

Why the Media's Portrayal of Nursing Puts Us All at Risk!

Tuesday, April 12, 2016

Social Hour: 5 – 5:30 p.m.

Speaker: 5:30 – 7 p.m.

Allen College
Baskins & McBride Classrooms
In Winter Hall

Intended Audience:

Registered nurses and nursing students.

Purpose:

To describe how the portrayal of nurses in the media affect quality health care.

Objectives:

Upon completion of this program, participants should be able to:

1. Explain how the media affects the strength of the nursing profession.
2. Differentiate helpful and damaging depictions of nursing in the media.
3. Identify how to take action – affect existing media depictions and messages needed in new media nurses can create on their own.

Registration:

Register by contacting Sarah Steele at Sarah.Steele@allencollege.edu or (319) 226-2084.

Credit:

This program has been approved for 0.18 CEUs through Allen College, Iowa Board of Nursing provider #127. Participants must attend the entire session to receive credit.

Presented by:

Sandy Summers

RN, MSN, MPH

Sandy Summers is the founder and executive director of "The Truth About Nursing" and co-author of *Saving Lives: Why the Media's Portrayal of Nursing Puts Us All at Risk* (Oxford University Press), now in its second edition. *Saving Lives* won an International Award for Nursing Excellence in Public Print Media from Sigma Theta Tau and several Book of the Year awards from the *American Journal of Nursing*. Summers wrote the book with her husband Harry, who is The Truth About Nursing's senior advisor.

Since 2001 Summers has worked to change the image of nursing by challenging damaging media depictions of nurses. She has worked to replace harmful images of nursing with accurate ones in cooperation with major corporations including Disney, Clairol, Cadbury-Schweppes, Heineken, Wal-Mart, Skechers, Schick, Gillette, CVS, Coors and many others.

Summers has Masters degrees in nursing and public health from Johns Hopkins University and a Bachelor of Science in Nursing from Southern Connecticut State University. Prior to her graduate work, she practiced nursing for 15 years in the emergency departments and intensive care units of some of America's major trauma centers. From 1994-97, Summers worked in Phnom Penh, Cambodia. She has also lived and worked in New Zealand and St. Thomas in the U.S. Virgin Islands. Summers lives in Baltimore, Maryland, with Harry and their two teenage children.



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