nursing the future

boosting the image of nursing in the UK

2004-2005

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perception of nurses

- public
- school children
- nurses
- patients

we're no angels

- negative media coverage
- are nurses too clever to care?

WHAT IS WRONG WITH BRITISH NURSES?

An American journalist spent two weeks in an NHS hospital and was shocked by what she found. Is she being fair to our nurses?

by Julia Magnet

www.nursingthefuture.org.uk

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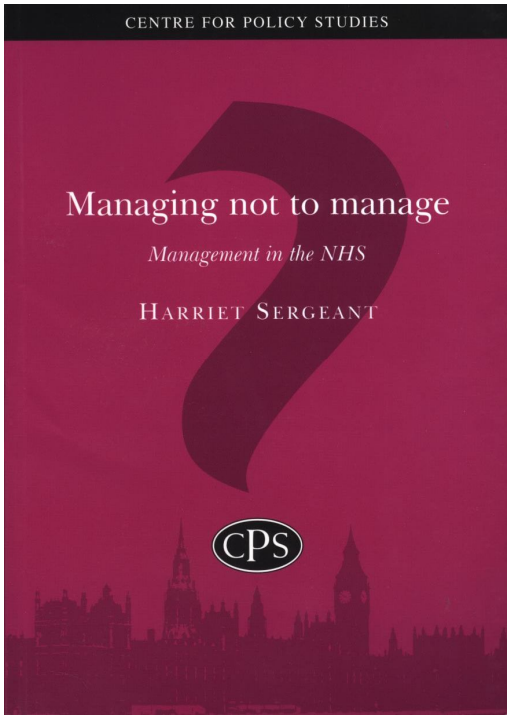
too posh to wash ...

- why did we lose matrons?
- nurse education does not prepare nurses fit for practice

Nov '03



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public perceptions

extremely hard-working: 79%
caring and understanding: 81%
female: 61%

top five associations:
wearing a uniform; sympathetic; dedicated; trustworthy; smart and professional

Mori Poll (2,154 UK adults) Nov ‘03

but…

- but they are increasingly likely to see nurses as poorly educated
- 42% of people think nurses are well educated – a drop of 10% since 1999
- almost 20% think qualified nurses don't have any formal qualifications!

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- 28% think nurses obey doctors' orders without question
- 27% think nurses can't prescribe medicines
- nursing is an unpopular career choice

Mori Poll (2,154 UK adults) Nov '03

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who is the most
high profile nurse in Britain?

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Florence Nightingale – almost 100 years after her death

Mori (Nov ‘03)

When I grow up

I want to be…

Interviews with 11-12 and 14-15 year olds across UK:

- Stereotypical view of nursing alive and well
- Nursing needs to do more to attract young people
- Money, stress and ‘yuk factor’ puts them off
- Nursing viewed as having low status

campaign aims

- enhance the image and reputation of nursing
- help nurses publicise what they do
- encourage nurses to ‘talk-up’ their profession
- raise the profile of nurses
- encourage more respect for the profession

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reader survey

- 94% say they are proud to be nurses
- patients are the no:1 reason they stay

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it’s obvious
I make a difference

‘I have thought about changing jobs …but caring for people is a key requirement for me’

Tracey Laverty, practice nurse

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what our readers thought

‘This campaign is great. It gives me and others the opportunity to share how much we love our work.

‘Nursing is a tough job but if you can take pleasure in its rewards, it is well worth it.’

Jane Godfrey, staff nurse

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meet Staff Nurse Fi …

- ‘join Staff Nurse Fi and friends as she sets about her daily tasks at Flower Park Hospital….’

- could she heighten awareness of the realities and inspirations of modern nursing?

created by nurse Fiona Sneddon

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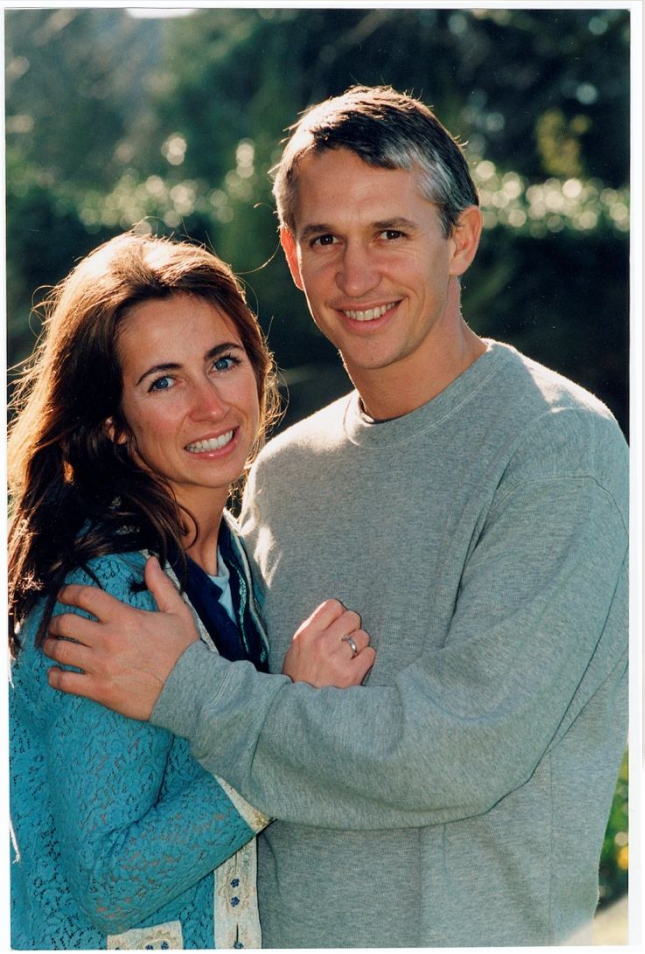
...and patients too

‘When I had a miscarriage, my nurse gave me confidence and helped me cope’

Jennie Walters

…and famous relatives



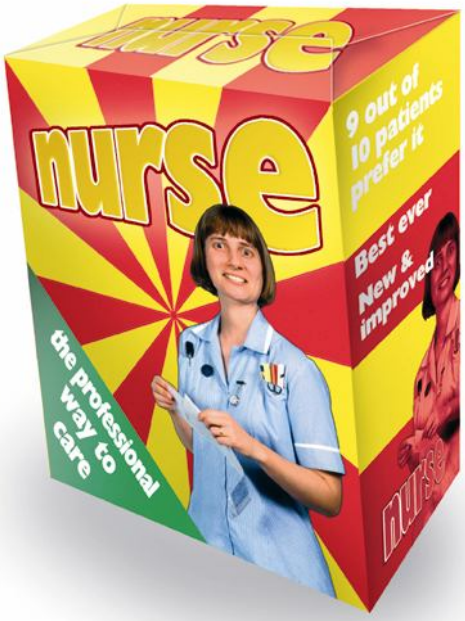
‘Nurses….should never be taken for granted’

TV presenter and former England football captain Gary Lineker with former wife Michelle

should we re-brand nursing?

image experts said:

- nursing is a marketeer's dream
- its image needs to move from 'Skoda' to fast lane
- nursing needs to speak up for itself



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manifesto for NURSING

What do we want to change or achieve?

Get rid of the outmoded images of the stereotypical Nurse

Who/ what is the Enemy and our Supporters?

Our enemy is self doubt

Those who come into contact with us value us the most

What are we For?

Provision of the best of patient care

Accepting that intense reward does not have to be acclaimed

What are we Against?

Unloved, uncaring-ness and fear

How will we Behave?

With pride, compassion and positive-ness

With dignity courage and fortitude

Acknowledging that this is a career for big hearts not faint hearts

What's our role in people's lives?

The out-held hand

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the REDPRINT ®

brand idea: nursing is a challenging, demanding, fulfilling professional career providing tailored care for the health of individuals to help heal, aid recuperation and improve their well-being

brand values: teamwork, compassion (maintain)

versatility, make a difference (build)

target market: nurses who are busy, stretched and undervalued at times

insight: the majority of people are bored in their jobs, feel stuck in a rut, going through the motions feeling life is passing them by, and dream of something more involving and fulfilling. While nursing can provide the answer, it is surprising how many people are not up to its demands

promise: nursing is the most emotionally rewarding career

proposition: nursing enriches people's lives at times they most need it

brand persona: quiet power

manifesto: you need a big big heart, a desire to learn fast, and be prepared for some surprises given the variety of challenges in individual patient care

watchwords: dignity, courage and fortitude

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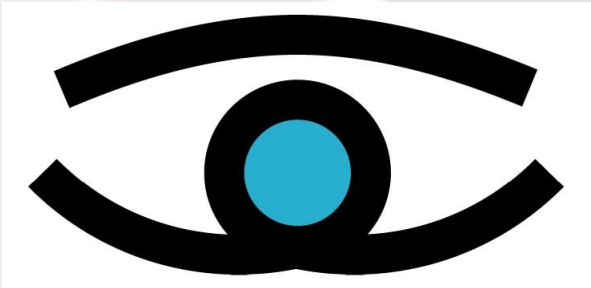
on location



acclaimed film maker Nick Shipley uses the Redprint to make a film about nursing: Quiet Power

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the breakfast slot

ambassador Gareth Williams appears on BBC's Breakfast

nurses' day May 05

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