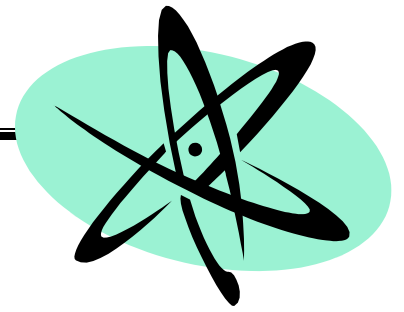


Nurse Power!™
By Donna Cardillo, RN, MA



WHAT WE HAVE GOING FOR US

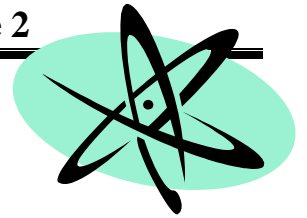
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WHAT WE'VE ALREADY DONE (www.ana.org/hof/)

- Mary Breckinridge (1881-1965)
Frontier Nursing Service
- Susie Walking Bear Yellow Tail (1903-1981)
Native American Nurses Association
- Clara Louise Maass (1876-1901)
Lost her life in service
- Linda Aiken b.1943
Nursing and healthcare research and education

WHAT WE STILL NEED TO DO

- Get visible and vocal
- Stand up for ourselves
- Speak up and speak out
- Capitalize on our credibility
- Educate the public...and the healthcare community



Empowerment Strategies...
BE A NURSING ADVOCATE

- Talk about what you do
- Speak well of nursing
- Promote the profession
- Introduce yourself
- Be proud of your credentials

HARNESS THE POWER OF THE MEDIA

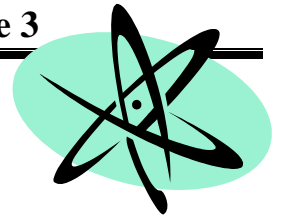
- Monitor the media
- Write letters to the editor
- Develop media relations
- Get media training
- Become a resource



BECOME MORE ASSERTIVE

- Work on your communication style
- Ask for what you want
- Learn to take a compliment
- Practice conflict management
- Develop negotiation skills
- Walk and talk like a winner





More strategies...

DEVELOP SOCIAL SAVVY

- Work on networking skills
- Learn workplace / social etiquette
- Get out more
- Read about current events
- Understand office politics

BUILD ALLIANCES

- Get active in professional associations
- Get on interdepartmental committees
- Be social
- Network, network, network
- Collaborate, don't compete
- Support one another

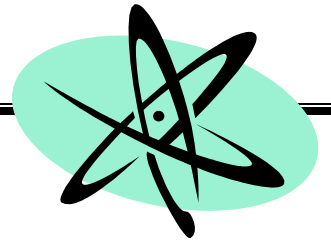


BECOME POLITICALLY AWARE

- Learn how the system works
- Write to / call your legislature
- Develop relationships
- Join related committees
- Work on a campaign



Recommended Reading



Related articles by Donna

- *Become More Assertive One Step at a Time*
- *Pack More Punch into Daily Communication*
- *With Office Politics, It's Smart to be Savvy*
- *Talk About What You Do*
- *Promote Don't Pummel Your Profession*
- *Just a Nurse? No Such Thing*
- *Conversational Ice Breakers*
- *Nurse, Promote Thyself*

Download these and other articles at www.dcardillo.com. Don't have access to the Internet yet? Call 800-801-5796 for a complimentary copy of any article.

Books, Books, Books

- *From Silence to Voice* - by Bernice Buresh and Suzanne Gordon
- *Becoming Influential- A Guide for Nurses* by Eleanor J. Sullivan
- *The Aladdin Factor* by Jack Canfield and Mark Victor Hansen
Learning to ask for what you want.
- *Your First Year as a Nurse* by Donna Wilk Cardillo
- *6 Steps to Free Publicity* by Marcia Yudkin
- *The Confidence Course* by Walter Anderson
- *The Complete Idiot's Guide to Etiquette* by Mary Mitchell
- *Talking From 9 to 5* by Deborah Tannen
- *You've Only Got Three Seconds* – by Camille Lavington
How to Make the Right Impression in Your Business and Social Life
- *Why Good Girls Don't Get Ahead but Gutzy Girls Do* by Kate White
- *Transforming Nurses' Stress and Anger – Steps towards healing*
by Sandra P. Thomas

Web sites:

www.nursingadvocacy.org

This site keeps track of nurses and nursing issues in the media. It also offers great tips and advice for working with the media as well as interesting statistics, information, and resources about the profession. Check it weekly as the content is always changing.

www.discovernursing.com

This is Johnson & Johnson's site to promote nursing recruitment and retention. It includes interesting and valuable facts and resources for all nurses. J&J offers complimentary materials such as brochures, posters, and videos to help any individual or organization promote nursing.

SAMPLE LETTERS TO THE EDITOR

This note was sent via e-mail to the editor of Good Housekeeping magazine in response to an article in the March 2002 edition.

“Thanks for the great article by Tessa De Carlo entitled "Where are the Nurses?" It was right on the money about working conditions and substandard staffing levels. While many are automatically attributing the problems to the future predicted nursing shortage (which hasn't hit yet, by the way), Ms. DeCarlo got to the heart of the matter. Hopefully her thoughtful and well-researched article will help to get the message out to consumers (who can speak to their politicians, community leaders, and hospital administrators) and government sources that control healthcare funding and legislation. Thanks, too, for portraying nurses in such a positive light. We're in the headlines as soon as we make a mistake but rarely for the good things we do.”

Donna Cardillo, RN
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732-449-9666

This note was sent to the editor Of U.S. News and World Report magazine in response to an article about careers with a future. The only healthcare profession mentioned was X-ray techs with an estimated 12,000 job openings. One tech was quoted as saying his job was rewarding because he occasionally got to hold someone's hand and comfort him or her. There was no mention of the nursing profession.

“I'm an avid reader and rely on USN&WR for all the latest news and information. However, there was one glaring omission to the "Careers to Count On" article in the 2/18/02 issue - Nursing. With an estimated 100,000 current vacancies and an estimated shortage of over 400,000 nurses by the year 2020, it is one of the hottest job prospects around. Average salaries are between \$35,000 and \$75,000 with some hospitals paying sign-on bonuses of 3-12 thousand dollars. Nursing is a high tech AND high touch profession. Where else can you use your heart and your head everyday and make a real difference in the lives of others? The Department of Labor (DOL) lists nursing as the largest of all healthcare professions with almost 2.7 million licensed registered nurses. DOL also lists nursing as one of the 10 occupations projected to have the largest numbers of new jobs. You really missed the boat by excluding this one.”

Name
Address
Phone number

Tips: