

**MEDIA RELEASE
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**Complexity and impact of RN role powerfully illustrated
in national awareness campaign**

Ottawa, May 15, 2014 — The Canadian Nurses Association (CNA) has launched a national public awareness campaign to promote the role of registered nurses (RNs) in Canada’s health-care system and raise awareness about the depth and complexity of the work they do.

According to a new national poll conducted for CNA, 63 per cent of Canadians agree that RNs are adaptable health professionals who are at the forefront of delivering complex care to patients. Yet, while nurses are among the most trusted professionals in Canada, the results also show that RN’s contributions to addressing the emotional, spiritual and psychological needs of patients are less well-recognized.

“The work of an RN is multifaceted,” said CNA president Barb Mildon. “While much of their work is visible, other components such as assessing, prioritizing and decision-making may not be. Through this campaign, we want people to see how RNs are deeply involved with the complete health and well-being of their patients, clients and families and that they are leaders, experts and partners in better health.”

The powerful television and print advertisements feature four of the core nursing care settings: acute, community, long-term and home care. Practising Canadian RNs are depicted in real-life scenarios as they address and balance the complete human needs of their patients — physical, emotional and psychological. In one ad, an RN is administering chemotherapy medication to a patient. The caption reads: How do you give a patient chemo and a bit of hope too? Ask a registered nurse.

Campaign materials and details on the many ways RNs are leaders in complex, comprehensive health care are available at <http://www.cna-aiic.ca/en/events/askaregisterednurse>.

CNA is the national professional voice of registered nurses in Canada. A federation of 11 provincial and territorial nursing associations and colleges representing 151,404 registered nurses, CNA advances the practice and profession of nursing to improve health outcomes and strengthen Canada’s publicly funded, not-for-profit health system.

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For more information, please contact:

Kate Headley, External Communications Coordinator
Canadian Nurses Association

Telephone: 613-237-2159, ext. 561 Cell: 613-697-7507

E-mail: kheadley@cna-aiic.ca

