



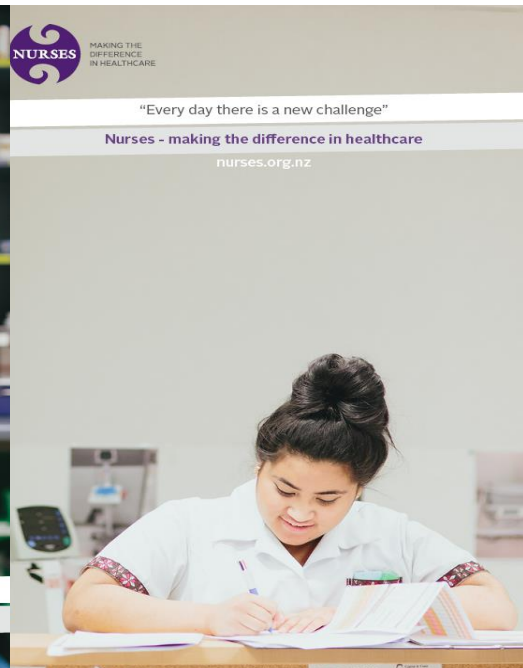
MAKING THE DIFFERENCE IN HEALTHCARE



NURSES MAKING THE DIFFERENCE IN HEALTHCARE

"I use my skills and knowledge as well as my caring side"

Nurses - making the difference in healthcare
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"Every day there is a new challenge"

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"Nursing is my passion"

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Problem identification

- Members have identified two issues on which action is required:
- Publicly promote the value of nursing and nurses, and
- Elevate the professional association profile of NZNO.

The contribution of nursing and the value that it adds continues to be largely unrecognised and when tough choices or decisions are made about health system change frequently nursing becomes the first target and the nursing voice is unheard by those in power.



Thus promoting nursing will:

- help strengthen its public image
- mobilise public support
- increase our ability to be recognised, heard and influence stakeholders



Campaign purpose

The primary purpose of this campaign is to reinforce professional pride, promote nursing, raising its profile and image publicly. In addressing this goal, a secondary benefit will be that the professional association profile of NZNO will be lifted also.



Campaign outcomes

- Conveying pride in nursing
- Projecting professionalism
- Empowering members to articulate the value of nursing
- Demonstrating value of nursing
- Nurses as knowledgeable, skilled health professionals
- Improving engagement at all levels

Activities so far....

- Project team
- Market research focus groups
- Campaign slogan and branding developed
- Resource development
- Leader identification, development, activation
- Member awareness & involvement

And.....

- Professionalism research
- Website development
- YNY Awards
- Member engagement
 - Staff buy-in
 - Member champions
 - Member engagement

Next phase...

- Media engagement
- Social media involvement
- Advertisements in media

What we need from you

- Support for the project – member engagement and promotion of -

*Nurses – making the difference in
health care*

Website: www.nurses.org.nz