

Nurses in Media: Shaping Health Policy & Public Perception

By Alice Benjamin, MSN, ACNS-BC, FNP-C

Upon completion one (1) CE to be provided by Nurse Approved, LLC, a California BRN approved CEP #17734

Courtesy of MediaRX





Presenter

- Alice Benjamin, MSN, ACNS-BC, FNP-C
- Family Nurse Practitioner
- Clinical Nurse Specialist
- Medical Correspondent, NBCLA
- Podcast Host of Ask Nurse Alice
- Editorial Director, AskNurseAlice.com
- CEO & Founder, MediaRX





Radio

FOX News Syndicated Radio, The D.L Hughley Show, Tom Joyner Morning Show, Ricky Smiley Morning Radio Show, KJLH, KDAY, KFIAM 640, Channel Q

TV/Film

Consultant for FOX's TV show: The Resident, and several TV Pilots

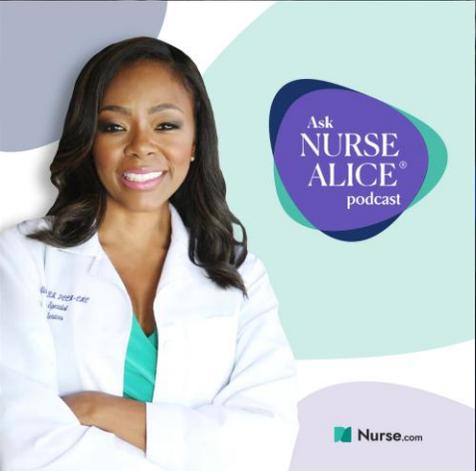
Executive Producer for medical scripted drama

Publications

Parent Magazine, Blavity, Huffington Post, EBONY, Black Enterprise, JET, Black America Web, Bustle, XO Necole, Heart & Soul, Rolling Out, Nurse.org, The American Nurse, Minority Nurse, and many more



 **NBC4 NEWS**
@NBCLA



Ask
NURSE ALICE®
podcast

 Nurse.com

By the end of this session, you'll be able to:

1. Understand the Role of Nurses in Media and Policy:

Recognize the unique position of nurses as trusted voices in media and how they can influence health policy, public health, and safety through effective media engagement.

2. Develop Strategies for Public Communication:

Learn how to translate bedside experiences into impactful messages that inform the public on health, wellness, and safety, while advocating for policies that enhance patient care and the nursing profession.

3. Explore the Impact of Media on Health Policy and Public Education:

Analyze case studies where nurses have successfully used media to drive health policy changes and educate the public on vital health issues, applying these lessons to your own advocacy and communication efforts.



What role do nurses have in media & policy?

- **Trusted Health Advocates:** Nurses, as one of the most trusted professions, have the credibility to serve as reliable sources of information in media, influencing public opinion and fostering trust in healthcare systems.
 - **Policy Influencers:** Nurses can leverage their clinical experience and public voice to advocate for policies that improve patient care, enhance public health, and address systemic issues in healthcare.
 - **Public Health Educators:** By using media platforms, nurses can translate complex medical concepts into understandable messages, educating the public on health, wellness, and safety.
 - **Crisis Communicators:** Nurses play a crucial role in guiding communities during public health crises by sharing timely, accurate, and actionable information to reduce fear and promote safety.
-

The nurse's growing role in media

By Alice Benjamin, MSN, RN, ACNS-BC

Use your clinical expertise to communicate with your community.

IT'S NO SECRET that nurses are the heartbeat of healthcare, working long hours to take care of patients and their families, including providing them with the education they need to understand their health and medical conditions. Nurses also play a vital role in disseminating research into practice and leading national and international health missions. And, in national Gallup® polls, the public has ranked us the most trusted profession for 16 years in a row.

Despite being part of the largest segment within the healthcare workforce, with over 3.6 million nurses in the United States, nurses aren't in the media as much as you might expect. Why is it always a physician dis-



Alice Benjamin, MSN, RN, ACNS-BC, speaking as a nurse expert about the opioid epidemic on KTLA news in Los Angeles.

costs, and risks vs. benefits that might be overlooked by a journalist.

Mainstream media and the internet allow nurses to meet people where they are—in their living rooms



Originally aired on September 25, 2015

THE DOCTORS SHINE A LIGHT ON THE GREAT WORK OF NURSES



During the 2016 Miss America pageant, registered nurse Kelley Johnson delivered an impassioned monologue about her role as a caregiver. The monologue, given during the talent portion of the competition, received comments from some members of the media that many viewers perceived as mocking the nursing profession, resulting in a strong social



The Image of Nursing in Media

- Nursing is the largest occupation within the health care workforce
 - Most ethical profession for the past 22 years per Gallop Polls
 - WHO 2020 designation: Year of the Nurse and Nurse Mid-wife
- Perception matters in the media
 - Hollywood has often portrayed nurses as the doctor's sidekick; the wild party goers or psychotic killer
 - These images influence the public opinion of what nurses do, our knowledge & skillset, and interfere with our pursuit to achieve things such as quality care, safe staffing, full practice and fair wages.
 - Nurses can influence current media perception by being in the media



Ex-nurse found guilty of criminally negligent homicide in medication error death



RaDonna Vaught, a former Vanderbilt University Medical Center nurse charged with the death of a patient, listens to the opening statements during her trial. (Stephanie Amador/The Tennessean via AP, Pool)
By The Associated Press and TRAVIS LOLLER
Published: Mar. 25, 2022 at 10:43 AM PDT | Updated: Mar. 25, 2022 at 12:42 PM PDT

Nurse captured on video allegedly slamming newborn onto bassinet fired from Long Island hospital

The baby, Nikko, was just two days old when his father filmed him allegedly being flipped over forcefully at Good Samaritan University Hospital in West Islip.



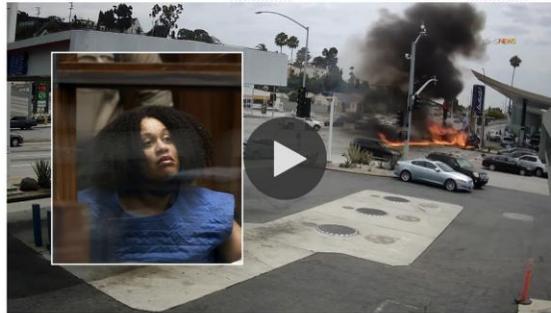
MIDDLE TN

Nursing student arrested for stealing from cancer patient in Nashville hospital

by: [Andy Cordan](#)
Posted: Apr 12, 2022 / 04:16 PM CDT
Updated: Apr 12, 2022 / 04:58 PM CDT

Houston nurse was conscious, in control before fiery crash that killed six, documents say

Court documents say Nicole Linton, a traveling nurse from Houston, held down the gas pedal for at least five seconds before crashing at a Los Angeles intersection.



Nurse arrested after shooting colleague at Tampa nursing center, deputies say

by: [Brittany Muller](#), [Katlyn Brieskorn](#)
Posted: Apr 20, 2023 / 05:36 PM EDT

Nursing home employee arrested after assault on a resident, police say

Published April 13, 2022 4:04PM | Updated 11:24PM | Pennsylvania | FOX 29 Philadelphia



NEWS

Texas nurse arrested after falsifying patient's do-not-resuscitate form: police

By [MaryAnn Martinez](#)

March 14, 2022 | 3:56pm | Updated



Pamela Ekor-Tarh Eyambe has been accused of falsifying a patient's do-not-resuscitate form at Peaceful Touch Hospice & Palliative Care in Plano, Texas.

Nurse indicted in custody death, no indictment for officers

A grand jury has indicted a nurse on an involuntary manslaughter charge in the 2019 death of a Black man at a North Carolina jail, but declined to indict five former detention officers involved in the incident

By The Associated Press

April 5, 2022, 11:12 AM • 2 min read



CRIME >

More than 7,600 fake nursing diplomas issued in Florida in alleged wire fraud scheme

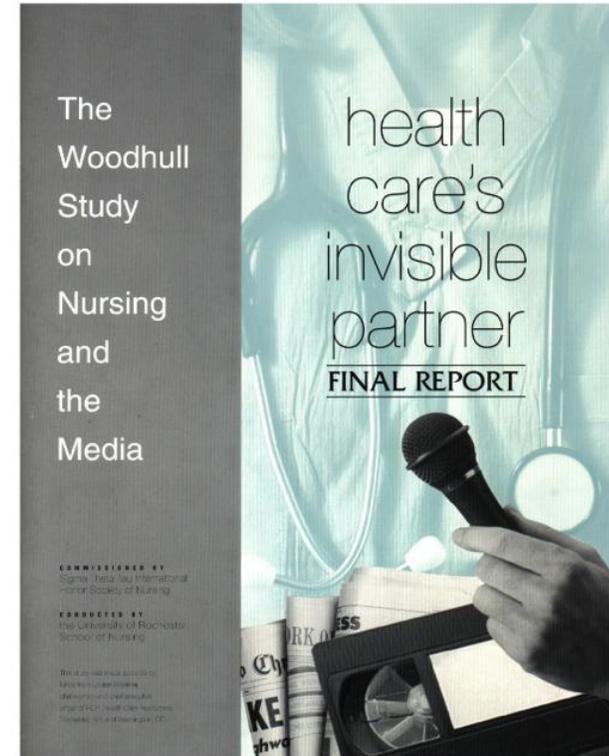
BY LI COHEN

JANUARY 27, 2023 / 9:05 AM / CBS NEWS



The Woodhull Study On Nursing And The Media: HealthCare's Invisible Partner

- Published in 1998 by Sigma Theta Tau International Nursing Honorary Society
- Designed and co-directed by Junior Bridge, Unabridged Communications; co-directed by Jane Kirschling, PhD, RN, Sheila Ryan, PhD, RN, then at the University of Rochester, School of Nursing
- Named after Nancy Woodhull, a founding editor of USA Today



MORE OF THE SAME OVER TIME: REPLICATION OF ORIGINAL WOODHULL STUDY 1997 VS. 2017

The Woodhull Study on Nursing and the Media found that nurses were identified as sources in only 4% of quotations or other sourcing in health news stories in leading print newspapers, and has not improved in 20 years.



NURSES AS SOURCES
IN HEALTH NEWS:*

* Difference is not statistically significant.

1997:
4%



2017:
2%



WOMEN UNDERREPRESENTED AS EXPERT SOURCES IN NEWS STORIES

Representation
in newsrooms



24% women

Expert sources
in news stories



36% women

Representation in
news images



25% women

BARRIERS TO THE USE OF DIVERSE SOURCES IN HEALTH REPORTING

Barriers keeping journalists from nurses



Journalists don't fully understand the range of nurses' roles, work and education.

Journalists often don't know how to find nurses to interview and have limited time to track them down.

Editorial biases, policies and processes can get in the way of using nurses as sources.

Barriers keeping nurses from journalists



Communications staff of health care organizations and universities aren't offering nurses as sources unless journalists ask for them.

Nurses and their associations aren't strategic about engaging journalists.

KINDS OF STORIES NURSES ARE MENTIONED IN:

Nurses were most likely to be mentioned in articles about Labor (57%), Profession (44%) Quality (32%), and Education (25%). They were less likely to be mentioned in articles about Research (9%) and Policy (4%).

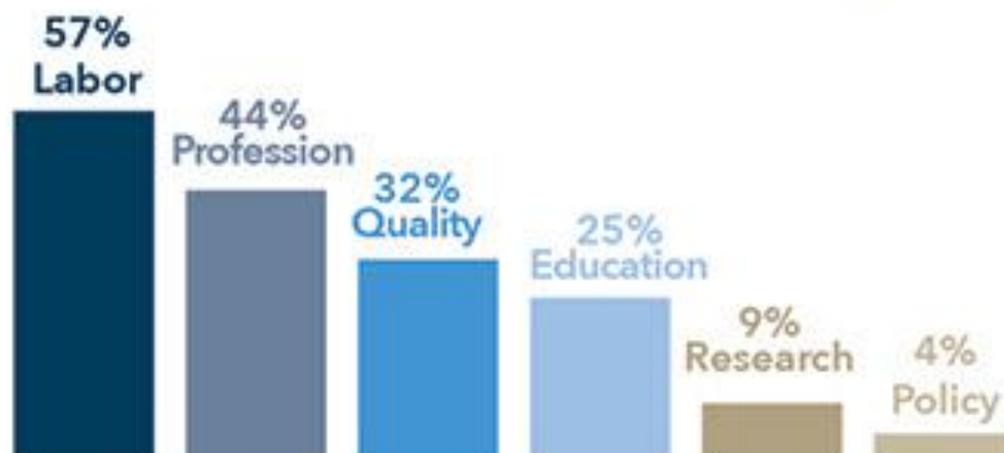


**Labor and
Profession**

vs.



**Research
and Policy**

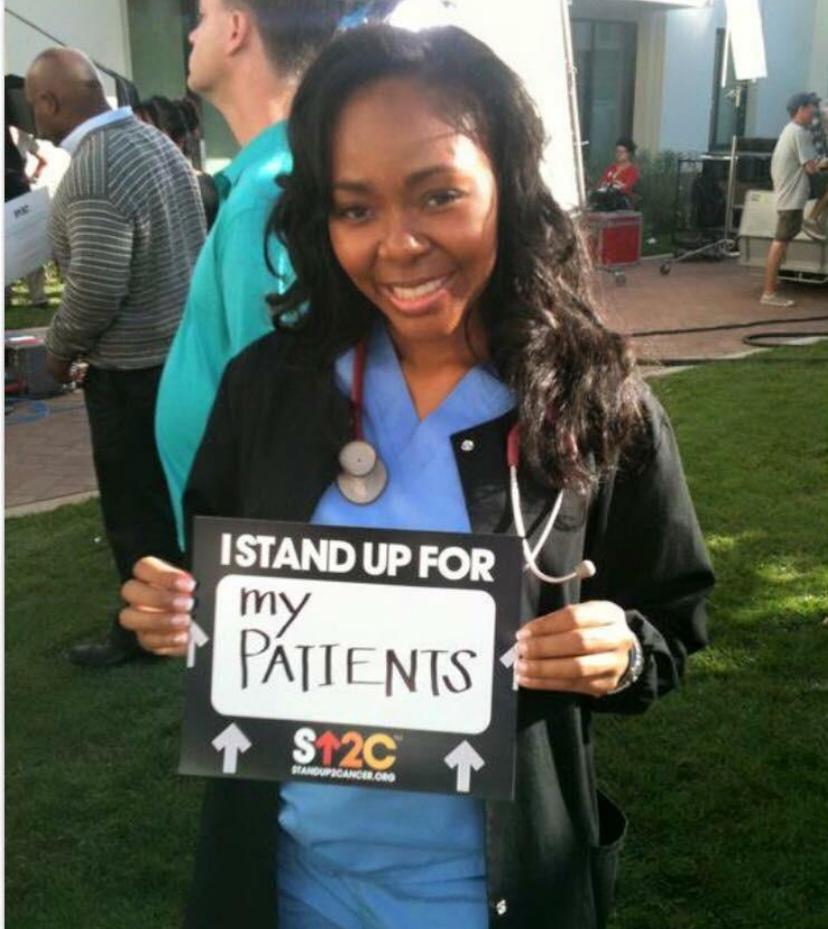




FOUR ALPHA
NBC4 INVESTIGATIVE
REPORTER ERIC
LEONARD IS IN
OVI SAAD IARTU NCIM

FOUR ALPHA
NBC4 INVESTIGATIVE
REPORTER ERIC
LEONARD IS IN





Beyond the Bedside

Active with professional nursing organizations

- ANA\California Board of Directors
- Editorial Advisory Board for "The American Nurse"
- NBNA Health Policy Chair
- AACN Chapter president
- NACNS member

Community health education

- Spokesperson, American Heart Association
- Chair, AHA Western States Health Inequity Task Force
- Power to End Stroke, San Diego County Chair
- San Diego Health Chair, NAACP
- Health Advisor, National Urban League
- Affordable Care Act Advisor, AARP California
- American Diabetes Association's Dribble for Diabetes Campaign



Translate bedside experiences into impactful public messages

- **Know Your Audience:** Tailor your messages to the needs and understanding of your audience, whether they are patients, policymakers, or the general public. Use simple, clear language and avoid medical jargon to ensure accessibility.
 - **Highlight Real-Life Scenarios:** Use relatable examples from your nursing experiences to illustrate your points. Sharing stories about patient care can humanize your message and make it more memorable and impactful.
 - **Stay Informed and Evidence-Based:** Ensure that your communication is rooted in the latest clinical evidence and guidelines. This establishes credibility and promotes trust among your audience.
 - **Advocate with a Purpose:** Connect your communication efforts to larger goals, such as promoting health literacy, supporting public health initiatives, or advocating for nursing-related policies. Focus on specific, actionable steps your audience can take.
 - **Leverage Multiple Platforms:** Use a variety of communication channels to reach different audiences effectively. Consider social media, blogs, podcasts, community events, and public speaking opportunities to amplify your message.
-

Media Case Studies

- **COVID-19 Vaccine Advocacy:** Utilization of social media platforms like Twitter, Instagram, and Facebook to share personal experiences and educate the public about the importance of COVID-19 vaccines, dispelling myths and encouraging vaccination uptake.
- **AARP's Education Campaign on the ACA and State Exchanges:** AARP partnership to educate the public about the Affordable Care Act and state healthcare exchanges. Through media appearances, webinars, and community outreach, they helped individuals understand their options for healthcare coverage, leading to increased enrollment and awareness.
- **ANA's End Nurse Abuse Campaign:** ANA launched a widespread media campaign to raise awareness about workplace violence and abuse against nurses. Through public service announcements, articles, and media interviews, the campaign spurred conversations that led to policy changes, including workplace violence prevention legislation.
- **Heart-Healthy Legislation with the American Heart Association:** AHA collaboration to advocate for heart-healthy policies, such as reducing sodium in foods, increasing access to CPR training, and implementing smoke-free laws. Through media campaigns and public education, they influenced legislation that supports cardiovascular health and prevention efforts.

Building Policy Momentum

1

Collect Evidence

Gather data and patient stories to support your cause.

2

Create Campaigns

Develop compelling public awareness initiatives.

3

Engage Policymakers

Directly reach out to legislators and decision-makers.

4

Measure Impact

Track policy changes and public engagement metrics.

COVID-19 Vaccine Advocacy



Get your coronavirus vaccine questions answered

Our Q&A with NBCLA Medical Contributor Nurse Alice will begin shortly




INSIDER'S GUIDE TO THE COVID-19 VACCINE & LEGISLATION

SAT, MARCH 27 11AM PT
REGISTER AT NABJLA.COM



Moderated By
NURSE ALICE
"AMERICA'S FAVORITE NURSE"



Featuring
DR. MUNTU DAVIS
L.A. COUNTY HEALTH OFFICER



Featuring
DR. JAMES Q. SIMMONS
NURSE PRACTITIONER

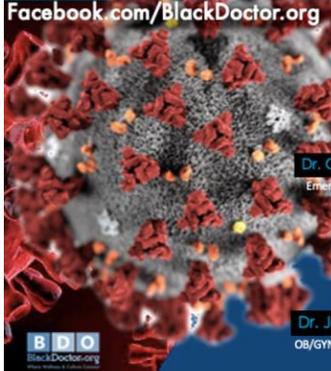


Featuring
ERIKA D. SMITH
LOS ANGELES TIMES

NATIONAL ASSOCIATION OF BLACK JOURNALISTS OF LOS ANGELES

COVID-19: What's Next **FACEBOOK LIVE**
Monday, March 30th 8pm ET/7pm CT

Facebook.com/BlackDoctor.org





Dr. Cwanza Pinckney
Emergency Medicine Physician



Thema Bryant-Davis, PhD
Licensed Psychologist



Dr. Jessica Shepherd
OB/GYN, Women's Health Expert



Alice Benjamin, RN
Clinical Nurse Specialist
Emergency Room Nurse

BDO BlackDoctor.org

Dr. Fauci responds to frontline nurses



NURSE NEWS NOW WITH NURSE ALICE

EXCLUSIVE INTERVIEW
DR. ANTHONY FAUCI

nurse.org



Teletown Hall COVID-19 and the Black Community

Thursday, March 11
2 P.M. PST

Register at <https://vekeo.com/aarp/california/#event-34013>



Featuring
Dr. Nadine Burke Harris
California Surgeon General



Featuring
Kim McCoy Wade
California Department of Aging Director



Featuring
Dr. David M. Carlisle
President and CEO of Charles R. Drew University of Medicine



Moderated By
Nurse Alice Benjamin
America's Favorite Nurse

FACT VS FICTION | COVID-19 AND THE FLU

Community Conversation
Thursday, Dec. 9, 2021, 9-10 AM PT
Spanish translation provided



James Cruz, MD
Chief Medical Officer
BSC Promise



Alice Benjamin, MSN
Clinical Nurse Specialist
NBC4 Health Contributor



Jose S. Soza, DO, MS
Family Medicine
UCLA Health

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Health Money Work & Jobs Social Security Medicare Caregiving Games Travel More... AARP EN ESPAÑOL Help Q

AARP - AARP States - Volunteering

California's Nurse Alice Benjamin Joins AARP's Volunteer Leadership Institute

By Ericka Lozano-Buhl, March 20, 2014 06:13 PM

Alice Benjamin, best known as "Nurse Alice," recently joined the second class of AARP's Volunteer Leadership Institute (VLI). Alice is a clinical nurse specialist at Cedars-Sinai Medical Hospital and serves as the Affordable Care Act Education Advisor for AARP California.

For the past year and a half, Nurse Alice has been working to ensure that 50+ individuals understand the benefits and protections within the Affordable Care Act and how the law works for them and their families. There's a lot to learn and many of the benefits in the health care law are particularly important to African-Americans.

Search AARP States

OPTICAL Exclusive deals for AARP members Members save 50% on additional prescription glasses

AARP's Education Campaign on the ACA and State Exchanges

Please join the **Black Journalists Association of Southern California** for a community forum:

BJASC **Understanding the Affordable Care Act** What does it mean for you?

Saturday October 5th ~ 11am-1pm

George Davis
AARP California State President

"Nurse Alice"
American Nurses Assoc. Board of Directors

Angela Reddock
The Reddock Law Group

Moderated by:
BJASC Vice President Ann Simmons

Second A.M.E. Church
5500 S. Hoover Street
Los Angeles, 90037

Doors open at 10:30am
Refreshments will be served

Visit www.bjasc.org for more information



AARP The Magazine AARP Bulletin In Your State AARP Foundation Discounts More Rewards for Good Register Login

AARP Real Possibilities **Los Angeles, CA**

AARP WORKING FOR YOU THINGS TO DO LEARN FOR LIFE LOCAL SERVICES CHANGE CITY MORE FROM AARP

Los Angeles, CA » News » Hometown Hero: "Nurse Alice" Powered by AMERICANTOWNS

Hometown Hero: "Nurse Alice"

Posted on 03/26/14 by [Ericka Lozano-Buhl, AARP California](#) See Nearby Cities

Heroes roam the halls of virtually every hospital in America, so it's no surprise that Cedars-Sinai's clinical nurse specialist Alice Benjamin is a hero in our eyes.

But Alice — who also hosts her own healthy living radio show on WENO 760 AM — goes above and beyond the call of duty by serving as the unpaid volunteer Affordable Care Act education advisor for AARP California.

For the past year and a half, the 37-year-old "Nurse Alice," as she's better known, has been working to ensure that Americans understand the benefits and protections provided by the Affordable Care Act and how the law works for them and their families. There's a lot to learn and many of the benefits in the health care law are particularly important to African-Americans.

Her medical background and passion for this issue make her the ideal volunteer to help educate members and the public on

FIND IT FAST

- Museums
- Jobs
- Volunteering
- Educational Resources
- Fitness
- Restaurants
- Coffee Spots
- Parks

JOIN AARP TODAY

Join for Just \$16 a Year

- Discounts on travel and everyday savings
- Subscription to AARP The Magazine
- A voice in Washington and in your community
- Free membership for your spouse or partner

JOIN/RENEW NOW

GETTING AROUND

- Taxis
- Rental Cars
- Local Driver Safety Courses
- Maps and Directions

ANA's End Nurse Abuse Campaign



Time is Up on Nurse Abuse

Like 5 Post



Brian Davis
January 24, 2018
Election 2016

This guest post is by ['Nurse Alice' Benjamin](#), MSN, RN, ACNS-BC.

As a nurse for nearly 20 years, I have witnessed and experienced physical, verbal and emotional abuse while caring for patients. I once cared for a patient who threw objects at me, yelled obscenities and racial slurs, spat on me and made unreasonable demands even though I was providing the best care possible.



#EndNurseAbuse on a morning TV show



Watch Alice Benjamin — Nurse Alice — on LA morning show speaking about **#EndNurseAbuse**, the national awareness campaign started by ANA in the aftermath of Nurse Alex Wubles assault in Salt Lake City. Notice the great ANA graphics and slogans such as "Do not threaten my life while I am trying to save yours" or "Nurses - most ethical, most trusted, most abused ..."

Want to see Alice LIVE and learn how to do nursing media advocacy in the Year of Advocacy? Come to **RN Advocacy Day 2018** on April 9. On-line Registration opens on Feb. 18, 2018. So, watch, share, distribute, and make the conversation happen! [Here is the clip](#) from this from Jan 29, 2018.

ANA Preventing Workplace VIOLENCE

25% of nurses reported being physically assaulted at work by a patient or patient's family member.

Rates of workplace violence in health care are 5 to 12 times higher than workers overall.

WHAT EMPLOYERS CAN DO

- Foster a supportive, nonpunitive work environment.
- Ensure HR thoroughly processes job applicants, following procedures.
- Optimal staffing levels are essential.

ANA'S POSITION IS ZERO TOLERANCE for workplace violence!

ELEMENTS OF A COMPREHENSIVE VIOLENCE PREVENTION PROGRAM

- CONVENE AN INTERPROFESSIONAL SAFETY COMMITTEE**
Nurses' staff involvement is critical. Include frontline health care workers on each element of the violence prevention program.
- CONDUCT AN ANNUAL WORKSITE ANALYSIS**
Use all available data and look at each unit or department, paying special attention to areas where incidents have occurred. Schedule regular meetings with employees who can help identify vulnerabilities.
- DESIGN HAZARD PREVENTION AND CONTROL MEASURES**
Follow the CDC hierarchy of control: elimination, substitution, engineering and administrative controls, and personal protective equipment.
- PROVIDE TRAINING AND EDUCATION FOR ALL EMPLOYEES**
Training should be customized to the type of setting. Includes a variety of methods and techniques, and should be conducted at the time of hire, repeated annually, and supplemented as needed.
- PLAN MOCK DRILLS**
Include mock drills of emergency or crisis scenarios to allow for hands-on practice, with a follow-up debriefing.
- DEVELOP A PLAN FOR REPORTING AND EVALUATING INCIDENTS**
Review and track incidents of violence by organizational, environmental, cultural, unit, and employee-level factors.

WHAT NURSES CAN DO

- Be aware of how to use new or use traditional controls to both prevent and reduce violent incidents.
- Learn to anticipate events, and respond to crisis situations.
- Understand organizational policies and procedures or help develop them if none exist.
- Understand and use situational awareness to identify the potential for violence before it occurs.

#EndNurseAbuse
It's not acceptable, it's ABUSE

TEXT PLEDGE TO 52886
SUPPORT • REPORT • SHARE

ANA KTLA 5

NEW CAMPAIGN AGAINST NURSE ABUSE AND ASSAULTS WITH NURSE ALICE

TRAFFIC closed - due to mudslides Santa Barbara, Lilac Dr Between E Valley Rd (CA-1) 78° 10:36A

Heart-Healthy Legislation with the American Heart Association

July, August, September 2013

ANA/C The Nursing Voice • Page 5

Legislative

American Heart & Stroke Association Health Legislative Day

On May 1st, Alice Benjamin, ANA/California newly elected secretary spent the day in Sacramento invited as back for the second year in a row to emcee the 11th Annual American Heart & Stroke Association's California Health Legislative Day. Every year hundreds of American Heart Association volunteers and supporters gather to hear important information on proposed legislation that can impact the health of fellow Californians and learn basic techniques on how to speak with law makers on important health issues. As a Clinical Nurse Specialist who specializes in cardiovascular health, it was important for attendees and lawmakers to hear a nurse's perspective on the importance of access to healthy foods, exercise and how lifestyle choices impact the body.

In previous years, the American Heart & Stroke Association's health legislative days have resulted in the passing of important legislation that impacts health. Of those include AB 1220 which allowed for the establishment of the California State Heart Disease and Stroke Prevention Task Force; AB 1731 that requires every newborn be screened for Critical Congenital Heart Defects as well as other legislation that limits the sale of soda and junk food in schools, requires AED's in all health clubs and has made California the first state in the nation to ban trans fats by requiring restaurants to use oils and shortening with less than half a gram of trans fat per serving.

This year the focus was on two key pieces of legislation, Senate Bill 768, the California Tobacco Tax authored by California Senator De Leon and Assembly Bill 459, Healthy Food Options on State Property, authored by Assemblywoman Mitchell. Both bills have shown to be promising on having a positive impact on the healthy lifestyles and standards of fellow Californians.

In attendance included American Heart Association, Western States Affiliate, Executive Vice President and



Roman Bowser (CEO, AHA, WSA), Alice Benjamin and Jason Thompson (Sacramento Kings)

CEO, Roman J. Bowser; Assemblywomen Mitchell; Senator De Leon; Jason Thompson, power forward for the Sacramento Kings who lost his 25-year-old cousin suddenly to cardiac arrest; Steve Irigoyen, a heart survivor



Assemblymember Holly Mitchell and Nurse Alice.

who has had 7 heart attacks, two open-heart surgeries, 20 stents and one stroke; hundreds of others including students from Sacramento Galileo High School and West Los Angeles Animo Ralph Bunche Charter High School students and for the second year in a row – a nurse to provide an important perspective on important health issues outside of the traditional hospital arena.

School Nurses Case Goes Before California Supreme Court

ANA is the lead plaintiff in a case before the California Supreme Court that will determine who is qualified to administer insulin in schools. Previously, two lower courts ruled that the California Department of Education's (CDE) effort to sidestep the state's *Nursing Practice Act* and allow unlicensed personnel to give insulin to children in schools was unlawful, but the American Diabetes Association and others appealed the decision. Oral arguments will begin on Wednesday, May 29. The case has national implications for nursing practice and the standard of care for children who are entitled to receive health services at school. ANA anticipates a decision within a few months and will provide more information once the decision is handed down. Co-plaintiffs include ANA/California (ANAC), the California Nurses Association

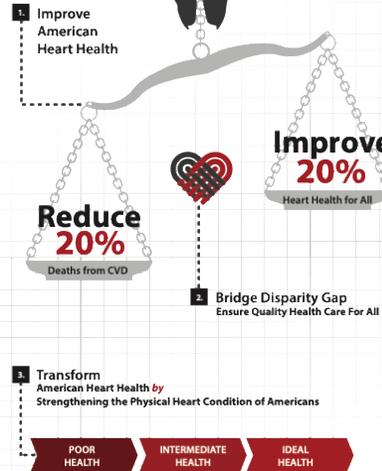


and the California School Nurses Organization (CSNO). The National Association of School Nurses and other organizations have filed amicus or "friend of the court," briefs with the California Supreme Court in support of ANA.

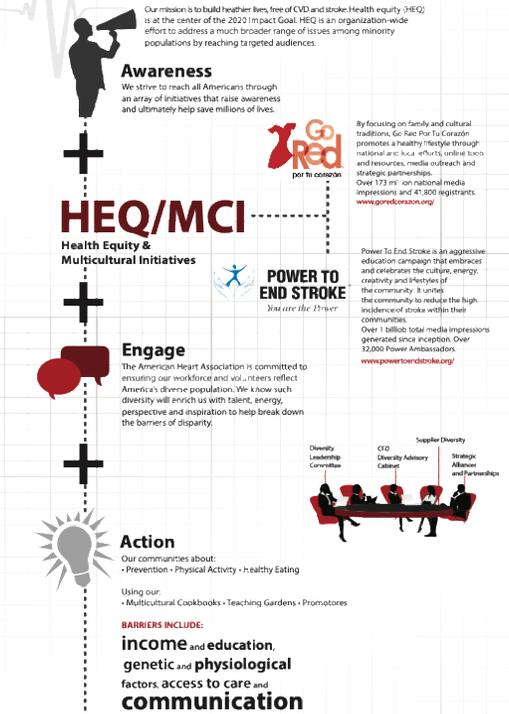


Students from Galileo High School in San Francisco, CA and Nurse Alice.

Our Goal



Our Strategy



YOU'RE INVITED

TO A WHITE HOUSE BRIEFING HOSTED IN PARTNERSHIP WITH THE AMERICAN HEART ASSOCIATION

What: Making Health Care Better: Cardiovascular Health

When: Friday, Sept 9th, 2016

Where: Eisenhower Executive Office Building in Washington, D.C.

American Heart Association + American Stroke Association = life is why

you're the cure

Impact on Public Health



Nurses have historically impacted public health initiatives and policy changes.



Nurses have contributed to patient outcomes by improving population health, providing better quality of care, lowering healthcare costs and leading system-level nursing practice initiatives.



Nurses play a vital role in media and public health by leveraging their expertise to educate the public, advocate for health policies, and promote disease prevention and wellness.

Health Education & Awareness

Educating the Public

- Nurses can provide valuable health information to the public through various media outlets, including television, radio, newspapers, and online platforms. They can explain complex health issues in an understandable manner, offering insights into disease prevention, health maintenance, and the importance of healthy lifestyles.

Dispelling Myths

- Nurses help dispel health-related myths and misinformation, ensuring that the public receives accurate and evidence-based information.



CORONAVIRUS PANDEMIC

CDC RECOMMENDS VACCINE FOR PREGNANT WOMEN

5:47

88°





**FACEBOOK SCRUBS PLAN TO USE PATIENTS DATA
RIGHT TO PRIVACY AND YOUR MEDICAL INFO**

**MORNING
NEWS**



TRAFFIC

RED



San Dimas, I-10 San Bernardino Frwy WB Past Kellogg Dr (#41) - Tractor T

77°

10:33A

Advocacy & Policy Influence

Health Policy Advocacy

- Nurses can influence health policy by advocating for changes that improve public health outcomes. This may involve working with legislators, health organizations, and the media to promote policies that support disease prevention, access to healthcare, and patient safety.

Crisis Response

- In public health emergencies, such as pandemics or natural disasters. Nurses can serve as spokespeople, providing critical information on safety measures, treatment options, and resource availability.

We'll discuss a new genetic study that suggests Type 2 Diabetes is being misdiagnosed in African Americans



@AskNurseAlice



NEWS ONE NOW
WITH ROLAND MARTIN

Thursday, September 28, 2017 at 8:20 a.m. EST

America News HQ with Trace Gallagher

Tonight! 11pm EST

LAS VEGAS SHOOTING: At least 58 dead and hundreds injured.



@AskNurseAlice





CORONAVIRUS OUTBREAK

HOW DO DRIVE-UP TESTING CENTERS WORK?

SOUTH LA

4:45 76°

RIVERSIDE

NOW



LOS ANGELES

FOX BUSINESS

LOS ANGELES



DOW
21,719.40
▼ 268.16 1.22%

LIVE FOX BUSINESS NETWORK

BREAKING NEWS

HEALTH HAZARDS FROM HARVEY

OIL 48.64 ▲ 1.35 GOLD 1343.90 ▲ 13.50

MARKET ALERT

TO FLORIDA TO PREPARE FOR HURRICANE IRMA

FOX BU

skype



LANCASTER

2:06 97°

SPECTRUM
NEWS 1

U.S. SETS RECORD THURSDAY FOR NEW COVID-19 CASES

THOUT MAJOR CHANGES IN ALMOST EVERY STATE, A NATIONAL POLICE MISCONDUCT DATABASE LI

Professional Expertise & Credibility

Expert Opinion

- Media outlets often seek the expertise for commentary on health-related news stories. A nurse's knowledge and clinical experience enable them to offer expert opinions on a wide range of topics, from disease outbreaks to healthcare innovations.

Research and Evidence-Based Practices

- Nurses contribute to public health by participating in research and promoting evidence-based practices. Through media engagements, they can share the latest research findings and clinical best practices with a broader audience.



**NEW "BRAIN STETHOSCOPE" FOR SILENT SEIZURES
CONVERTS EEG INTO SOUND AND MAPS DAMAGE**

**MORNING
NEWS**



TRAFFIC

Vehicle - in lane 2  Diamond Bar, 57 Orange Frwy NB On ramp from Pathfinder

53° 8:38A



**OPIOID ADDICTION PAIN & WITHDRAWAL MANAGEMENT
NEW DEVICE AND DRUG DEBATE**

**MORNING
NEWS**



TRAFFIC

ente, PUENTE AVE SB Near E Valley Blvd - Closed. Construction work.



Los Ang

68°

10:33A

Public Health Campaign

Participation in Health Campaigns

- Nurses often participate in or lead public health campaigns aimed at disease prevention and health promotion. They can collaborate with public health departments, non-profit organizations, and media partners to design and implement effective health campaigns.

Social Media Engagement

- With the rise of social media, nurses can leverage these platforms to reach a wider audience, promoting health education and engaging with the community on public health issue.



COVID-19: WHAT THIS MEANS FOR YOU

A LIVE CONVERSATION WITH NURSE ALICE ABOUT THE MYTHS AND COMMUNITY IMPACT OF THE CORONAVIRUS PANDEMIC

TUNE INTO
 **LIVE**
MARCH 25TH
 AT 12 P.M. PST/3 P.M. EST

NURSE ALICE
 CLINICAL AND EMERGENCY ROOM NURSE SPECIALIST

BLACK ENTERPRISE

The National Coalition of 100 Black Women, Inc. | @NCTO0BWINC • WWW.NCBW.ORG

OUR HEALTH OUR COMMUNITY
Mobilizing for the Survival of Black Women Beyond COVID-19

A Joint Initiative of the Black Women's Health Imperative and the National Coalition of 100 Black Women, Inc.

TUESDAY JUNE 23
 7:00 PM ET

Angela Dye
Moderator

Nurse Alice Benjamin
America's Favorite Nurse

Dr. Virginia Caine
Director, MCPHD

Special Court Congresswoman
Joyce Beatty

Aletha M. Jackson, Esq.
VP Federal Government Relations, Walgreen Co.

Virginia W. Harris
President NCBW National

Linda C. Blount, MPH
President & CEO, BWHI

JOIN US ON SOCIAL NETWORKS
 USE HASHTAGS
 #NCTO0BWINC
 #BWHI #OurHealthIs

REGISTER AT LINK | bit.ly/OurHealthIs

HOST A FACEBOOK LIVE WATCH PARTY

COVID-19: What's Next **FACEBOOK LIVE**
 Monday, March 30th 8pm ET/7pm CT

Facebook.com/BlackDoctor.org

Dr. Cwanza Pinckney
Emergency Medicine Physician

Thema Bryant-Davis, PhD
Licensed Psychologist

Dr. Jessica Shepherd
OB/GYN, Women's Health Expert

Alice Benjamin, RN
Clinical Nurse Specialist
Emergency Room Nurse

TWITTER CHAT
HEART MONTH ISN'T OVER!

WHAT IS BROKEN HEART SYNDROME?

MODERATOR NURSE ALICE

MODERATOR NURSE SHARON

ANA
 AMERICAN NURSES ASSOCIATION

USE THE HASHTAG #HEARTCHAT ON FEBRUARY 23 6-7PM EST!

RECLAIM YOUR WELLNESS

"Obesity is a Disease-Know Your Options"
 Thursday, March 18, 2021 12:30 pm - 1:30 pm EST

MODERATOR
 Lezell Foster
 Emmy Award winning WUSA9 Weeknight Anchor

PANELISTS

Michael Knight, MD, WSPH
 Obesity & Weight Management Assistant Professor of Medicine and Patient Safety Officer, The George Washington University Medical Faculty Associates

Dr. Lauren Powell, MD
 "The Cultured Doctor"
 Board-certified Family Medicine Physician and Culinary Medicine Specialist

Alice Benjamin, RN
 "America's Favorite Nurse"
 Clinical Nurse Specialist & Family Nurse Practitioner

Caren Howard
 Director of Policy and Advocacy Mental Health America

LIVE ON   
<https://bit.ly/SeekPgK>

RSVP: www.reclaimyourwellness.org

4 NBC4 PRESENTS **PLANNING YOUR VACCINE**
 ASK THE HEALTH EXPERTS

THURSDAY, MAY 6
12PM

LIVESTREAMING AT
NBC4.com

COLLEEN WILLIAMS
 NBC4 anchor

ALICE BENJAMIN, R.N.
 Clinical Nurse Specialist & Family Nurse Practitioner

DR. SHERRILL BROWN
 Medical Director of Infectious Prevention, Epidemiology & Control

Effective Communication Strategies

Translate Complex Information

- Utilize analogies, simple language, and visuals to make complex topics understandable.

Engagement through Storytelling

- Incorporate patient stories and case studies to humanize and illustrate key points.





Best Practice & Educational Content

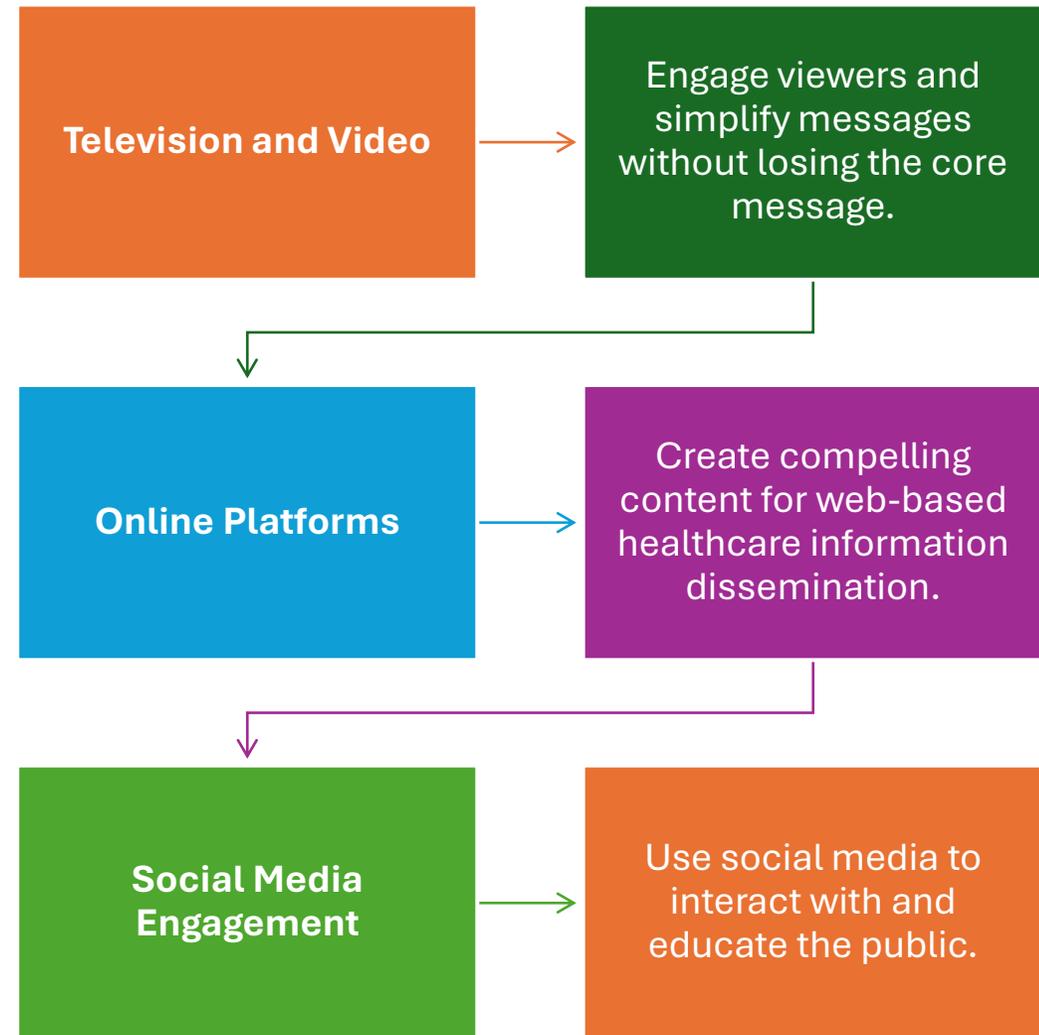
Cultural Competence

- Craft messages that are sensitive to cultural, linguistic, and health literacy differences.

Relatability and Accuracy

- Balance the need to be approachable with the imperative to convey evidence-based information.
-

Utilize Various Media Platforms



Balance Reporting & Integrity

Integrity in Media

- Maintain the nurse's ethical obligation to provide accurate, evidence-based information to the public.

Challenges of Sensationalism

- Recognize the pressure to attract viewers/readers but prioritize factual reporting over sensationalized news.

Patient Confidentiality

Confidentiality is Paramount

- Reinforce the commitment to patient privacy, ensuring no patient information is disclosed without consent.

Guidelines in Media

- Adhere to strict guidelines when discussing health-related stories to prevent inadvertent disclosure of patient information.

Evidence Based Practice

Promoting Best Practices

- Utilize the nurse's expertise to advocate for and educate about evidence-based practices in healthcare.

Responsibility to Educate

- Take the opportunity to correct misinformation and provide clear, evidence-backed health education.

How to Increase Nurse Visibility in Media

- Include media training in nurse leadership programs and schools as electives.
- Take a public-speaking, writing, or journalism class to sharpen your communication skills and familiarize yourself with the media/journalism landscape.
- Create and update organization policy that empowers, educates and encourages nurse participation in media.
- Introduce yourself to the PR/Media department, local TV, radio stations and newspapers as interested in being a content expert.
- Send out press releases and pitches to media.
- Create your own content . Optimize your own platform. Be of value to community.
- Collaborate with the media affiliated associations.
- PITCH what topic you'd like to discuss.



The MediaRX Interview Guide

For healthcare professionals who want to thrive in media but need help getting started.

by Alice Benjamin,
MSN, ACNS-BC, FNP-C
Chief Executive Officer,
MediaRX

FREE Downloadable e-book
TheMediaRX.com



NURSE.COM BLOG

Nurses in the Media: Missing Voices in Healthcare Advocacy

By [Alice Benjamin, MSN, ACNS-BC, FNP-C](#) | December 03, 2024 7 minute read



During the height of the COVID-19 pandemic, I truly recognized the depth of a critical issue: Nurses were not visible in media reporting on the outbreak, at least not in the way I had hoped.

Instead of being highlighted as the experts that nurses are — leading discussions, guiding public health measures, and sharing critical insights — we were often portrayed as victims of a broken healthcare system.

Available at Nurse.com/NurseAlice





Healthcare professionals:

Amplify your impact beyond clinical settings by engaging in responsible health communication through media channels.



ALICE BENJAMIN,
MSN, ACNS-BC, FNP-C

► CHIEF EXECUTIVE OFFICER



Questions?

info@TheMediaRX.com

The Nursing Webinar Exchange

Where Nurses Connect and Grow

- Sept 10** **Recognizing Early Signs of Clinical Deterioration**
Alice Benjamin, MSN, ACNS-BC, FNP-C, CCRN, CEN, CV-BC
Emergency Medicine Family Nurse Practitioner
- Oct 22** **Reducing the Risk Factors Associated with CAUTI**
Special guest: Kathleen Vollman, MSN, RN, CCNS, FCCM, FCNS, FAAN
Clinical Nurse Specialist/Consultant
- Nov 7** **The Many Faces of Acute Kidney Injury**
Alice Benjamin, MSN, ACNS-BC, FNP-C, CCRN, CEN, CV-BC
Emergency Medicine Family Nurse Practitioner
- Dec 17** **Nurses in Media: Shaping Health Policy and Public Perception**
Alice Benjamin, MSN, ACNS-BC, FNP-C, CCRN, CEN, CV-BC
Emergency Medicine Family Nurse Practitioner
- Jan 22** **The Empowered Nurse: Prioritizing Self-Care for Professional Excellence**
Alice Benjamin, MSN, ACNS-BC, FNP-C, CCRN, CEN, CV-BC
Emergency Medicine Family Nurse Practitioner
- Feb 6** **The Cardio-Renal Connection: Understanding Heart Failure and Kidney Interdependence**
Special guest: Nicole Kupchik, MN, RN, CCNS, CCRN-CMC, PCCN
Critical Care Clinical Nurse Specialist & Consultant

Visit [Nurse.com/Nurse Alice](https://www.nurse.com/nurse-alice) to learn more