

Nurses throughout the Finger Lakes Region have joined to create an annual conference that honors the nursing profession. Each year this event is held before National Nurses Week.

The 13th Annual Heart of Nursing Conference is Co-Sponsored by:

Auburn Hospital
Canandaigua VA Medical Center
Clifton Springs Hospital and Clinic
FF Thompson Health
Finger Lakes Community College
Finger Lakes Health
Finger Lakes Health College of Nursing
Keuka College
Lifetime Care Home Health and Hospice
Marion S. Whelan School of
Practical Nursing
Nazareth College
Newark Wayne Community Hospital

Who knows what nurses do?

Global health depends on nurses using their advanced skills to save lives and improve patient outcomes. But few in today's society know this. So nursing is chronically undervalued and underfunded, starving nurses and their patients of the resources they need to achieve good health. Sandy Summers founded the non-profit The Truth About Nursing to empower nurses to improve public understanding of their profession. Long subject to "naughty nurse" and "handmaiden" stereotypes, nursing continues to be misrepresented and under-represented in the media, which research finds has a real effect on health-related views and actions. The Truth About Nursing analyzes the good, the bad and the ugly media portrayals of nursing. And spearheads effective action to educate the media and improve its performance, to get nursing the resources it needs to strengthen clinical practice, education, research and residencies. See more about their work at www.TruthAboutNursing.org.

Sandy and her husband also wrote *Saving Lives: Why the Media's Portrayal of Nursing Puts Us All at Risk* for everyone to use as a guide to put the media on the side of nurses, to strengthen the profession, improve care and save lives. All Sandy's honoraria and book royalties from *Saving Lives* go to support The Truth About Nursing, which is a 501(c)(3) non-profit organization based in Baltimore.



13th Annual Heart of Nursing Conference



“Changing How the World Thinks About Nursing”

May 2, 2016

Club 86
86 Avenue E
Geneva, NY

Co-Sponsored with Rochester Regional
Health

Rochester Regional Health Department of Clinical Education and Nursing Research is an approved provider of continuing nursing education by ANA Massachusetts, an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation

Pending approval completion of this program will award 1.25 continuing nursing education credits.

Co-Sponsored with Rochester Regional Health



Schedule of Events

- 4:30 p.m. Registration & Hors d'oeuvres
- 5:30 p.m. Welcome & Blessing
- 5:45 p.m. Dinner
- 6:30 p.m. Keynote Speaker
- “Changing How the World Thinks About Nursing”
- Sandy Summers
- 7:45 p.m. Door Prizes & Evaluations

*Please return registration by April 25, 2016.
Pre-registration is required. *

“Changing How the World Thinks About Nursing” By Sandy Summers RN, MSN, MPH

Sandy will:

- ❖ Discuss how healthcare errors stem from an underfunded and undervalued nursing profession fueled by decades of negative media depictions;
- ❖ Explore the full range of media stereotypes;
- ❖ Inspire you to join her systematic plan to enhance public understanding of nursing, which will strengthen nursing and save lives.

About Sandy Summers RN, MSN, MPH

Sandy Summers is Executive Director of The Truth About Nursing. Since 2001 she has led the effort to change how the world views nursing by challenging damaging media depictions of nurses.

Ms. Summers is the co-author of *Saving Lives: Why the Media's Portrayal of Nursing Puts Us All at Risk*. Her media advocacy work began when she and fellow Johns Hopkins graduate students began the movement in April 2001.

She speaks frequently on nursing's image and empowering nurses to change how they are perceived.

Ms. Summers has Masters Degrees in Nursing and Public Health from Johns Hopkins University (2002). She received her Bachelor of Science in Nursing from Southern Connecticut State University in 1984.

See more on her presentation on the back cover and at:

www.truthaboutnursing.org/speaker

Registration Form

Name

Title

Home Address/City/State/Zip

Employer Name

Email Address

_____/_____
Home Telephone No. Work Telephone No.

Please Choose a Meal Selection:

- ☆ Baked Chicken _____
- ☆ Eggplant Parmesan _____
- ☆ Pasta Primavera _____

Cost \$40.00 per person

- Full time nursing students \$ 25.00 with valid copy student ID (students register by mail only)

You may register on line at **ticketLeap.com** listed under “Heart of Nursing 13th Annual Conference”

OR

Send check and registration to:

Julia Laco
138 Tremont Street
Palmyra, NY 14522

Please make check payable to “Heart of Nursing”

Please return registrations by April 25, 2016
Pre-registration is required.

For any questions contact:
Julia Laco 315-871-6987