

From: "Laurie Fenton" <LFenton@lungcanceralliance.org>
Subject: RE: Dr. Lung Love
Date: November 19, 2009 1:38:59 PM EST
To: <ssummers@truthaboutnursing.org>
Cc: "John Duff" <jduff@dagllc.com>



Dear Sandy,

Thank you for your voice messages. My apologies for not responding earlier but this is an extremely busy month for us as we work diligently to elevate national awareness during November's Lung Cancer Awareness Month. My travel schedule increases significantly as we share messages of hope and compassion all across this country to all those either living with or at risk for this lethal disease.

This November LCA will host events in over 30 states. In addition, we just concluded a three day program in Washington that brought together over 50 advocates and family members for two days of celebration of survivorship and advocacy training, culminating in congressional visits to Capitol Hill. I am proud to share that for the first-time ever we have authorizing legislation, introduced in both the United States Senate and House of Representatives, calling for a comprehensive plan to address lung cancer that is gaining momentum and cosponsors because of our grassroots efforts. As a nurse with a Masters Degree in Public Health I am sure you can appreciate the decades of stigma and neglect that have surrounded this community and the massive and tragic loss of life that has resulted because of blame and lack of sufficient research funding. Though our staff is small – we all are 120% committed to reversing this trend.

All of this is not to suggest that I am not sensitive to your outreach nor concerns regarding our recent PSA campaign. Please know that I have extended my apologies to leadership within the nursing community for any perceived misrepresentation of nurses in our video campaign -- aimed at a younger demographic familiar with viral mediums and their navigation, have replaced the video and have committed to seeking guidance from the nursing community on these matters in future campaigns.

In addition, I want to assure you that LCA will not waiver in its strong and consistent support for every legislative issue important to the nursing community. Even as we have struggled alone to develop Congressional support for additional funding for lung cancer research, we endorsed without reservation, additional funding for nursing workforce programs, nurse navigator programs, and increased CMS reimbursement to help expand the wonderful work nurses do for their patients and families.

I appreciate that this has been a teachable moment for all those involved and I look forward to an even closer and more mutually supportive partnership for what I know the nursing community and LCA share as a common goal – ending lung cancer as we know it.

Sincerely, Laurie

Laurie Fenton Ambrose
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From: Sandy Summers [<mailto:ssummers@truthaboutnursing.org>]
Sent: Thursday, November 19, 2009 10:20 AM
To: John Duff
Subject: Dr. Lung Love

Dear Mr. Duff,

I am disappointed that the Lung Cancer Alliance has been so extremely unresponsive in addressing the concerns of myriad nurses to your Dr. Lung Love PSA. I understand that the LCA put a lot of time and money into this, but the PSA is damaging to the nursing profession, and whatever expense has been made is no excuse for continuing this campaign. Sadly, it seems as if nurses were used as foils for the great physician, who is portrayed as the master of all health care, while the nurses provide him services and provide a pretty backdrop.

It appears that someone at least had the thought to avoid revealing clothing for the nurses. But even with the modest clothing, the nurses still exist to serve the physician in many ways. I would be more explicit, but it would probably cause my email to bounce.

We have detailed our concerns on our website at
http://www.truthaboutnursing.org/news/2009/nov/02_lunglove.html

When nurses are portrayed as handmaidens, objects or gold diggers--all stereotypes embodied in the video--it undermines our claims to adequate resources for clinical practice, education, research and residencies. I know LCA understands how a lack of funding for a cause can perpetuate the problem. Consider that all of nursing combined gets *less than half of one percent* of the total NIH budget. Nursing residencies--shown by research to keep nurses in the profession in this time of global shortage--receive only \$1 for every \$300 that physician

residencies receive. This dearth of funding is the level of disrespect that nursing suffers with, and it stems from the media stereotypes that the LCA has used in its video. When people think we are uneducated scut-work saints or sinners--who stand around while physicians do all our work--then that doesn't exactly inspire them to think highly of us, or to fund our work.

It is not OK to try to solve your lung cancer problem by making our nursing shortage problem worse. And the lack of response by LCA shows extremely poor public relations. Not a single person at the LCA will even answer the phone.

I urge you to discuss this with your fellow LCA board members, remove the ad immediately and apologize to nurses everywhere. We have worked with many organizations who have managed to see the light, no matter how inconvenient it may have been for them. We have convinced the Dept. of Health and Human Services to change its "Take a Loved One to the Doctor Day" campaign to "Take a Loved One for a Checkup Day" so that it did not exclude the advanced practice nurses that provide the majority of care to minorities at which the campaign was targeted. We have convinced Skechers shoe company to pull its extremely expensive ad featuring Christina Aguilera in attire promoting a common stereotype. Likewise, we have worked with Wal-Mart and CVS to change their ads that implied that nurses are kind of dumb. We worked with Heineken to change its popular Dos Equis commercial and they digitally altered each frame of the ad until they fixed the problem. We worked with Gillette, Schick, Pennzoil, Disney and many others who all removed their damaging advertisements when we informed them that their use of nursing stereotypes was undermining the nursing profession. We have received personal calls from Whoopi Goldberg, the CEO of Cadbury Schweppes, the executives of many major corporations, Hollywood figures--I could go on. Or you could see our list of some of our most notable successes here <http://www.truthaboutnursing.org/letters/successes.html>

If all these people who have nothing to do with health care can call us, you'd think that at least our health care colleagues would be able to discuss these issues. Please call me. I know Laurie Fenton Ambrose is terrified at the thought of talking with me. But really, I don't bite.

Sandy

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The Truth About Nursing is a non-profit organization that seeks to increase public understanding of the central, front-line role nurses play in modern health care. Our focus is to promote more accurate, balanced and frequent media portrayals of nurses and increase the media's use of nurses as expert sources. The Truth About Nursing's ultimate goal is to foster growth in the size and diversity of the nursing profession at a time of critical shortage, strengthen nursing practice, teaching and research, and improve the health care system.