Breaking Negative Nursing Sterotypes

Created by the
Image of Nursing Committee
Negative Nursing Stereotypes

- Negative stereotypes portray nurses as being overbearing, sexual, and incompetent.
  - “Nurse Ratchet”/ Batteaxe
  - Naughty Nurse
  - Doctor’s Handmaiden
  - Airheaded

- These stereotypes are portrayed in the media constantly even though nursing is a challenging respectable profession.
In Reality Nurses Are:

- Patient Advocates
- Strong
- Highly Intelligent
- Dedicated
- Trustworthy
- In Very High Demand ☺
Action steps to actively fight the negative stereotypes

- Promote positive images as nursing students.
- Actively educate others on the true meaning of nursing.
- Join professional nursing organizations like NSNA and ANA who work actively to diminish negative stereotypes.
- Establish a public image committee in your local and state chapters.
Action steps to actively fight the negative stereotypes

Sketchers pulled an ad after a nurses' group complained that the racy print ads, starring Christina Aguilera as both a nurse and patient, exploited negative stereotypes of nurses.
Positive Images of Nurses
Positive Images of Nursing