

CAN SHORT DRESSES CAUSE SHORT STAFFING?

The “naughty nurse” image remains a media staple. Should real nurses care?

We think so. Linking sexual images closely to nursing reinforces stereotypes that discourage practicing and potential nurses, foster sexual abuse in the workplace, and undermine nurses’ claims for clinical, research, and educational resources. Desexualizing the nursing image is a key part of building the strength the profession needs to overcome the global nursing shortage and meet the challenges of 21st Century health care.



Of course, most people probably don't think the average nurse goes to work looking for sex. But the relentless fusing of nursing and female sexuality takes a toll. Health care decision makers are less likely to devote resources to a profession that has become so degraded. And such images also discourage men and talented women from entering the profession, as research shows. See TruthAboutNursing.org/research.

In 2004, our campaign about the Christina Aguilera ad above sparked more than 3000 letters to the Skechers company. The company pulled the ad worldwide. We *can* shape our public image if we work together! Our book *Saving Lives: Why the Media's Portrayal of Nurses Puts Us All at Risk* explains more about such stereotypes and what we can do about them. Join us at www.TruthAboutNursing.org. Thank you.