Nursing in SA currently

• Image of nursing does not have a good name in the eyes of the public right now, compliments of the media and social media - people are more connected and share more on social media platforms

• Incidents often not what they seem; several contributing factors impacting on the practice of nursing, a number of them outside of nurses’ control

• Nurses are in the midst of this turmoil, where it becomes easy to lose sight of their value as health professionals

• We need to reaffirm the passion of nursing within the profession by reminding nurses of their value
New marketing campaign, aimed at nurses

- The SANC wants to reaffirm the passion of nursing within the profession by reminding nurses of their value; reminding them that they matter, via a new awareness campaign called:

  #bethatnurse

- Launched this year; running throughout 2020 and beyond

- Copyrighted: #bethatnurse
Objectives of the campaign

• To emphasise and strengthen the pride in the profession of nursing
• To remind nurses that they make a difference, every day, in their day-to-day actions
• To remind nurses about the values that drive them: Empathy and Caring, Communication, Teaching, Critical Thinking, Psychomotor Skills, Applied Therapeutics, Ethical and Legal Considerations; Professionalism, etc.
• To remind nurses that they are valued
• To remind stakeholders of the value of nurses
• To ultimately remind patients, the public, about the value of nurses
#bethatnurse who...

- makes a difference, every day
- goes the extra mile;
- always puts patients first;
- is a nurse at heart;
- cannot do everything; but makes everything you do count;
- touches lives and hearts;
- never forgets why you became one;
- is selfless;
- is compassionate, loving and dedicated;
- is the best part of a patient’s bad day;
- makes patients feel that they count;
- your patients will never forget;
- inspires others to be a nurse;
- is kind always;
- adds value to what you do, and values what you do;
- you would want if you were a patient;
- inspires other nurses;
- is the role model you want to look up to;
- adheres to protocols
- is always eager to learn
#bethatnurse who is like this nurse

and many others out there
Applications

#bethanurse Campaign

POSTERS //

BE THAT NURSE
Who ADDS VALUE to what you do, and values what you do.

BE THAT NURSE
Who MAKES A DIFFERENCE, every day.
#bethanurse Campaign

BUS BRANDING //

BE THAT NURSE

Who MAKES A DIFFERENCE, every day.

South African Nursing Council

Advocating, empowering, advocating for the public
#bethanurse Campaign

PROMOTIONAL ITEMS //

[Image of promotional items: cap, bag, umbrella, t-shirt, mug, keychain, planner, pens, notebooks, USB drive, calendar]
#bethanurse Campaign

ROADSHOWS/ EXHIBITIONS //
Social media

**FACEBOOK BANNER //**

**EMAIL BANNER //**

Pebetsi Madisha  
Supply Chain Management  
Email: pmadisha@sanc.co.za  
Tel. +27 12 426 9581

South African Nursing Council  
Celebrating 75 Years: 1944 - 2019

**BE THAT NURSE**  
Who is KIND always.

Nursing in South Africa

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**BE THAT NURSE**  
Who is KIND always.
HOSPITAL BILLBOARD //
How can you help?

• #bethatstakeholder that helps us to make nurses realise that they are that nurse

• Spread the word amongst the nurses about the SANC campaign and support the campaign - #bethatnurse

• Help us to find those nurses who are passionate about their profession – we want to know about them and be able to contact them to create awareness
Let us remind nurses about their value again so that the public can realise their value, again.

Thank you.