

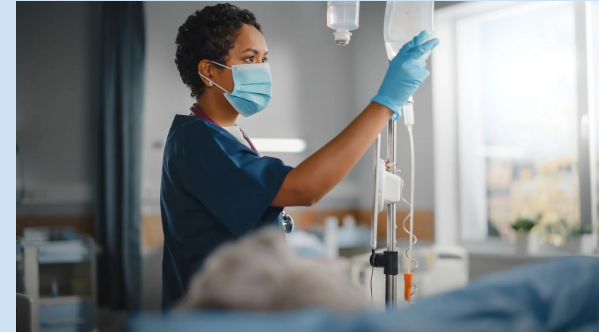
The Nursing Advocacy Project



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Our Mission

- The mission of the Nursing Advocacy Project (NAP) is to inform the general population and nursing management on the hardships nurses face.
- Individuals are not aware of the emotional, mental and physical toll of being a nurse.
- We are also proposing solutions management can take to change the experiences of nurses long term.



Target Audience

- Healthcare slowly becoming a business model that has a focus on monetary gain, resulting in nurses the unreasonable patient to nurse ratio.
- Our target audience are the those part of healthcare administration as they are responsible for the environment nurses function in.



Inspiration and Background

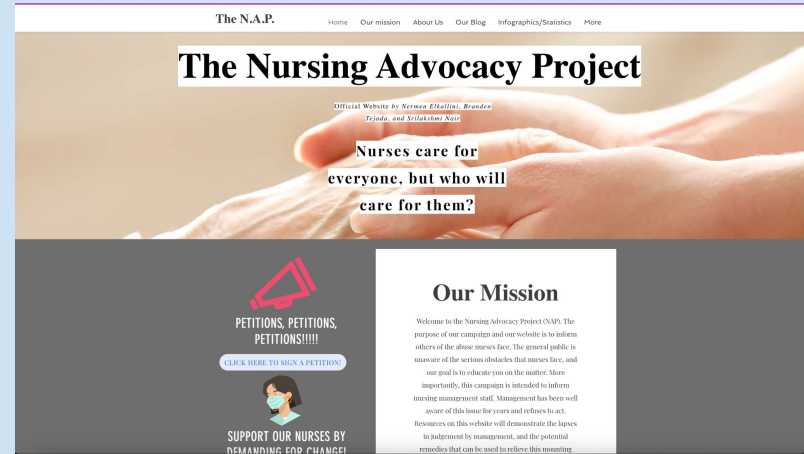
- Nurses have been leaving the field en masse, recently becoming a major headline throughout the nation due to the nurse shortage. The reasons, however, are numerous:
- Increased burnout rates
 - Undocumented abuse by patients
 - Difficult work environments

Creative Process

- Our creative process was based on other advocacy websites we have seen in the past.
- The Know Your Lemons website was an impactful influence on the design of our own website.
- We wanted to make the website as interactive as possible, so we used various components for this process.

Creative Process: Website

- The format of the Know Your Lemons site played a major influence in the design.
- We decided to use more grey undertones to add more depth and seriousness, since our topic was very heavy.
- We wanted to make our website very easy to navigate, which is why we chose scroll functions instead of tabs.



Creative Process: Infographic

- Two infographics were created. One with pure statistics and another with more qualitative and quantitative charts.
- The reason behind this decision was better organize the important information found while also diversifying the type of information shared.



Infographic 1: The Abuse of Nurses is Costly

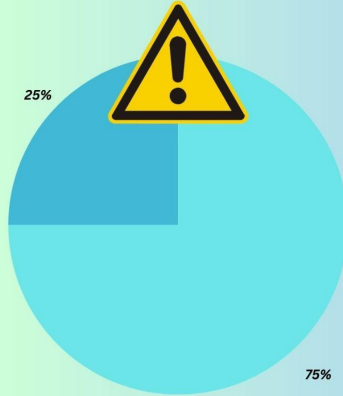
THE ABUSE OF NURSES IS COSTLY



97.9%
OF NURSES
REPORTED NOT
RECEIVING
ABUSE
TRAINING



41.3%
INCIDENCE OF ANXIETY IS
PREVALENT IN NURSES



**25% OF NURSES IN
THE U.S. REPORTED
BEING PHYSICALLY
ASSAULTED**



**PATIENT STAY
INCREASED BY
2% DUE TO
POOR NURSE
MENTAL STATE**

SOURCES: 1. AL-DADI, M. M. (2016). NURSES' PERSPECTIVES OF VIOLENCE IN EMERGENCY DEPARTMENTS: A METASYNTHESIS. INTERNATIONAL EMERGENCY NURSING, 11, 100995. [HTTPS://DOI.ORG/10.1016/J.IEN.2016.10.005](https://doi.org/10.1016/j.ien.2016.10.005).
2. LIU, CUNYI, ZHANG, HUI, LIANG, X. (2020). BURKOUT OF NURSES IN THE PERIOD OF COVID-19. PSYCHOLOGY AND BEHAVIORAL SCIENCES, 2(1), 11-18. [HTTPS://DOI.ORG/10.1048/J.PBS.2020090132](https://doi.org/10.1048/J.PBS.2020090132).
3. SCHALL, A. B., ARLEN, E. E., CHITTAM, S., PRABHAKARAN, L., & MICHIGI, M. (2020). ABRACADING THE WORK ENVIRONMENT TO MINIMIZE THE NEGATIVE IMPACT OF STRESS BURDEN ON PATIENT OUTCOMES. INTERNATIONAL JOURNAL OF ENVIRONMENTAL RESEARCH AND PUBLIC HEALTH, 18(1), 830. [HTTPS://DOI.ORG/10.3390/IJERPH18080830](https://doi.org/10.3390/IJERPH18080830).
4. TEKIN, V. E., & BILGICI, H. (2014). VERBAL, PHYSICAL AND SEXUAL ABUSE AGAINST OPERATING ROOM NURSES IN TURKEY: SEXUALITY AND DISABILITY, 11, 91-92. [HTTPS://DOI.ORG/10.1007/S10497-014-9118-7](https://doi.org/10.1007/s10497-014-9118-7)

Infographic

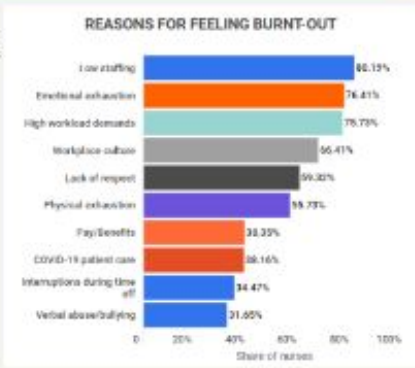
2: Let's Break the Ice

The Nursing Advocacy Project: Lets Break The Ice

Whats the problem?

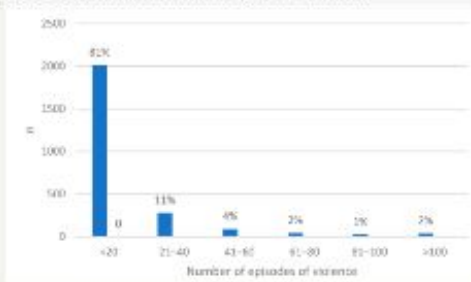
Unfortunately, modern-day nursing has caused nurses to face immense pressure due to the disproportionate nurse-patient ratio. This norm has stemmed from healthcare slowly becoming a business model that has a focus on monetary gain.

Therefore, nurses are being affected, emotionally, mentally and physically from this burnout. According to this survey, the reason behind this outcome is multifactorial; however, the majority agree upon low staffing to be the cause.



Physical Violence

Figure 1. Episodes of violence experienced by nurses and midwives.



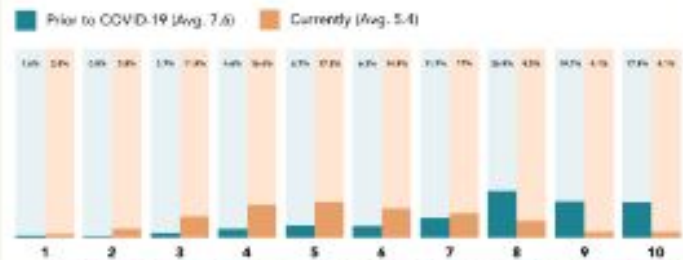
Nurses are often hit, beat, choked, and even spit on by patients and families. In the graph on the left, many have faced over roughly 20 episodes of physical violence in the past 6 months. 81% faced less than 20 episodes of violence like 2% faced over a 100 episodes of violence.

*In the past 6 months

Infographic 2: Let's Break the Ice

Emotional and Mental Wellbeing

Please rate the state of your mental health and well-being (10 is the most positive; 1 is the most negative)



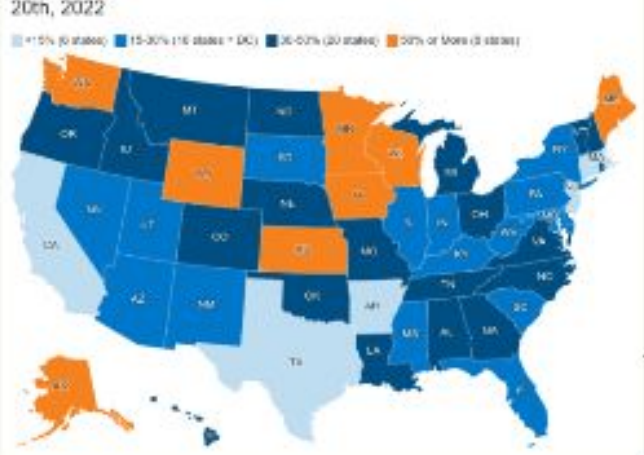
using a scale of 1-10, nurses averaged a 5.8 in 2022. Compared to an average of 7.8 prior to the COVID-19 crisis, this represents a decline of 26% over the short period of two years.

Nurses are becoming increasingly stressed due to working conditions, resulting in emotional and mental exhaustion. A recent survey conducted in 2022 displayed that the mental health of nurses currently has not progressed since the Covid-19 pandemic.

Retention rates

The understaffing issue, which furthers the deterioration of nurses' mental health, is perpetuated by the difficulty to retain nurses due to poor mental health. Every unit higher on their emotional fatigue scale causes a 12% rise in nursing job turnover, while nurses in better work settings are less likely to express unhappiness and a desire to quit.

Share of Nursing Facilities Reporting Staffing Shortages, as of March 20th, 2022



Resources

- <https://www.aanp.org/2022-03/25/4522>
- https://www.nursingworkplaces.com/treatment/library/44_National_Health_Care_Retention_Report.pdf
- <https://www.breasthealth.com/blog/the-state-of-mental-health-in-nursing-in-2022-trusted-health>
- <https://www.kff.org/coronavirus-covid-19/news-brief/nursing-facility-staffing-shortages-during-the-covid-19-pandemic/>

Creative Process: Blog Post and News

- Both local and national news channels have extensive coverage of nursing shortages and cases of abuse. This was heightened during COVID-19. We decided to include videos that showed the consequences of the pandemic.
- The reason for this decision was that the COVID-19 pandemic was the first time the issues surrounding nursing were exhibited to the public and it led to the continued focus on the development of the field of nursing.

Social Media Page: Twitter

- Through twitter, anecdotal evidence of the hardships nurses are facing and the latest articles about working conditions set by administration is shared.
- The reason for this inclusion is to update our viewers on the latest news but also to bring awareness and call out what healthcare administration is trying to normalize.



Twitter Page: Anecdotal Evidence



Nursing advocacy project @Nurses4Sci · Apr 21



This New York Times video compiles the opinions and experiences of many hospital nurses. The first minutes are dedicated to stories of abuse both physical and verbal these nurses have experienced during their career.



youtube.com

Hospital Greed Is Destroying Our Nurses. Here's ...
We're entering our third year of Covid, and
America's nurses — who we celebrated as heroes...



7



Nursing advocacy project @Nurses4Sci · Apr 16



This news clip shows another vicious attack by a patient in the emergency room on their nurse. Her hair was ripped out of her head and her jaw kicked. The images in this report display the brutality and severity of the abuse nurses endure.



youtube.com

Nurse attacked in Milwaukee hospital: 'Street bra...
A Milwaukee nurse is sharing her story, after being
attacked by a patient. It comes at a time when ...



32



Nursing advocacy project @Nurses4Sci · Apr 21



The ongoing battle nurses are forced to face. Check out this nurse in Virginia discussing the issues she is experiencing!



youtube.com

Nurses at Charlie Norwood VA Medical Center sp...
Nurses at Charlie Norwood VA Medical Center
speak on alleged hostile working environment



8



Twitter Page: Latest News



Nursing advocacy project @Nurses4Sci · Apr 21



Who needs to be held accountable? The NHS. Check out what they are doing to silence nurses about the harsh conditions they are expected to accept.



theguardian.com

NHS threatens legal action to block second day of nurses' strike

Exclusive: NHS Employers officials claim action on 2 May goes beyond six-month period in which action can be takenExclusive



Nursing advocacy project @Nurses4Sci · Apr 21



Nurses are strong, nurses will fight, nurses will win! Check out the latest news on how nurses are fighting for their rights.



verywellhealth.com

What the NYC Nurse Strike Means For Your Care

Nurses in New York City went on strike to demand better, safer working conditions for themselves and their patients, bringing ...



Goal of Project

- Create a safe space on our twitter page for more nurses to share their experience and connect with other nurses who experienced alike issues.
- Collect this information and create a report that can later be shared with healthcare administrations about these issues and how nurses want them to be addressed.



Places of Improvement

- Due to the limited number of words and time, there is a possibility of increased detail and statistics we could have included. We had to choose our major focal points and eliminate excessive nuance.
- Another limitation is we did not include enough numerical data resulting in the majority of the data being qualitative and/or anecdotal data from nurses perspective.
- We lacked taking into consideration the other side of issue and what they stood for to understand the motives present.

Conclusion

- Nurses are an essential component of a highly functioning hospital. Without them, patients suffer from a diminished quality of care and their lives are put at a greater risk.
- It is clear that many issues must be corrected to retain nurses and eliminate motivation to leave the field. Possible solutions include:
 - Increasing training on signs of abuse and violence
 - Placing specialized teams to handle such issues
 - Increase security
 - Providing free mental health resources
 - Monthly focus group discussions
 - Consistent rest breaks

Thank you!
Are there any questions?