

Nurses launch public awareness campaign to promote the profession

TORONTO, May 10 /CNW/ - Ontario nurses are promoting the profession in a public awareness campaign to draw more people into nursing.

During Nursing Week (May 10th to 16th), the Registered Nurses' Association of Ontario (RNAO), in collaboration with the Registered Practical Nurses Association of Ontario (RPNAO) and the Ministry of Health and Long-Term Care are launching a public awareness campaign to attract people to nursing as a great career choice.

More than 1,500 posters will be displayed on the Toronto Transit Commission's subways and buses. They will also be displayed on GO Transit trains and 30 billboards across Ontario. The posters feature real nurses who work in hospitals, public health, home care, and long-term care.

The campaign message is simple: nursing offers a world of possibilities. David McNeil, President of RNAO says the campaign will get the public thinking about the central role nurses play across the health-care system. "There are so many areas to explore for people considering nursing, from working in the emergency room or a surgical unit to working in rehab, teaching or conducting research."

Doris Grinspun, Executive Director of RNAO says, "nurses are the single largest group of health-care professionals in the province, and it's important to use Nursing Week to celebrate the key role they play in helping people stay healthy. Nurses' knowledge, skills and compassion are essential for people to get the care they need and deserve."

Dianne Martin, the Executive Director of the Registered Practical Nurses Association of Ontario says, "this campaign provides an excellent opportunity to remind Ontarians about the amazing and selfless contributions nurses make every single day. It's a chance to shine the spotlight on a group of skilled, dedicated professionals who represent the very foundation of our health-care system."

In another poster campaign, RNAO and the Nurse Practitioners' Association of Ontario (NPAO) are working together to promote the role of nurse practitioners (NP) and NP-led clinics. The posters will be in bus shelters and in malls across Ontario. Nurse practitioners are registered nurses who have advanced education and legislated authority to diagnose and treat common illness and injuries, prescribe medications and order diagnostic tests for their patients.

NP-led clinics are an important step to open access to primary care services for people who do not have a regular health-care provider. The clinics have the expertise to help prevent illness, manage chronic conditions and treat people when they're ill.

Paula Carere, the President of the Nurse Practitioners' Association of Ontario (NPAO) says the contribution of nurse practitioners is essential for the transformation of Ontario's health-care system from one that is clearly health focused, person-centered and cost effective. "We are team players who understand what it takes to achieve and maintain health at all ages and stages and to balance costs to ensure ongoing, affordable care for Ontarians." To view the posters, and to learn more about National Nursing Week, visit <http://nursingweek.rnao.org/posters>.

The Registered Nurses' Association of Ontario (RNAO) is the professional association representing registered nurses wherever they practise in Ontario. Since 1925, RNAO has lobbied for healthy public policy, promoted excellence in nursing practice, increased nurses' contribution to shaping the health-care system, and influenced decisions that affect nurses and the public they serve.

The Nurse Practitioners' Association of Ontario (NPAO) represents the professional interests of all nurse practitioners in Ontario. NPAO is an expert group of the Registered Nurses' Association of Ontario.

NPAO's mission is to achieve full integration of nurse practitioners to ensure accessible, high quality health care for Ontarians.

The Registered Practical Nurses Association of Ontario (RPNAO) is the professional association representing registered practical nurses in Ontario, since 1958. RPNAO is "dedicated to quality driven decisions that enhance professional practical nursing." For more information about RNAO, visit our website at www.rnao.org. You can also check out our Facebook page at www.rnao.org/facebook and follow us on Twitter at www.twitter.com/rnao.

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