

## ***Our Image, Our Choice:***

### *Perspectives on Shaping, Empowering, and Elevating the Nursing Profession*

#### **Learning objectives:**

- Discuss the current image of the nursing profession
- Recognize the effect of image on public perception
- Discuss the results of a national nursing survey regarding image
- Discuss why the public image of nursing is important
- Explain the reasons why the public image of nursing is different than the reality
- Identify efforts to promote a more accurate public image of nursing
- Discuss the connection between power and image
- Explain how nursing autonomy contributes to professionalism
- Identify why people resist culture change
- Evaluate ways to secure buy-in for culture change
- List reasons why nurses avoid communicating
- Explain how to use the DESC communication model
- Identify characteristics of professional communication
- Identify the Force of Magnetism related to nursing image
- Discuss the role of nursing image in the ANCC Magnet Recognition Program®\*
- Recognize strategies used by designated organizations to promote nursing staff
- List criteria for judging nursing excellence
- Discuss ways managers can encourage staff to strive for professional excellence
- Analyze the ethical responsibilities of nursing
- Determine how nursing ethics relate to professionalism
- List strategies for promoting an ethical image of nursing
- Explain how media portrayals of nursing influence public opinion
- Discuss the role played by the Center for Nursing Advocacy in changing nursing's image
- Explain ways managers can encourage staff to focus on presenting a positive image
- Identify positive examples of nurses in the public eye
- Identify ways nursing faculty can shape student's image of nursing

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