The Nightingale Challenge Leadership Series

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FINDING YOUR VOICE IN THE TIME OF COVID-19

NURSES & MEDIA
WHAT HAVE WE DONE
TO RAISE THE
VOICE OF THE NURSE
NIGHTINGALE LEADERSHIP SERIES

“Stand Up for Diversity” ~ Sofia Aragon, JD, BSN, RN, Exec. Director, Washington Center for Nursing

“A New View on Public Health Leaders” ~ Patty Hayes, Exec. Director, Public Health, Seattle & King Co.

“Lead from the Start” ~ Carol Boston-Fleischhauer, JD, MS, BSN, Chief Officer & Managing Director, Advisory Board

“Finding Your Voice in the Time of COVID-19” ~ Susan E. Birch, MBA, BSN, RN, Director, WA State Health Care Authority
WOODHULL STUDY on NURSING AND MEDIA
IOM – THE FUTURE OF NURSING REPORT

&

NATIONAL ACADEMY OF MEDICINE
IOM Future of Nursing Report

1. Nurses should practice to the full extent of their education & training
2. Nurses should achieve higher levels of education & training through an improved education system that promotes seamless academic progression
3. Nurses should be full partners with MDs and other health professionals, in redesigning health care in the U.S.
4. Effective workforce planning & policy-making require better data collection & an improved information infrastructure
See What Nurses See

To address population health during the pandemic, we must support and expand nurses’ abilities to assess and address social factors impacting health. During these trying times, I often think of the faces of my nurse colleagues. Though they wear masks, you can see in the eyes... MORE
NURSES AND WOMEN ARE UNDERREPRESENTED IN PRESS IMAGES
NURSES RARELY QUOTED IN HEALTH CARE NEWS
In 1997,

4% in newspapers
1% in weeklies and industry publications
In 2017,

2% in newspapers and weeklies
1% in industry publications
NURSES MAINLY QUOTED ABOUT THE NURSING PROFESSION
What It’s Like to Be a Nurse Working on the Front Lines of COVID-19

In the fight against COVID-19, nurses are real-life superheroes. Getty Images
Dream of Obamacare Replacement Fades to Bipartisan Patch Job

How the Graham-Cassidy Proposal Would Hurt Communities of Color

Senate Republicans Say They Will Not Vote on Health Bill

The Best Health Care System? Doctors Back Single-Payer Plan, Survey Shows

AMA News: Reject bill that would lead to millions losing coverage

Democratic Group Plans Attacks on G.O.P. Efforts to Undermine Obama Health Care Law

Texas Medical Board releases telemedicine rules

More ACA drama may be in store

Republicans Have a Bill to Repeal Obamacare. They Don't Know Exactly What It Will Do

Illinois Republican Governor Signs Controversial Abortion Bill
NURSES SHOULD ENGAGE IN POLICY
NOW IS THE TIME FOR...
AOC’s blistering rebuke of GOP Rep. Yoho after verbal attack
FINDING YOUR VOICE
WHAT CAN WE DO?
WHAT WILL YOU DO TO CHANGE NURSES’ INVISIBILITY?
WHAT ABOUT YOU?
WHAT YOU CAN DO
WHY USE SOCIAL MEDIA?
WHY NURSES SHOULD ENGAGE ON TWITTER
NURSE LEADERS ON SOCIAL MEDIA

@djmasonrn
@Azita_Emami
@BGlickstein
Margaret Flinter
@CHCConnecticut
@chcradio
A TWITTER THREAD THAT LAUNCHED A MOVEMENT

Dear #AcademicTwitter, particularly #MedTwitter, #EpiTwitter, #PublicHealthTwitter, and #NursesWhoTweet:
We have a problem:
Folks in your discipline who work in #practice vs #academia often lack access to scientific journals. In turn, #EBP suffers. #NoJournalsNoEBP Thread https://t.co/gE7kHg8wsT
— Melanie Rogers, RN, MPH (@MRogersRN) March 23, 2019
Robin Cogan @RobinCogan · 53s
Sharing the stages of #NoMoreEmptyDesks @kitodt you will be proud! If you want to learn more about our initiative, please DM me. @CamdenSchools @BrimmMAHS leading the way.
I was (and remain) a HUUGE advocate of @schoolnurses when I was Commissioner of @StateHealthIN - attendance 🕒, performance 🕒, health status 🕒, vaccinations 🕒, when schools have access to a nurse!
FRAMING YOUR TOPIC
DEVELOP A MULTI-MEDIA DISSEMINATION PLAN FOR YOUR RESEARCH
IMPLICATIONS FOR NURSE RESEARCH
Translating Your Research

What is the story you have to tell?

From problem to intervention to impact
CHANGES IN THE TIME OF COVID-19
The History of American Nursing

17th - 18th Century
The Age of Reason and the advancement of scientific knowledge

1881
Clara Barton founded the American Red Cross

1900
Nursing specialized care emerges

1956
First master's degree in nursing is offered

1990s
Modern day scrubs are introduced

2008
The average age of working nurses is 47 years old

2013
Geriatric nursing is in demand
IN REVIEW
#NursingIsPolitical. Speak out against injustice. Support changes that will impact the health and social needs of people, families & communities. This is nursing.
Susan E. Birch, MBA, BSN, RN
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Washington State Health Care Authority
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"FROM NURSE TO CHIEF NURSE"
GUEST SPEAKERS,
JEROME DAYAO & JENNIFER GRAVES

WEDNESDAY, AUGUST 12
12:00-1:00PM

To learn more about The Nightingale Leadership Series and register for this webinar free of charge, visit: impact.nursing.uw.edu