

Breaking Negative Nursing Stereotypes

Created by the
Image of Nursing Committee

Negative Nursing Stereotypes

- **Negative stereotypes portray nurses as being overbearing, sexual, and incompetent.**
 - “Nurse Ratchet”/ Batteaxe
 - Naughty Nurse
 - Doctor’s Handmaiden
 - Airheaded
- **These stereotypes are portrayed in the media constantly even though nursing is a challenging respectable profession.**

In Reality Nurses Are:

- Patient Advocates
- Strong
- Highly Intelligent
- Dedicated
- Trustworthy
- In Very High Demand 😊

Action steps to actively fight the negative stereotypes

- Promote positive images as nursing students.
- Actively educate others on the true meaning of nursing.
- Join professional nursing organizations like NSNA and ANA who work actively to diminish negative stereotypes.
- Establish a public image committee in your local and state chapters.

Action steps to actively fight the negative stereotypes

Sketchers pulled an ad after a nurses' group complained that the racy print ads, starring Christina Aguilera as both a nurse and patient, exploited negative stereotypes of nurses.

Positive Images of Nurses



Positive Images of Nursing



Your face
here