big is it? (They say a photo is worth a thousand words!) Does the photo capture the essence of the story?
- Does it make a statement with which you are comfortable? If not, what do you see as the problem?

How to Write to the Media

If you are responding to a newspaper story, mail or email your response to the "Letters to the Editor" section. Make sure the publication has a web site and look for the editor link to make sure you are emailing the right person. Make sure all of your contact information including phone number and address, is included in the email. You can also write to the reporter or cc the reporter by sending your response to him or her separately, either by email or regular mail. If you don't have a copy of the article, call the newspaper and ask for the name of the health or science reporter. (Note: it's a good idea to keep a clips file, so you have a record of the articles you reacted to.)

If you are responding to a television program, copy the names of the producers who 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 that 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.

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.

EXAMPLE OF A LETTER TO THE EDITOR

Healing Relationships

[Published: March 25, 2003 The New York Times](#)

To the Editor:

"Tales From a Burn Unit" showed how relationships between patients, nurses and physicians can foster healing, creating an environment of knowledge and support that helps patients comply with grueling treatment regimens.

The horror and pain of patients' experiences are being addressed. There is hope.

Very early in my nursing career I worked in a large New York City tuberculosis hospital. Wartime staff shortages forced registered nurses, doctors and patients to hang together to create the best we could for our patients.

Fortunately, for now anyway, Rhode Island Hospital is blessed with fine nurses, including those in advanced practice and excellent physicians.

But dire predictions of unmet needs in the nursing work force could bring us back only too easily to my early experience.

We don't want that and we need to heighten our awareness of nursing in the health care system to prevent it.

DR. CLAIRE M. FAGIN

New York — The writer is the director of the John A. Hartford Foundation program on building geriatric nursing.

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 in a positive manner.

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. Be sure to get photo releases from those in the photo so that you can publish the picture with their permission. You'll develop a good

image database to use for later releases, your state chapter newsletter, or *Imprint*. See examples on NSNA Press Release page on <http://www.nсна.org/pressmedia.html>.

Talking points:

The Johnson & Johnson Campaign for Nursing’s Future

Quick Facts about a campaign that has done more than any other initiative to improve the image of nursing.

The Johnson & Johnson *Campaign for Nursing's Future*, a multi-year, \$50 million national initiative was launched in February 2002 to enhance the image of the nursing profession, recruit new nurses and nurse faculty, and help retain nurses currently in the profession. The *Campaign* celebrated its 15th anniversary in 2017.

The *Campaign* features a comprehensive website: www.discovernursing.com for individuals who are interested in pursuing a career in nursing. Discovernursing.com is the number one ranked nursing site and features a “responsive” design meaning the content of the site morphs based on how the web experience is being accessed. It contains searchable links to hundreds of nursing scholarships, more than 1,700 accredited nursing educational programs and information on more than 100 specialties and career paths for those with nursing degrees. To date, the site has seen 3 million total visits from 2.5 million unique visitors.

Each month, the *Campaign* produces and distributes *Nursing Notes*, the award-winning monthly HTML e-newsletter featuring news on trends and issues impacting the profession, nursing specialties, nurse profiles and educational resources to more than 60,000 recipients.

In 2010, the *Campaign* launched the [Nursing Notes by Johnson & Johnson Facebook Fan Page](#), which provides Facebook-exclusive content – including articles, photos and videos – and serves as an extension of *Nursing Notes*, encouraging discussion and interaction among Page fans and *Nursing Notes* readers.

In 2012, the *Campaign* launched its Twitter handle, @JNINursingNotes, to help expand its social media presence and highlight *Nursing Notes*-related information, *Campaign* initiatives and other relevant nursing-related information.

The *Campaign* launched its podcast series “[Nursing Notes Live](#)” in 2010 as an audio extension of *Nursing Notes*. “Nursing Notes Live” delivers exclusive interviews and news segments that provide further insight on content and specialties featured in *Nursing Notes*. The series airs two new episodes each month hosted by nurse and podcast producer, Jamie Davis, and can be found on the [Facebook Fan Page](#).

During National Nurses Week 2011, the *Campaign* launched an exciting new initiative called “Thank A Nurse” to thank and recognize nurses for their continued dedication and passion with several new assets and resources.

To commemorate the *Campaign’s* 10th Anniversary celebration in 2012, nurses and student nurses from around the world were invited to submit their photos online to be part of ***The Art of Nursing: A Portrait of Thanks Mosaic Project***, a unique mosaic image that celebrates the nursing profession. For every photo uploaded the *Campaign* also donated \$1 to the Foundation of the National Student Nurses’ Association to help fund nursing student scholarships. The following image is composed of thousands of individual photos of nursing students and registered nurses!

The *Campaign* launched the “**Amazing Nurses**” program in 2011. This national recognition initiative invites the public to submit nominations and vote for nurses who demonstrate and provide extraordinary care and make a difference every day in the lives of others. To learn more about the program, visit: www.facebook.com/jnjnursingnotes.

The *Campaign* has worked with numerous healthcare partners to host **Promise of Nursing galas** and other regional events and has raised \$19 million for undergraduate student scholarships, nurse educator fellowships, and nursing school grants in cities/regions where the nursing shortage is most acute.

Since 2003, more than 31 Promise of Nursing galas have been held across the country, including those in Arizona, California, Georgia, Florida, Illinois, Maryland, Massachusetts, Michigan, New Jersey, New York, Pennsylvania, South Carolina, Tennessee, Texas and Washington. Funds raised at the events are managed by the Foundation of the National Student Nurses’ Association, Inc.

Johnson & Johnson has also launched the Donate a Photo app, which is an easy way to contribute to nursing student scholarships. For every photo donated, Johnson & Johnson will give \$1 to the Foundation of the National Student Nurses’ Association. That \$1 will go toward 50 nursing school scholarships. For every 1000 photos donated, a student will get awarded a \$1,000 scholarship for nursing school. Donating a photo is also a great way to project a positive image of nursing!

For more information visit nursing.jnj.com.

Image of Nursing Resources

- NSNA information on nursing careers | www.nсна.org/career-center.html
- Nursing...the Ultimate Adventure Educational pamphlet | <http://www.nсна.org/NSNA-store.html>
- [How you can Share the Image of Nursing](#)

- Johnson & Johnson The Campaign for Nursing's Future | nursing.jnj.com

NSNA Fact Sheet

NSNA 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.

NSNA Mission Statement

The NSNA 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.

NSNA Core Values

- | | |
|----------------------------|--------------------|
| 1. LEADERSHIP and AUTONOMY | 4. PROFESSIONALISM |
| 2. QUALITY EDUCATION | 5. CARE |
| 3. ADVOCACY | 6. DIVERSITY |

Membership: Approximately 60,000 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 Project, a project to recruit people of diverse backgrounds into nursing; involvement in curriculum reform including promotion of student experiences in population and global 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* is published five times during the academic year. Visit www.nсна.org/imprint.html to learn more.

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, FAAN.

Foundation of the National Student Nurses' Association (FNSNA) 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 are tax-deductible. Each year the FNSNA awards over \$100,000 in scholarships to qualified nursing students.

Ideas for Celebrating for National Nurses' Week & National Student Nurses' Day 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®.
- 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® 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.
- ANA offers a National Nurse Week media kit to help you get started with an array of great ideas for publicity and recognition of your indispensable nurses, visit www.nursingworld.org/NationalNursesWeek-2017ResourceToolkit to obtain your media kit today.
- Offer to speak on talk radio and interview-format television programs.
- Ask local newspapers to do a 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, 2019

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.® (NSNA®), of which _____ is a constituent chapter, meets regionally and nationally to further nursing education and leadership and has chosen May 8, 2018 during National Nurses' Week as the 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, 2018 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.

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 in the *Getting the Pieces to Fit* handbook.

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