**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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