

I am a nurse who uses comics to help me contemplate the joy/plouset of illness and caregiving.



Data makes us credible
but the stories
make us memorable





School of Nursing

THE GEORGE WASHINGTON UNIVERSITY

Elevate Nursing's Voice Through Media Training

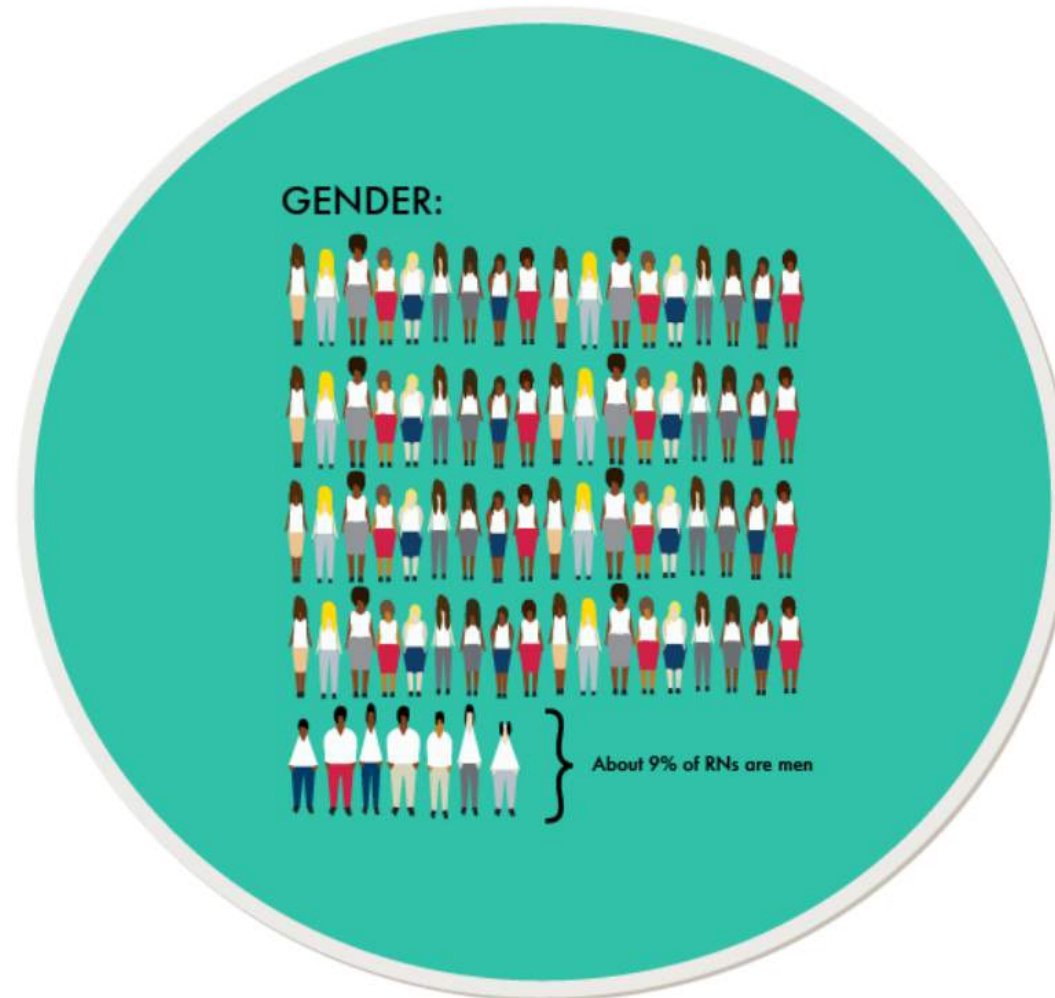
Barbara Glickstein, RN MPH MS
Director Communications, Media Projects
Center for Health Policy & Media Engagement
School of Nursing
The George Washington University

American Association of Colleges of Nursing
Deans Annual Meeting
Saturday, March 24, 2018

**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



Sources

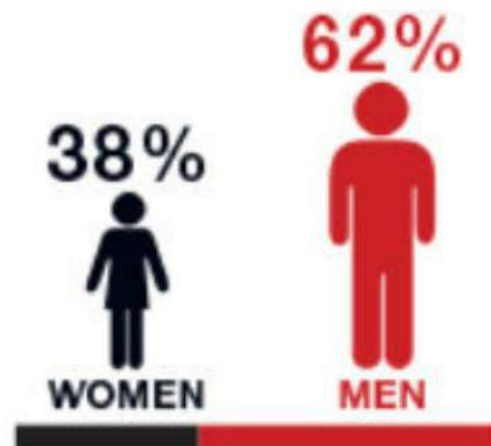
1. The US Nursing Workforce: Trends in Supply and Education, Health Resources and Services Administration, Bureau of Health Professions, National Center for Health Workforce Analysis, April 2013
2. The Registered Nurse Population: Findings from the 2008 National Sample Survey of Registered Nurses, US Department of Health and Human Services, Health Resources and Services Administration, September 2010

WOMEN'S MEDIA CENTER

WMC

DIVIDED 2017

THE MEDIA GENDER GAP

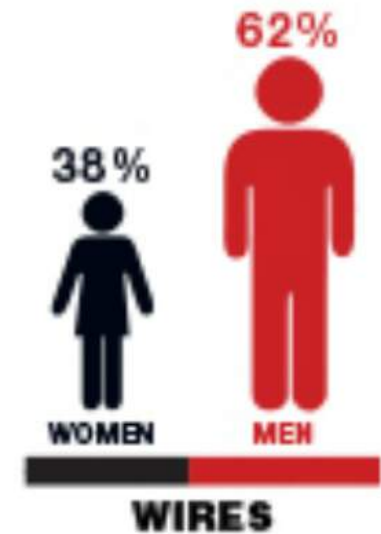
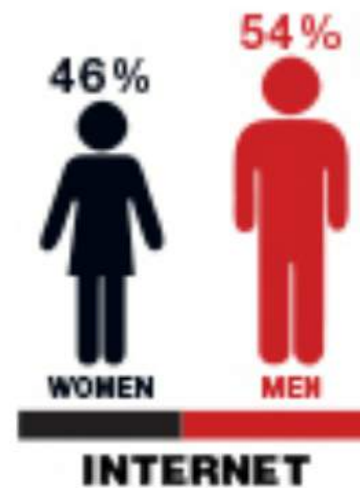
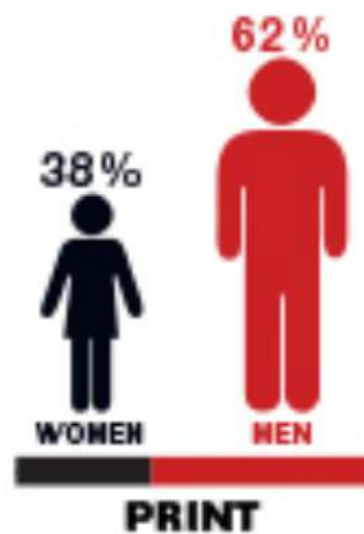
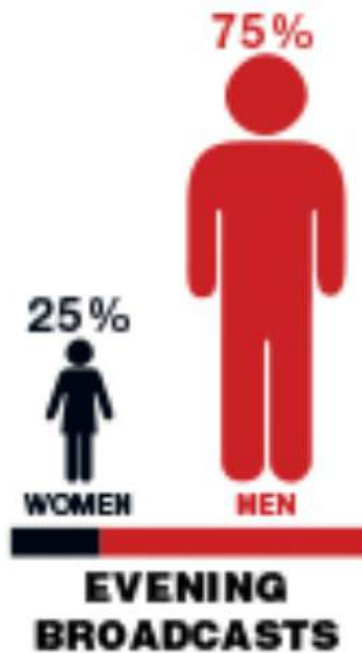


GENDER INEQUALITY

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

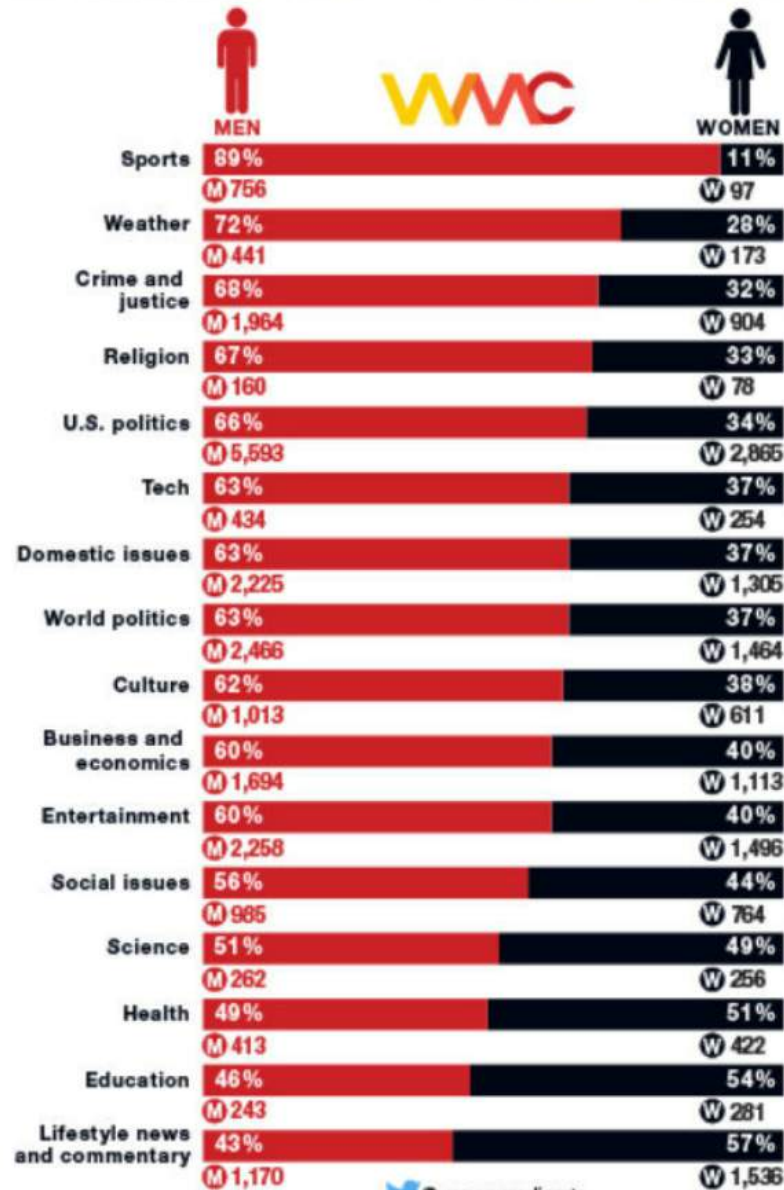
 @womensmedcctr

MEDIA LANDSCAPE



WHAT DO WOMEN REPORT ON?

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



@womensmediacnr

NURSE MESSENGER MEDIA TRAINING

Why digital media?

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

Digital media is key to getting our messages to the public & policy makers

AGENDA-SETTING

Grassroots mobilization

Media advocacy

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](#)[Mission and Goals](#)[National Advisory Council](#)[Senior Fellowship](#)[Teaching Excellence](#)[Community and Global Health Initiatives](#)[Center for Aging, Health and Humanities](#)[Open Educational Resources](#)[Ventures, Initiatives and Partnerships](#)

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.

Health Cetera

www.centerforhealthmediapolicy.com



HealthCetera
[@CenterforHealthMediaandPolicy](https://www.facebook.com/CenterforHealthMediaandPolicy)

[@Centerhmp](https://twitter.com/Centerhmp)



**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.

Health Connections

People, Health & Policy

Our goals:

- . Make health policy **easy-to-understand**.
- . Get people **engaged** in the healthcare debate.
- . **Simplify** the complicated world of healthcare.

Keys to Unlocking Better Patient Outcomes

Op Ed By Carole R. Myers, PhD, RN

Published: January 10, 2017

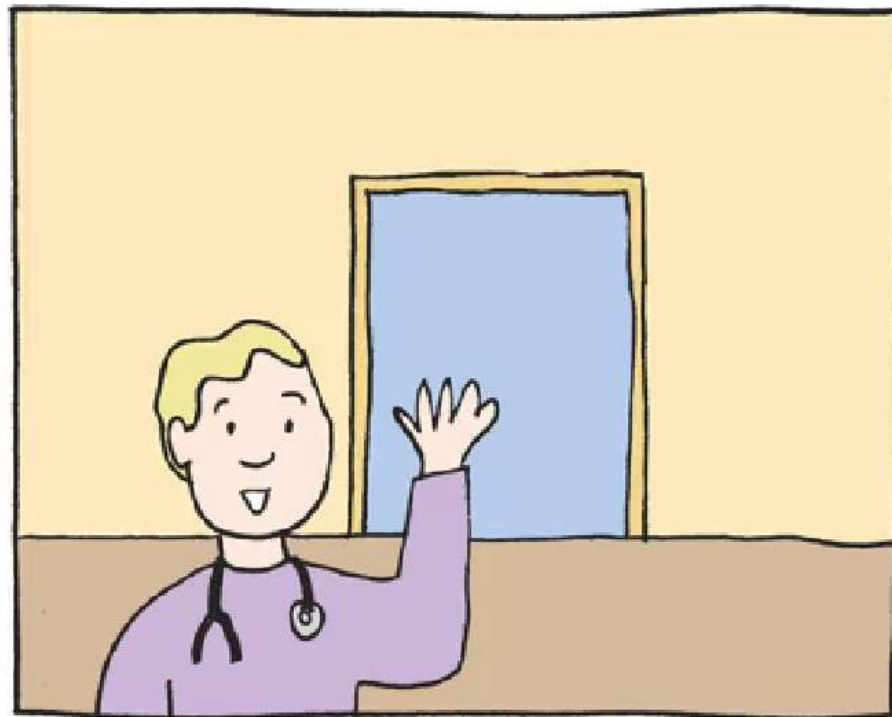
Former Lieutenant Governor Ron Ramsey and Speaker of the House Beth Harwell commissioned a Scope of Practice Task Force to change the conversation and the players in the ongoing debate about the need for and value of physician supervision of Advanced Practice Registered Nurses (APRNs) in the state. The 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.



Carole R. Myers, PhD, RN

I am a nurse who uses comics to help me contemplate the complexities of illness and caregiving.



THE AMERICAN NURSE PROJECT



WINNER 66th Annual Christopher Awards 2015
 OFFICIAL SELECTION American Film Showcase 2016-2017
 OFFICIAL SELECTION Carmel International Film Festival 2014
 OFFICIAL SELECTION American Independence Film Festival 2016
 OFFICIAL SELECTION Show US! Film Festival Russia 2016
 OFFICIAL SELECTION Seoul International Women's Festival 2015



A CAROLYN JONES DOCUMENTARY

THE AMERICAN NURSE

HEALING AMERICA

CAROLYN JONES PRODUCTIONS AND LISA FRANK PRESENT DIGINEXT FILMS "THE AMERICAN NURSE"
 DIRECTED BY CAROLYN JONES PRODUCED BY LISA FRANK EXECUTIVE PRODUCERS JAVA VINSKY ISABEL SAQUINI AND STEVE HEEFNER PRODUCED BY HAYES GREENFIELD ANDERCA MURPHY THOMPSON AND CHRIS RAMEY WITH DAVIN TIMMONS
 AmericanNurseMovie.com PRESENTS KABI USA TO AMERICAN NURSES FOUNDATION PRODUCED BY CAROLYN JONES  THIS FILM IS NOT RATED
 @AmericanNurseProject #AmericanNurse AmNurseProject



DYING in AMERICA

NURSES LEADING
THE CONVERSATION

MADE POSSIBLE WITH
THE SUPPORT OF



JONAS CENTER

[TOPICS](#)

[ABOUT](#)

[TOOLS](#)

[INTERVIEWS](#)

[FILM](#)

[DONATE](#)







Let's connect!



barbara.glickstein



barbaraglickstein



@bglickstein



Barbara Glickstein, RN MPH MS

bglickstein@gwu.edu

Twitter @bglickstein

School of Nursing

THE GEORGE WASHINGTON UNIVERSITY

nursing.gwu.edu