As a result of participating in this educational activity, learners will be able to:

- Introduce media competencies.
- Understand the mechanics of writing an effective blog post.
- Make messages relevant, valuable, and rewarding to the desired audience (including how and where to place/post the messages/blogs)

Learning Outcomes

“As nurses and academics, we have a duty to engage with the public through [twitter] & embrace this technology as a means to improve our work and enhance our impact”

From: To Tweet or not to Tweet? An argument for nursing presence in the Twittersphere by Tieghan Killackey, Georgina Morley Nursing Ethics Journal

#BeRelentless

(202) 224-3121

PLANNER, PRESENTER, AUTHOR DISCLOSURES

* I, ROBIN COGAN, DISCLOSE THE ABSENCE OF PERSONAL FINANCIAL RELATIONSHIPS WITH COMMERCIAL INTERESTS RELEVANT TO THIS EDUCATIONAL ACTIVITY WITHIN THE PAST 12 MONTHS
Woodhull Revisited: Conclusion

- Nurses remain invisible in health news stories, with no progress being made during the past 20 years.
- Improving health reporting is dependent upon addressing the barriers to using nurses as sources.
- Doing so requires actions by newsrooms, journalists, communications/PR staff in healthcare organizations and universities, and nursing organizations.
- And doing so requires actions by YOU!

Illustration by ComicNurse MK Czerwiec, RN, MA

School nurses do more than bandage boo-boos - May 25, 2018
School nurses provide more than band-aids - May 23, 2018
School Nurses: More Than Just Band-Aids - May 20, 2018
School nurses give out much more than just Band-Aids - May 15, 2018
More than Band-Aids - Wasilla Middle School Nurse awarded for her ‘Brain Train’ program - April 3, 2018
School nurses on front lines of mental health, societal problems: It’s not just Tums and Band-Aids in the school nurses office anymore, local professionals say - December 10, 2017

“Let’s disrupt the current health media narrative and connect with health journalists to encourage them to use nurses as primary sources!” - Barbara Glickstein, Nursing Media Strategist
Unlocking the potential of Social Media in nursing

Inform - Educate - Advocate

Advocacy is Influencing

Advocacy is not Confrontational
Advocacy is informative
“Envision how things would be if the voice & visibility of the nursing profession were commensurate with the size & importance of the nursing profession.”

-Buresh & Gordon *From Silence to Voice*
February 14, 2018  2:25 pm
Parkland, FL
YOU NEVER KNOW WHERE THINGS MAY LEAD

Art for Life
Camden school nurse whose relatives have escaped mass shootings leads effort to paint desks to inspire end to violence.

Philadelphia Inquirer Article: Jan 28, 2019

AND YOU NEVER KNOW WHO IS WATCHING

This Is My Lane – Joseph Salaman

Joseph Salaman, a Johns Hopkins trauma surgeon, was the first to suggest other doctors change their Twitter profiles pictures to say “This is My Lane.” Joseph Salaman, a Johns Hopkins trauma surgeon, was the first to suggest other doctors change their Twitter profiles pictures to say “This is My Lane.” (Courtesy of Joseph Salaman)
More than 26,000 school desks sit empty from gun violence since 1999.

ROBIN COGAR, RN
SCHOOL NURSE, ACTIVIST, SURVIVOR FAMILY MEMBER

#THISOURLANE

@RobinCogan A brave campaign to end gun violence.

About AFFIRM

The American Foundation for Firearm Injury Reduction in Medicine (AFFIRM) is a proudly non-profit corporation composed of healthcare professionals and researchers working together to find healing solutions to curb the epidemic of firearm-injury across the United States. Our funding goes directly to research that will inform protocols for everyone working on the frontlines of healthcare, develop innovative solutions that connect our networks to other first responders and stakeholders, and create education and information for healthcare professionals and the public.

The US Surgeon General tweeted this response to me.

U.S. Surgeon General
@Surgeon_General

Replied to @RobinCogan @DancoMohoney and 18 others

I was (and remain) a HUUGE advocate of @schoolnurses when I was Commissioner of @StateHealthIN - attendance, performance, health status, vaccinations, when schools have access to a nurse!

6:49 AM - 9 Feb 2019
The Relentless School Nurse Topics:

- My First Nursing Error
- Climate Justice
- Pockets Filled With Chicken & Other Social Determinants of Health
- The School Nurse Goes to Capitol Hill
- What Happened At School Today: A School Shooting
- Two More Empty Desks
- Finding Flowers and Hidden Biases
- Social Media as a Form of Nursing Activism
- Soap, Toothbrushes & Sleeping on Concrete Floors
- I Can’t Stop Hearing the Children Crying
The Relentless School Nurse: Generation Lockdown

How One School Nurse Bridges the Wage Gap

The Nurse Who Played Cards

Protect Our Schools From Gun Violence

#SchoolNurseChat
WED 9/18/19
8:00 PM EST
SPECIAL #POPUP
#SCHOOLNURSECHAT
JOIN RUTGERS CAMDEN SCHOOL NURSING STUDENTS IN THEIR 1ST #SCHOOLNURSECHAT!


References


References


References


