Resolution
The Image of Nurses in the Media

Whereas, we live in an era where image and the marketing of image is important.

Whereas, inferior images of the profession.

Whereas, there is a negative portrayal of nurses in all media by virtue of inaccurate role portrayals and omission of nurses in situations where in real life nurses are essential health care providers.

Whereas, when nurses are missing in the media or are portrayed negatively opportunities for recruiting and retaining educated professionals may be missed.

Whereas, in real life smart, educated nurses advance within the profession but on TV they go to medical school rather than advancing in a fulfilling, life-long career as a nurse.

Whereas, there are efforts to resolve the issue of negative portrayals of nursing in the media through the Center for Nursing Advocacy, there is a continued need to do more.

Whereas, promoting a more professional image of the profession of nursing in media can increase power in the clinical arena, the community, research, academia, the board-room, and the halls of government. Additionally, a polished image can improve access to better pay, benefits and respect in the workplace.

Resolve that NJSNA supports all positive efforts to improve the image of nurses in the media including participation in the campaign of the Center for Nursing Advocacy.

Resolve that NJSNA will encourage members to support nurse-friendly and nurse-driven media and advocate for improving the image of nurse in the media through letter writing, e-mail, talk radio, and organized efforts at the both the state and national level.

Resolve that NJSNA will provide members a link to the Center for Nursing Advocacy and regularly update members on action items related to the campaign for improving the image of nursing in the media via the NJSNA website, E-news letters, the New Jersey Nurse and the Institute for Nursing Newsletter.

References:


Kaiser Family Foundation, Study of Entertainment Media and Health http://www.kff.org/entmedia/index.cfm


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