

FOREWORD BY ECHO HERON, NEW YORK TIMES BESTSELLING AUTHOR

"*Saving Lives* has a serious point, that the devaluation of nursing ... discourages students from the field and contributes to a critical nursing shortage." —**NEWSWEEK**

"Provides a stunning exposé of the media's inaccurate portrayals of nurses and their work, and documents the impact this has on public health. It should be mandatory reading for journalists, script writers, producers, physicians, policymakers, the public, and anyone who perpetuates nursing invisibility." —**DIANA J. MASON, RN, PHD, FAAN, EDITOR-IN-CHIEF EMERITA, AMERICAN JOURNAL OF NURSING; CO-HOST, HEALTHSTYLES, WBAI RADIO**

"*Saving Lives* explains in painstaking detail how our society's chronic trivialization of nursing as a profession diminishes the quality of health care for all patients, creating ripple effects with sometimes dire consequences. This book should incite a demand for a cultural shift in which nurses are valued as the indispensable and highly-trained health care professionals they are." —**CLAIRE M. FAGIN, PHD, RN, DEAN EMERITA, PROFESSOR EMERITA, UNIVERSITY OF PENNSYLVANIA**

"Invoking stereotypes about nurses is easy, sloppy, and all too common. Summers and Summers challenge us to imagine a world where nursing is fully recognized, funded, and supported. *Saving Lives* is a media activism roadmap crucial for reaching this destination." —**MARYSUE V. HEILEMANN, PHD, RN, ASSOCIATE PROFESSOR, UCLA SCHOOL OF NURSING**

**FOR MILLIONS OF PEOPLE WORLDWIDE, NURSES ARE THE DIFFERENCE** between life and death, self-sufficiency and dependency, hope and despair. But a lack of understanding of what nurses really do—one perpetuated by popular media's portrayal of nurses as simplistic archetypes—has devalued the profession and contributed to a global nursing shortage that constitutes a public health crisis. Today, the thin ranks of the nursing workforce contribute to countless preventable deaths.

This fully updated and expanded edition of *Saving Lives* highlights the essential roles nurses play in modern health care, even as their profession is often marginalized by contemporary culture. Through lively prose and compelling examples drawn from television, advertising, and news coverage, the authors detail the media's role in reinforcing stereotypes that fuel the nursing shortage and devalue a highly-educated sector of the workforce. Perhaps most important, the authors provide a wealth of ideas to help reinvigorate the nursing field.

As U.S. health care undergoes its greatest overhaul in decades and many nations confront aging populations, the role of nurses—as autonomous, highly-skilled practitioners—has never been more critical. Accordingly, *Saving Lives* addresses the misperceptions that still surround nursing and prescribes measures to improve understanding of this vital work.

**OXFORD**  
UNIVERSITY PRESS

[www.oup.com](http://www.oup.com)

Cover design: Sally Rinehart

ISBN 978-0-19-933706-4



9 780199 337064

U.S. \$22.95