

Nurses perception about Nursing Image in Eastern Province Hospitals, KSA

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Abstract

Background: Evidence suggests that there is a negative image of nursing that does not promote this profession as a career choice. Furthermore, there is a lack of studies documenting the image of nursing in Saudi Arabia, but there are many such studies that are country-specific. **Aim:** The aim of this study was to explore the perspectives related to the nursing image among nurses in Eastern Province hospitals. **Methods:** A study using survey questionnaires to assess nurses' opinions and perceptions regarding the image of nursing professions. Descriptive statistics were used to analyze the data. Questions were analyzed using content analysis. **Result:** Interviewed 100 staffs randomly from all hospital eastern province. Most staff concluded that Nursing is a respectable profession and they have expressed a level of control over how their image is portrayed. Conversely and some of them concluded that low self-confidence (personal image) and lack of communication skills deeply affects the image of the nursing staff. **Conclusion:** This study provides interesting insight into the image of nursing, policy makers and medical staff was exposed to the key concepts that influence the nursing image, and recommended that to design development projects to help improve the image of Nursing in the area.

Keywords: Media image, Nursing, nursing perception, Nursing workforce

Introduction

Nursing is a career that has been long been troubled with its image either in the hospital or community. To improve the image of nursing is always an issue that concerns nurses. According to (Reistin & Hausser 1994), the community has stereotypical outlook of nursing in which nurses maybe regarded as less intelligent than doctors, dependent on doctors, powerless, and underpaid. The public image of nursing affects not only the nursing recruitment, but also nurse's approach towards work. The aim of the Nursing Image Improvement is to dispel any misconceptions that society may have about the nursing profession by re-educating them; educating nursing students on how to project a positive image of nursing; Dispelling the stereotype of nursing, which has been reinforced by different nationalities and cultures over the past 30 years, where there is no Saudi nursing. The goal of this study was to explore how nurses perceive their image, and to examine how this relationship affected the performance of their job.

Current Image of Nursing and How It Is Impacted by Past Images: Nurses have struggled since ancient times to define the image of nursing and the professional role of the nurse. There are many different opinions about the nursing profession. Over the years the image of nursing evolves and changes, as nursing is promoted and seen as an independent profession that requires a high level of commitment, focus and dedication. Nursing in the modern era has many dimensions, around the definition of nursing as a profession. One of the continuing challenges in nursing is to enhance the public image and self-image of the nurse. The historical context of the nursing image goes back to Florence Nightingale, "Founder Nursing" Florence Nightingale is recognized as a nurse best known for her pioneering work during the Crimean War. She was also called "The Lady with the Lamp", as she was said to have made rounds of her patients at night by the light of a lantern. International Nurses Day is celebrated every year on her birthday, May 12th. (Bostridge, 2008).

How Do Nurses View Themselves?: The majority of nurses indicated that nurses have a number of roles that often depend on patient needs such as caregiver and decision maker, some nurses said that nurses also fulfill other professional roles for example, the nurse takes care of the patient, and provides health education to the families, in addition to this, the hospital directors also assign nurses to each position because they believe that the nurse can do everything. (Jones & Bartlett Learning, 2018)

The relationship between multiple generations of nurses: There is a gap between the new nurses (the boom generation) and the senior nurses (the traditional generation), and it may lead to the difficulty of exchanging knowledge and experiences between them. When some health organizations consider choosing a nurse they ask what generation or age groups are taken into consideration? What effect does this have on the nursing image? This means that the nursing

picture is one of several age groups with different historical backgrounds. How can they both see nursing so differently. (Jones & Bartlett Learning,2018)

Description of the problem:When Author exposed to the clinical area; some issues were observed regarding the image of the nursing staff and how this could affect their dealings with patient. The image of nursing consists of not only their physical appearance but also the relationship with patients, colleagues and other healthcare professionals ; (1)Nursing staff's appearance (including grooming, personal hygiene) ,(2)Communication skill problem with some staff that affects the patient care , (3)Lack of confidence among nursing staffs, (4)Lack of teamwork ,(5)Lack of self-motivation which was due to low of self-esteem.

Questionnaire	No. of staff agreed		No. of staff disagree	
1. I feel very confident being a nurse.	242	93.1%	18	6.9%
2. I feel that society views the nursing profession as one of the great professions.	119	45.8%	141	54.2%
3. I feel respected by the medical staff.	144	55.4%	116	44.6%
4. I like that my outward appearance is decent and tidy.	219	84.2%	41	15.8%
5. There is support from my superiors at work..	221	85%	39	15%
6. I encourage students to enter the nursing profession..	212	81.5	48	18.5%
7. I like to communicate and collaborate with other professions..	259	99.6%	1	0.4%
8.I have high confidence in my patient care..	252	96.9%	8	3.1%
9. I feel ashamed for asking about my profession.	209	80.4%	51	19.6%
10. If there is an opportunity to change my profession, I will try to change it.	148	56.9%	112	43.1%

Methods: - descriptive cross sectional study was used aiming to assess nurses' opinions and perceptions regarding the image of nursing professions. survey questionnaire was used to collect quantitative data and qualitative data distributed to staff nurses in the clinical area. Sample of 265 randomly picked up nursing staffs to gain a deeper understanding of the impact of the nursing

image on society Descriptive statistics were used to analyze the data. Questions were analyzed using content analysis.

RESULTS

Discussion: In this research, the focus has been on the image of nursing from the perspective of how the profession sees its image and how those outside the profession view the nursing profession. Image is part of any profession. How nurses view themselves - their professional self-image - has an impact on professional self-esteem in how nurses present themselves to communicate the value of the profession. They should develop skills to present themselves in the media. In the International Nurses Day and this period was chosen because it coincides with Florence Nightingale's birthday, 12 May, which is International Nurses Day. This day is also used for nurses as an opportunity to get to know nurses in practice and to publicize the nursing profession, increase their visibility and portray a positive image and publicize through media (eg local newspapers, radio and television) how proud they are of their nurses. Stories and images presented to the media tend to focus on nursing care. The nursing profession has witnessed many changes and how nursing responded to these changes so that nurses did not take the initiative to stand up and discuss their own image of nursing because the nurse did not feel the need to do so as nursing was linked to the image of the owners and this does not give an accurate picture of the profession. There needs to be a wiser image of nursing to attract the next generation of nurses. (Jones & Bartlett Learning,2018)

Conclusion: - this study provides interesting insight into the image of nursing, the policy makers and medical staff have to exposed to the key concepts that influence the nursing image, and have to design development projects to help improve the image of Nursing in the area and Providing positive nursing image by the media to enhance public nursing image.

Recommendation: Promote a positive image of nursing and demonstrate a significant contribution to society through the Nursing Image Improvement Project, demonstrating appropriate use of media coverage of the project or event. Educating the public about the professional roles in nursing and how these roles affect all individuals in their daily lives. Cooperating with nurses in hospitals in highlighting the humanitarian role of the nursing profession, which also enhances the positive image of nursing in appointing future nurses. Encouraging patients to share their experiences, both positive and negative, that deal with the nursing profession, to help the nursing community work to correct any problems. and support any achievements made by individuals and the profession.

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