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VISIBILITY

*Empowering School Nurses Through Purposeful
Marketing*

Mary Anne Wesoloski, MSN, BN, PEL-CSN, NCSN

OBJECTIVES

- Explain why visibility is critical to school nursing
- Identify strategies for becoming visible to stakeholders
- Design an individualized plan to become more visible to the community and stakeholders

ONCE UPON A TIME...

“No one knows what we do.”



“A nurse’s head, heart, and hands are no longer sufficient tools to ensure quality of care for our patients. Nurse must also use their VOICES to promote the health of our citizens.”

- Kathleen Smith (NASN Leadership Academy, 2015)

NASN SCOPE AND STANDARDS

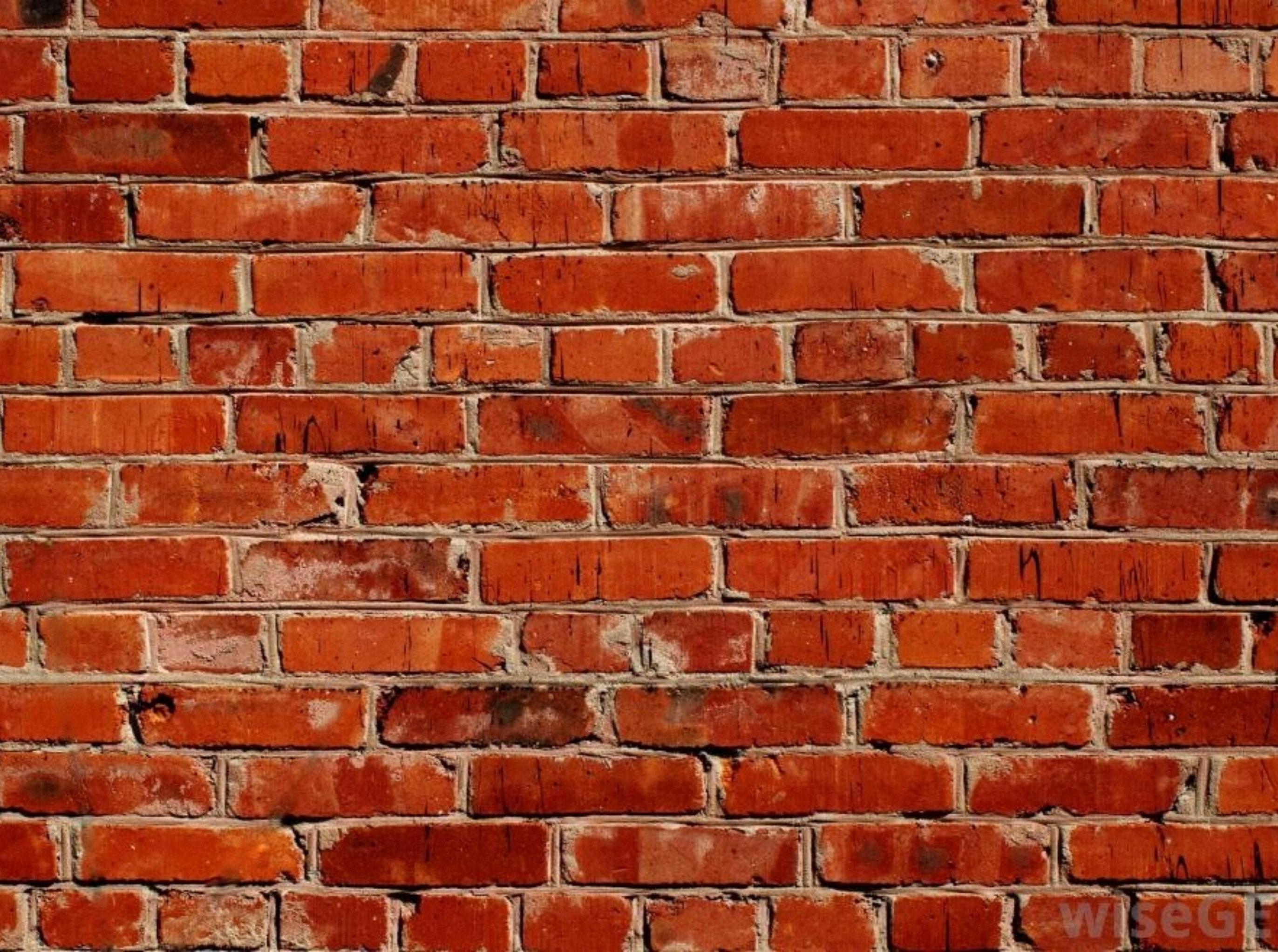
“The degree in which the total school community supports school nursing practice affects the delivery of nursing care and, hence, the ethical nature of that care.”

(ANA, NASN, 2011, School Nursing: Scope and standards of practice, 2nd ed. p. 28).

Standards 7, 10,11,12,13,14,15

Invisible = Dispensable

Visible = **In**dispensable



MARKETING 101

STEP 1

Recognize the professional/leader in you



MARKETING101

STEP 2

Accountability for our professional image

- Own your practice
- How will you stay in business?



- Look, dress, talk, act like a professional
- Know your stuff
- Don't fake it
- Never let them see you sweat
- Be kinder than necessary
- Smile!
- Laugh- every day
- Have fun

MARKETING 101

STEP 3

TAKE ACTION

- Evolve- Change or die. It's the natural law of evolution
- Fuel your passion for nursing- Feed it regularly
- Seek knowledge as life-long learners
- Be courageous

HOW?

- Tap resources for ideas
- Buddy system
- Frame the message
- Mine data, communicate to stakeholders
- Tell a story

HOW?

- Get to the table, Don't starve
- Advertise success stories
- Contact legislators
- Use district social media and web resources
- Practice, practice, practice

RAISE YOUR VISIBILITY

Action item you can complete in the next 12 months

- Stakeholders
- Resources needed
- Desired results (outcomes)
- Marketing- let stakeholders know your contributions

CHANGE AGENTS

We are change agents for our students and our communities.



Why not be change agents for ourselves?

What is one thing you would do as a school nurse if you knew you could not fail?

Dream big!

What is *your* story...and who are you going to tell it to?

LET YOUR LIGHT SHINE



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