

From: Sandy Summers, The Truth About Nursing news_alerts@truthaboutnursing.org
Subject: Communication breakthrough
Date: June 5, 2021 at 11:45 AM
To: Sandy Summers ssummers@truthaboutnursing.org



News on nursing in the media

Are nurses getting the respect they need to save lives?

June 5, 2021

Headlines

1. *Newsweek* highlights NNU's protest against the CDC's relaxed mask guidance

STRONG ADVOCACY

2. *New York Times* opinion items show the value of nursing—and how it is threatened

STRONG ADVOCACY

3. RCN leader advocates for nurses in BBC segment on pandemic

STRONG ADVOCACY

4. *U.S. News* piece discusses problems in nurse-physician interactions

COMMUNICATION

5. Truth director to speak to NPs in Florida in August 2021

SPEECH!

6. [Book an online or in-person engagement now!](#)

BOOK SANDY NOW

7. Sign all our petitions: [Unbreakable Kimmy Schmidt](#), [Grey's Anatomy](#), [Ratched](#), [Google/Ascension/Project Nightingale](#), [Cardi B](#), [The Good Doctor](#), [Amy Schumer](#), [Family Feud](#)

TAKE ACTION

Empower the nursing profession--please help us help you with a \$5/month donation. Thank you!

News Summaries

Wishful acting

Newsweek highlights NNU's protest against the CDC's relaxed mask guidance

The May 2021 piece had some strong advocacy from National Nurses United, which argues that it's too soon to tell vaccinated people they can stop wearing masks in most U.S. settings. Sadly, the article includes more about how the new guidance is playing out in California's political scene than it does about whether NNU is actually right.



[Read more...](#)

Just pick anybody up off the street and turn them into nurses

RCN leader advocates for nurses in BBC segment on pandemic

In March 2021 Dame Donna Kinnair, leader of the UK's Royal College of Nursing, appeared on the BBC radio show Newshour to discuss nursing during the Covid-19 era. Dame Kinnair made good points about the value of UK nurses' work, the poor public understanding of their roles, and the inadequate pay they receive.



[Read more...](#)

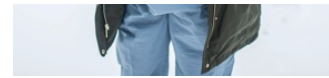
Running the show

New York Times opinion items show the value of nursing—and how it is threatened

In late February 2021, two nurse-related opinion pieces appeared in the Times almost at the same time. A powerful 15-minute video by Alexander Stockton and Lucy King took viewers inside a



Covid ICU, where nurses provide the “vast majority of care.” And a strong op-ed by Theresa Brown described the great stress nurses face in caring for Covid patients, especially when that involves understaffing, which threatens patients and nurses themselves.



[Read more...](#)

Communication breakdown

U.S. News piece discusses problems in nurse-physician interactions

A September 2018 piece in *U.S. News & World Report* does a generally good job addressing the problem of poor communication between the professions, exploring some key causes and promising solutions. It relies on two experienced nurses who make many excellent points, although comments from one manage to both understate nursing autonomy and overstate nurses' responsibility for conflicts.

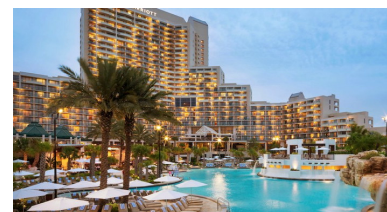


[Read more...](#)

Speaking engagements

See Sandy Summers in Florida in August 2021

On August 27, 2021, Truth About Nursing founder and director Sandy Summers will be the keynote speaker at the Florida Nurse Practitioner Network (FNP Network) conference in Orlando. The FNP Network's theme for this, its 17th conference, will be "2021: The Year NP's Inspire, Innovate & Motivate." If you can, please come see Sandy and be inspired! The conference will be held at the Orlando World



Center Marriott. [See the agenda.](#)

NETTOM

Planning in-person events again? The Truth About Nursing's founder and executive director gives keynotes!

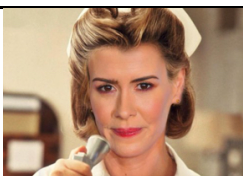
Let Sandy Summers, RN, MSN, MPH,
empower your nurses and help them fully
embrace their autonomy!

Patients deserve better protection. Let Sandy help your nurses and students fully embrace their autonomy to strengthen nursing care, reduce errors, and improve care! Sandy speaks widely to a variety of international nursing groups. (She's vaccinated.) [Click here to see details](#) and **book her today!**



Book Sandy Summers for your event!

Sign all of our petitions. Demand respect for nursing!



Netflix and Ryan Murphy



After 348 tries *Grey's*

plan two-season TV origin story for Nurse Ratched, one of the most damaging anti-nurse stereotypes in history, just released.

After *Grey's Anatomy* portrayed a nurse doing the nursing work of educating a patient. Encourage *Grey's* to continue and bring on more nurse characters to do the nursing instead of the surgeons who almost always do it.



Cardi B needs education as to why the naughty nurse damages the nursing profession



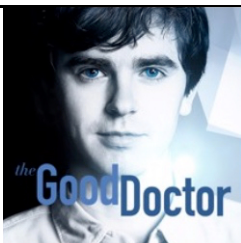
Unbreakable Kimmy Schmidt: "Thank God for stupid nurses"



Family Feud uses naughty nurses and battleaxes as a mainstay of its "jokes"



Inside Amy Schumer used vicious anti-nurse stereotypes



The Good Doctor strongly reinforces the stereotype that nurses are low-skilled physician lackeys

who are barely involved
in hospital care.

Google

Ascension

Project Nightingale

Don't let this be a search
result for "Nightingale."
"New Google / Ascension
project has already
breached nursing's data
security."

**We can turn \$5/month into a more empowered nursing
profession. Join us?**

Presentations

How can nurses become fierce advocates?

Sandy Summers delivered an empowering
message to new graduates in a 2019 speech
at Widener University's Nightingale ceremony

In a short, compelling address, Sandy Summers
welcomes new graduates to the field of nursing
and inspires them to become fierce patient



Can you please
donate \$5 or \$10
per month to

advocates--to put patients' interests first. Sandy explains her holistic vision of nursing advocacy and shares strategies to help nurses find their voices. She highlights areas in need of our advocacy and offers perspectives on how to overcome the resistance we meet when we challenge the world to do better. Nursing advocacy saves lives, and our patients need us to do it. So please join Sandy and let's get started!

support our work?
Thank you!

See the speech!

Professors

Planning your curriculum?

We have ideas

Many nursing professors rely on the extensive and varied materials on the Truth's website to help their students engage with critical issues nurses will face in the future, from their public image to key aspects of nursing education, practice, and advocacy. Since 2001, we have explored and analyzed how the global media and society in general has seen the nursing profession. Join your colleagues and use this material to help plan your curriculum! [Please consider some of these ideas...](#)



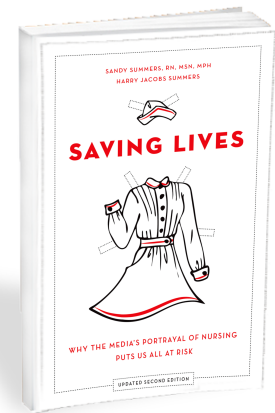
See our curriculum ideas...

Books

Imagine a world where nurses were fully empowered to protect patients

Get an author-signed copy of *Saving Lives* for you or a friend

Saving Lives is the transformative book acclaimed by nurses, nursing leaders, scholars, and the media. It can help your friends, colleagues, and students be the strong nurses our profession needs to protect patients from errors, injuries, and disease. See [praise](#) for *Saving Lives: Why the Media's Portrayal of Nursing Puts Us All at Risk* by leaders in nursing and the media as well as the [awards it has earned](#), including three Book of the Year awards from the *American Journal of Nursing* and an award from Sigma Theta Tau, the International Honor Society of Nursing. The updated second edition from Oxford University Press is now available! All donations and royalties go directly to support The Truth About Nursing, a 501(c)(3) non-profit organization. Thank you for your support!



[Learn more about Saving Lives!](#)

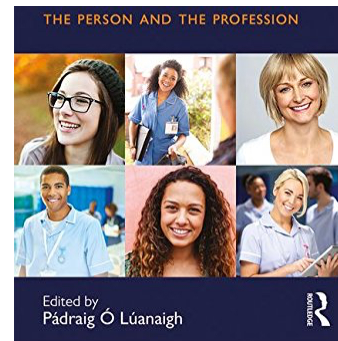
Think about the future

New international text *Nurses and Nursing* leads off with chapter by Truth

NURSES and
NURSING

leaders

The exciting new textbook [*Nurses and Nursing: The Person and the Profession*](#) includes a chapter on nursing's image by Truth leaders Sandy Summers and Harry Jacobs Summers. Edited by Padraig O Luanaigh, RN, EdD, the thought-provoking new textbook from Routledge "draws on international contributors with a range of backgrounds to explore, engage with and challenge readers in understanding the many aspects and elements that inform and influence contemporary nursing practice." Our chapter is "Nursing's public image: Toward a professional future." We thank Dr. Luanaigh for the opportunity to be a part of this important new project. Please consider this book for your classes in professionalism, nursing and society, and nursing leadership. [Click here to request a free copy for review now!](#) See [more about the book here...](#)



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Contact Us

The Truth About Nursing
203 Churchwardens Rd.
Baltimore, Maryland 21212
(410) 323-1100
info@truthaboutnursing.org

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