



# The Image of Nursing: Perspectives on Shaping, Empowering, and Elevating the Nursing Profession

*HCPPro, Shelley Cohen RN BS CEN, Kathleen Bartholomew RC RN MN*

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**Your hands save lives. The fate of nursing is in them, too.**

The groundbreaking book, *The Image of Nursing: Perspectives on Shaping, Empowering and Elevating the Nursing Profession* written by Shelley Cohen, RN, BSN, CEN, and Kathleen Bartholomew, RC, RN, MN, with contributions from nursing experts in the field, examines the professional image of nursing today and what you and your staff can do to elevate it.

This unique book brings you a historical assessment of the current image of nursing, as well as practical strategies you and your staff can use to elevate your image from focusing on the ethics of nursing to professional communication with patients, physicians, and peers.

**This book will help you raise your staff's image, and the image of the entire nursing profession, by demonstrating how nurses can:**

- Strive for increased professionalism
- Practice responsibility, autonomy, and accountability
- Focus on excellence in practice
- Improve communication with patients, peers, physicians, and managers
- Understand how nursing ethics is vital to professionalism

## **Find out what your peers really think about the image of nursing**

The cornerstone of this book is based on revealing results from a national survey on the image of nursing, conducted to ascertain how nurses across the country feel about their image and what they would like to see change. These results will help you take stock of the profession's current image and give you ideas for what can be improved.

## **Take a look at the table of contents:**

One Profession, Many Images: Where Has Florence Nightingale Gone?  
Survey Says: Results from National Nursing Image Survey  
Misperceptions of Image: How the Profession is Perceived  
Autonomy, Power, and Image: Taking Steps Toward Empowerment  
Changing Cultures: Cultivate an Environment for a Professional Image

Communication: Chiseling a New Image  
Nursing Image and the ANCC Magnet Recognition Program®  
Finding Our Voice: An Image of Professionalism and Nursing Excellence  
Code of Ethics for Nurses: An Image of Professional Integrity  
From Voice to Action: How Nurses are Changing Our Image  
Shape Up Your Image: It's Time for an Extreme Makeover  
Leaders' and Managers' Roles in Promoting a Professional Image

**A positive image is a requirement for the ANCC Magnet Recognition Program®\***

The image of nursing at your organization is an important part of the journey to ANCC Magnet Recognition Program® designation, which sets expectations for nurse involvement in their organization's strategic direction and initiatives, collaborative and collegial relationships with other disciplines, and respect for nurses' work.

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**Alexandra Sauer:**

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**Jackie Caldwell:**

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