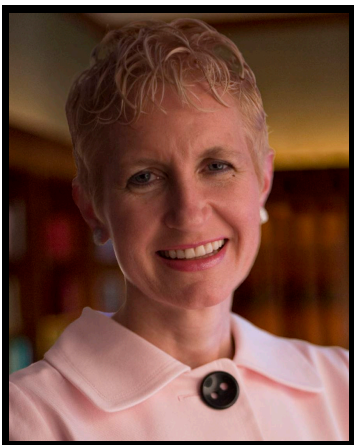




DAY 1 KEYNOTE SPEAKER

Sandy Summers, RN, MSN, MPH
Founder and Executive Director



Sandy Summers is the executive director of The Truth About Nursing. Since 2001 she has led the effort to change how the world views nursing by challenging damaging media depictions of nurses. Her media advocacy work began when she and fellow Johns Hopkins graduate students began the movement in April 2001. She [speaks frequently](#) on nursing's image and empowering nurses to change how they are perceived. Ms. Summers is the co-author of the award-winning book [Saving Lives: Why the Media's Portrayal of Nursing Puts Us All at Risk](#) by Oxford University Press.

Ms. Summers's advocacy work has led to the removal or repair of dozens of negative images of nursing including those created by [MTV](#), [Hooters](#), [Dos Equis](#), [Cadbury-Schweppes](#), [Schick](#), [Coors](#), the [U.S. Department of Health and Human Services](#), [Skechers](#), [Gillette](#), [Wal-Mart](#), [Disney](#), [CVS](#), [Pennzoil](#), [Tickle](#), [Clairol](#), [Dr. Oz](#), [Dr. Phil](#), and many [others](#).

Ms. Summers' work has been covered widely in the lay media. She has been interviewed on CNN, 20/20, Geraldo, and myriad radio shows, and her work has been [covered](#) in many hundreds of articles in the print media from the *New York Times* to the *Times of India*.

Prior to her graduate work, Ms. Summers practiced nursing in the emergency departments and intensive care units of some of America's major trauma centers. She has lived and worked for years in Cambodia, New Zealand and the US Virgin Islands. Ms. Summers has a Masters in Nursing and Masters in Public Health from Johns Hopkins University (2002). She received her Bachelor of Science in Nursing from Southern Connecticut State University in 1984.

Sandy Summers lives in Baltimore, Maryland with her [husband](#) and two children.

Session Topic: Examining cultural influences to help foreign-educated nurses advocate for themselves and their patients

Sandy Summers will explore the overlooked roots of the nursing crisis and offer innovative strategies to help nurses respond. By reconsidering how society thinks and acts toward nursing, we empower nurses to embrace their duty to advocate for patients to improve patient safety, reduce turnover, and enhance public health.

The media has long shaped and reinforced inaccurate perceptions about the nature of nursing work. Public health research shows that even entertainment media products have a significant effect on how people think and act with regard to health care. But today too few decision-makers know that nurses are skilled professionals who save lives and improve outcomes. Resources flow accordingly.

Why? Because the media commonly presents nurses as [stereotypes](#): unskilled handmaidens, female sex objects, oppressible angels, or oppressive battleaxes. The most influential media rarely conveys the importance of nursing--often showing physicians doing the valuable work that nurses really do.

Such depictions tell the public that nurses lack substantive knowledge and [autonomy](#), suggesting that only the work of physicians matters. They discourage talented people, especially men, from entering the profession. They legitimize the [under-funding](#) of nursing education, residencies, research and clinical practice. They legitimize the dilution of nursing care delivery with under-educated technicians. And they demoralize practicing nurses and create a culture where nurses are fearful to stand up for the needs of their patients. These are all factors in the [nursing shortage](#)—which includes a

shortage of funded nursing positions—that continues to take lives worldwide. We must increase the public's understanding of nursing. And only nurses can make that happen.

Sandy Summers explains powerful strategies to help nurses reach out to the media and the public. [These action plans](#) range from in-person education to public health advocacy, from influencing media content to creating nurses' own media. Implementing these ideas can help nurses improve public understanding of their profession. That will attract [more resources](#) and strengthen nursing, so nurses can save more lives.

DAY 2 KEYNOTE SPEAKER

Colleen Varcoe
Professor, University of British Columbia



Dr. Colleen Varcoe is a professor in the School of Nursing at the University of British Columbia. Her research focuses on reducing structural and interpersonal violence and inequities, and on promoting ethical and equitable health care practice and policy. She is currently leading or co-leading three large intervention studies to this end. Her teaching and research focus on discrimination related to gender and racism. She is a Fellow of the Canadian Academy of Health Sciences, and author of over 100 journal articles, books and book chapters.

Session Topic - Equity-oriented approaches:

Possibilities for Supporting Integration of Internationally Educated Nurses

Canada’s aspirations as a nation of fairness and equity is marred by wide-spread discrimination, including racism and anti-immigration sentiment. These challenges also face Internationally Educated Nurses (IENs) as they work to integrate into the workforce and Canadian society. Often discrimination is masked by “culturalist” understandings by which practices are explained as “culture” rather than understood as consequences of organizational and social influences. This presentation will offer a snapshot of the discrimination faced by nurses in the workplace and offer strategies for preventing and responding. Equity-oriented approaches include cultural safety and trauma and violence informed approaches. Drawing on these approaches, strategies will be offered for teaching the wider workforce, developing policies in workplaces and supporting IENs, their managers and co-workers to counter discrimination and bullying.