

Nursing Standard's campaign to re-brand nursing

Nursing the Future is Nursing Standard's campaign to improve the public image and reputation of nursing and midwifery in the UK. We're aiming to re-brand nursing and midwifery for the 21st century, profiling excellence and highlighting some of the daily success stories of modern day nursing and midwifery. The campaign is backed by the Department of Health and the Royal College of Nursing and is already:

- Enhancing the image and reputation of nursing and midwifery
- Challenging and dispelling misconceptions about nursing and midwifery
- Empowering nurses and midwives to publicise what they do
- Encouraging nurses and midwives to talk-up the professions to future generations
- Raising the public voice and profile of nurses and midwives
- Encouraging more respect for the nursing and midwifery professions.

To illustrate our task, Nursing Standard commissioned a nationwide MORI survey. It found many people think nurses aren't qualified, don't see them having the same status as doctors or appreciate the varied responsibilities that make up contemporary nursing and midwifery.

Our interviews with school children also confirm that stereotypical views of nursing are alive and well - money, stress and the yuk factor put young people off.

But when we ask nurses what motivates them to nurse, patients are their number one reason. They say 'Patients inspire me every day', 'For me, caring for people is a key job requirement', 'I wouldn't be coming to work for any other reason than the patients'.

94% say they are proud of the job they do

Our network of around 26 nurse ambassadors is representing the campaign locally. They are working alongside local MPs, councillors and others interested in health and nursing. If you would like to work with an ambassador in your area, please contact Nursing Standard's editor Jean Gray on 0208 423 1066; jean.gray@rcnpublishing.co.uk

**We aim to make 2004 a year for nursing and midwifery.
Join us in nursing the future...**

