Elevate Nursing’s Voice Through Media Training

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American Association of Colleges of Nursing
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Are nurses unheard, or are we not putting our voices out there?
Journalists reflect society as a whole, changing the public's view of nursing means educating health reporters.
Gender Statistics in Nursing

Gender:

About 9% of RNs are men

Sources:
1. The US Nursing Workforce: Trends in Supply and Education, Health Resources and Services Administration, Bureau of Health Professions, National Center for Health Workforce Analysis, April 2013

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THE MEDIA GENDER GAP

GENDER INEQUALITY

Men dominate U.S. media. Men receive 62% of byline and other credits in print, Internet, TV and wire news. Women receive 38%.

@womensmediacntr
### What Do Women Report On?

Men produce most sports, crime and justice coverage. Women are more likely to report on lifestyle, health and education.

<table>
<thead>
<tr>
<th>Topic</th>
<th>MEN</th>
<th>WMC</th>
<th>WOMEN</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sports</td>
<td>69%</td>
<td>WMC</td>
<td>11%</td>
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<tr>
<td>Weather</td>
<td>72%</td>
<td>WMC</td>
<td>28%</td>
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<tr>
<td>Crime and justice</td>
<td>68%</td>
<td>WMC</td>
<td>32%</td>
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<tr>
<td>Religion</td>
<td>67%</td>
<td>WMC</td>
<td>33%</td>
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<td>U.S. politics</td>
<td>66%</td>
<td>WMC</td>
<td>34%</td>
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<tr>
<td>Tech</td>
<td>63%</td>
<td>WMC</td>
<td>37%</td>
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<tr>
<td>Domestic issues</td>
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<td>WMC</td>
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<tr>
<td>World politics</td>
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<td>WMC</td>
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<tr>
<td>Culture</td>
<td>62%</td>
<td>WMC</td>
<td>38%</td>
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<tr>
<td>Business and economics</td>
<td>60%</td>
<td>WMC</td>
<td>40%</td>
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<td>WMC</td>
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<tr>
<td>Social issues</td>
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<td>WMC</td>
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<tr>
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<td>WMC</td>
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<td>Health</td>
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<td>WMC</td>
<td>51%</td>
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<td>Education</td>
<td>46%</td>
<td>WMC</td>
<td>54%</td>
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<tr>
<td>Lifestyle news and commentary</td>
<td>43%</td>
<td>WMC</td>
<td>57%</td>
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@womenamediacntr
NURSE MESSENGER MEDIA TRAINING
Why do media?
News media ops have the potential to change stereotypes of nurses that entertainment media perpetuate.
OpEds & Editorials

- Own your expertise
- Stay current
- The perfect is the enemy of the good
- Cultivate a flexible mind
- Use plain language
- Respect your reader

Source: OpEd Project
Why digital media?
Digital media is key to getting our messages to the public & policy makers

AGENDA-SETTING

Grassroots mobilization

Media advocacy
Center for Health Policy and Media Engagement

Your Trusted Source on Health Policy Education

The Center for Health Policy and Media Engagement is committed to raising the visibility across health care disciplines to educate the public about their expertise, perspectives and work. Developing the right health and social policies for the nation depends upon doing so.

- Educate nurses, allied health professionals and students in health policy and media.
- Use research and scholarship to inform policy discussions and solutions.
- Design curricula, experiences and mentorships that support nurses and allied health professionals as leaders in advancing the health of populations and policies that improve delivery systems for high quality care.
- Increase knowledge and skills of nurses and allied health professionals in using the media to disseminate research and informed perspectives that will shape health policy.
- Engage the public in discussions of health policy with nurses, allied health professionals and journalists.
Data makes us credible but the stories make us memorable
HealthCetera Podcast

Scary Baby Symptoms That Are Actually Normal
Carole R. Myers, PhD launches #NPR @WUOT TN health policy news segment “Health Connections”

Senior Fellow Carole R. Myers PhD brings her health policy expertise to the airwaves twice a month to NPR's Morning News on 91.9 FM WUOT in Knoxville, TN. Here's the program write up from WUOT's website where you can listen to her the segment:

This week marks the launch of a new series, HealthConnections. The brainchild of University of Tennessee associate professor Dr. Carole Myers, HealthConnections will bring the often-abstract world of health care, coverage and policy to a human level. What is access? How do marketplaces work? What's the future of health insurance?

Dr. Myers and WUOT's Brandon Hollingsworth will sort through these issues and more, all to give you a toolbox for understanding what you hear on the news, or to separate fact from fiction in the health care debate.
Our goals:

1. Make health policy **easy-to-understand**.
2. Get people **engaged** in the healthcare debate.
3. **Simplify** the complicated world of healthcare.
Keys to Unlocking Better Patient Outcomes

Op Ed By Carole R. Myers, PhD, RN

Published: January 10, 2017

Former Lieutenant Governor Ron Ramsey and Speaker of the House Beth Harwell commissioned a Scope of Practice Task Force to change the conversation and the players in the ongoing debate about the need for and value of physician supervision of Advanced Practice Registered Nurses (APRNs) in the state. The 12,612 APRNs in Tennessee include 9,717 Nurse Practitioners (77.0 percent of the total), 2,564 Certified Registered Nurse Anesthetists (20.3 percent), 193 Certified Nurse Midwives (1.5 percent), and 138 Clinical Nurse Specialists (1.1 percent).

Currently APRNs who prescribe in Tennessee must have a physician supervisor review and sign 20 percent of the APRNs’ patient charts (100 percent of charts when controlled substances are prescribed), prescribe from an approved formulary of drugs, and have a physician on-site visit every 30 days. This high level of physician supervision is why Tennessee is considered one of the 12 most restrictive states in the country regarding APRN practice.
I am a nurse who uses comics to help me contemplate the complexities of illness and caregiving.
Let's connect!

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