

CAN SHORT DRESSES CAUSE SHORT STAFFING?

The “naughty nurse” image remains a media staple. Should real nurses care?

We think so. Linking sexual images closely to nursing—to even the fantasy idea that nurses are sexually available to patients and physicians—reinforces long-standing stereotypes. Those stereotypes discourage practicing and potential nurses, and foster sexual violence in the workplace.

Naughty nurse and other stereotypical images add to the chronic underfunding of nursing research, education and clinical practice. This is because health care decision makers are less likely to devote scarce resources to a profession that has



become so degraded in the public consciousness. Abundant research shows that the media affects how people think about nursing.

In 2004, a The Truth About Nursing campaign sparked over 3,000 letters to the Skechers company about the Christina Aguilera ad above. The company pulled the ad worldwide. We *can* shape our public image if we work together!

Our book *Saving Lives: Why the Media's Portrayal of Nurses Puts Us All at Risk* provides a more detailed look at to why media stereotypes undermine nurses' claims to adequate resources. Help us strengthen nursing and patient care at www.TruthAboutNursing.org. Thank you.

