• An international response from nurses to the The View’s public derision of Miss America contestant Kelly Johnson’s gave birth to the social media campaign, #ShowMeYourStethoscope.

• "Each and every day, the nation's 3.4 million registered nurses provide expert, high-quality and compassionate care, as well as dedicated leadership from the bedside to the boardroom.

• Nurses have a professional, ethical obligation to their patients, and are committed to transforming the health care system to achieve better health outcomes at reduced cost." ANA Response 9/16/2015.

BACKGROUND

OBJECTIVE

To seize the opportunity to engage nurses in speaking together in one strong voice about the professional nurse's role in caring for patients, their families, and communities every day, every hour.

PROCESS OF IMPLEMENTATION

• Actively engage in this spontaneous social media campaign and gather stories, images, and trends that will continue to lead to social influence.

• Use data and information gathered to promote what it means to be a professional nurse to coworkers, friends, family, and the public.

DISCUSSION

• Nurses continue to respond, counter, and buffer any public bullying of nurses and other medical personnel.

• Nurses are publicly responding as active bystanders and supporting their colleagues in times of sorrow and joy.

• Nurses are capable of harnessing positive energy individually and as a group to bring about social justice.

RESULTS

• Improved nurse engagement and the public's professional image of nursing.

• Increased understanding of what being a professional nurse means is seen in the continued response and support of nurse's through social media and other functions.

IMPLICATIONS

• Nurses can work individually and together to correct inaccurate and incomplete information regarding the full scope of professional nursing practice and its beneficial impact for the public.

• Together nurses are a profession who can accomplish much!