

## Thoughts to Consider when Promoting Nursing

The following are research and national survey findings for your consideration as you design nursing and/or health care promotional materials.

### To promote Nursing Image and Recruitment Among Youth Focus on:

- The intellectual challenge and high level of knowledge nursing involves
- Variety of work at all levels
- Career progression
- Wide range of career opportunities within nursing
- Nurses as autonomous practitioners
- Idea of "helping people" and ability to "make a difference"
- Avoid the "Squeamish Factor"

Foskett, Nicholas H. & Hemsley-Brown, Jane V. (March, 1998) Perceptions of Nursing as a Career among Young People in Schools and Colleges. Centre for Research in Education Marketing: University of Southampton. Southampton, England.

### Nurses for a Healthier Tomorrow Campaign Research found Youth:

- Could not visualize where nurses work
- Not aware of career advancement
- Viewed nurse as supportive role to MD
- "Most knew at least one nurse..."
- Idea of "wearing a uniform" was unappealing
- 9-10th graders "were more defined in their impressions on becoming a nurse"
- Students of all ages felt nursing "is a girl's job"

Sherman, Greta (August 28, 2000). Unpublished report of nationwide focus groups for Nurses for a Healthier Tomorrow Image Campaign. J Walter Thompson: Louisville, Ky.

### Recruiting High School Students into Health Care

Most effective recruitment strategies:

- Student Shadow Experience
- Classroom and Community Presentations
- Career Days/Fairs
- Newsletter featuring opportunities and roles in health care
- Participate in health screening at local schools
- Scholarships

Wilson, Connie S. & Mitchell, Barbara S. (1999) Nursing 2000: Collaboration to Promote Careers in Registered Nursing. *Nursing Outlook*. 47:56-61.

## **Nationwide Harris Poll: June, 1999**

### Findings:

- An overwhelming majority of the public (92%) said they trust information about health care provided by registered nurses, ranking nurses even with physicians. Nurses ranked higher than teachers (62%) or journalists (51%). Only two percent of respondents said they didn't trust health care information "at all" provided by doctors or registered nurses.
- 86% of Americans expressed concern that a nursing shortage would have a negative impact on the quality of care. Persons over 40 years of age expressed the greatest level of concern.
- 85% of Americans said they would be pleased if their son or daughter became a registered nurse.
  - Actually more pleased than if their child became a lawyer, journalist or policeman
  - African-Americans and Latinos favored nursing as a career slightly more than Caucasian respondents
- 76% of the public thinks nurses should have four years of education or more past high school to perform the duties of their job.
- When asked about specific duties of registered nurses, 91% of the public recognized they monitor patient care, but only 14 % recognized that nurses prescribe medications.
  - 91% said nurses monitor the condition of patients
  - 69% said nurses provide counseling to patients
  - 34% said nurses diagnose health conditions
  - 23% said nurses decide on treatments for patients
  - 14% said nurses prescribe medications

## **Nurses Top the Charts for Honesty and Ethics**

A 1999 annual Gallup poll on Honesty and Ethics found nearly three-quarters of Americans deem nurses' honesty as either very high or high. This ranking places nurses at the top of the list of 45 jobs and occupations. The top five professions rated for honesty include: nurses (75%), pharmacists (69%), veterinarians (63%), medical doctors (58%) and K-12 teachers (57%).

Sigma Theta Tau International Honor Society of Nursing. (Second Quarter 2000). Excellence. 1(2):1.

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