

# nursing needs a make-over

Marketing experts have warned that Nursing is too 'Skoda' and needs to move into the professional fast lane. That is why **Nursing Standard** magazine, the leading weekly magazine for nurses has launched a campaign to enhance the image and reputation of nursing and midwifery in the UK.

Our campaign is backed by real nurses and midwives from all over the UK who want to see more respect for their professions. They want an image overhaul to suit the 21st century so that the UK public understands the complex and dynamic nature of what these careers have to offer.

## Research by Nursing Standard magazine shows that patients:

- Are confused about what nurses do
- Underestimate nurses' qualifications
- Can not distinguish between nurses and health care assistants

## The same survey also shows:

- 94% of nurses are proud of what they do
- The number one reason nurses stay in their jobs is patients

Nursing Standard editor Jean Gray says

'This is a fantastic endorsement of the nursing profession. Although the public really backs nurses, people often say they wouldn't want to become one. Our research shows nursing is a really rewarding career. Despite bad press, nurses really enjoy their jobs. It's time for an image make-over.'

Nursing Standard's campaign ambassadors are encouraging nurses everywhere to talk to their local media about what they really do.

You can find more information at [www.nursingthefuture.co.uk](http://www.nursingthefuture.co.uk)



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