

International Nurses Day Communication Campaign- Uttar Pradesh, May 12, 2024

Theme: Our Nurses Our Future : The Economic Power of Care.

On International Nurses Day this year, the Health Department, UP, development partners including CFAR planned an extensive communication campaign to demonstrate the collective respect and reshape perceptions of the people about the nursing community.

For this, valuable services of the nursing community were showcased in line with this year's theme to a cross-section of audiences by reaching out to diverse media outlets. Stories about the Nurses and the transformative changes they brought to patients' lives were told through leading print and electronic media.

While profiles of 22 nurses from several districts featured in the media, motivational messages from health department officials and medical practitioners appeared across publications and AIR too carried them while broadcasting Day's celebrations across its bulletins.

In Lucknow and Gorakhpur social media influencers and poet were also pitched in to amplify the messages.

Corporate companies also came out with special offers on Nurses Day.

The International Nurses Day is celebrated every year on May 12 to highlight the pivotal role nurses are playing in providing care and leadership to address the country's health challenges. With 24-hour care, medicine administration, and patient advocacy, nurses work round the clock in all situations and are the backbone of the healthcare system. This is best reflected by Dr. Narendra Singh, MD Medicine, CHC Fakharpur of Bahraich. He said: "No matter how qualified we are in the medical world we cannot imagine patient care without nurses. They are the backbone of our hospital management and the patients' upkeep. They work tirelessly in endless shifts taking care of patients with utmost compassion and competence. This year's theme underscored the crucial role nurses play in the healthcare system. The Day is an occasion to recognise their service and acknowledge their outstanding contribution to patient welfare and management of the health system." In fact, this year's



International Day aims to reshape perceptions of nursing, demonstrating how strategic investment in nursing can bring considerable economic and societal benefits.

Telling 'her' story

Accordingly, under the leadership of Parth Sarthi Sen Sharma, Principal Secretary, Medical Health and Family Welfare, and in close coordination with National Health Mission, Uttar Pradesh, and with support of partners including CFAR, an extensive communication campaign was planned to give respect and reshape perceptions of

the people about the nursing community by showcasing the valuable services provided by them. To inform and impact a cross-section of audiences we reached out to diverse media outlets like leading print media such as Amar Ujala, Dainik Jagran and Hindustan and told stories about the Nurses and shared their insights about the profession and the indomitable spirit of the Nurses in serving the society. To others such as AIR and community radio we detailed out about a day in Nurse's life and featured authorities and public voices recognizing their work.



For Mary J. Malik, the epitome of nursing excellence, leaving a suffering patient unattended is not an option. She shares her remarkable journey dedicated to her noble profession. She said: "For me, nursing was not just a profession, it was a calling. Day or night, I never hesitated to extend my helping hand, never once glancing at the clock. I understood that duty doesn't end with the ticking of a watch; it ends when a patient finds relief. Despite facing family issues due to late duty hours, I remained steadfast in my belief that leaving a suffering patient unattended is not an option".



We featured the life of nurse Mary who dedicated her life to the service of others for nearly 14 years. Despite the ever-evolving landscape of healthcare, for her one thing remains constant - her unwavering commitment to serving patients with both heart and soul.

Each nurse has a story to tell but what is common among all of them is their commitment to look after patients suffering from diseases.

Amplifying on social media handles in X, Facebook and Instagram



Raj Smriti, a creative writer and Director of blog FolkTales Incorporation, posted on her Facebook account: "Today nurses have become the backbone of healthcare services from primary to tertiary. They are no longer seen as just as the adjunct or support for the doctor but as the pillar of health services at all levels and in the forefront of emergency services."



Getting to know the Nurses: Profiles, Features and Reports¹

Twenty-two nurses in Gorakhpur, Basti, Bahraich, Agra, Kanpur, Varansi and Lucknow were profiled and featured in 94 reports. In Gorakhpur and Varanasi, the Nurses Day was reported widely with the health department taking a unique initiative of honouring nurses with one-minute applause and standing ovation across all health centres on May 12. In Bahraich district, client testimonies and laudatory and motivational messages of District Magistrate, health department officials and medical practitioners appeared across publications. Monika Rani, DM, Bahraich, while praising nurses for their selfless services towards patients, said, "When I was born at a hospital, the nurse attending my mother was the first person to take me in her hands after my birth and for me there is a special sense of gratitude that I was in trained and safe hands." She went on to state that without nurses, no hospital or healthcare centre can be imagined. "It is an occasion to express our gratitude and admiration for their commitment and diligence," she added.



An honest nurse never leaves her patient in between the treatment. She even keeps the patient over her personal priorities. In no way, their contribution in recovery of a patient is less than that of a doctor. The entire treatment process, whether it is giving oral medicines or intravenous medication or monitoring health indicators of the patient, it is all supervised by a nurse and therefore we must be grateful to them," wrote a senior journalist from Gorakhpur.



1. Total reports 146; state reports - 23
 2. 26 reports (28%) were in leading print publications, 33 in regional publications and 35 in web portals.
 3. 14 reports in leading print publications, 11 in regional publications and 15 in web portals.

Sharing her experience how nurse Neetu looked after her during her delivery at the maternity ward of SGPGI, Jyoti (35 years), said, “I was admitted to the hospital a week before due to my HRP condition of diabetes and high blood pressure. Initially I was very stressed and nervous. But nurse Neetu took care of my health. She even comes at midnight to check my condition. Her care has given me strength and relief during my stay at the hospital.”

Renu, mother of a paediatric patient admitted in Queen Mary Hospital said, “Nurse Avantika is not just taking care of my son, but also supporting me like my own kin or close family member.”

These reports were further amplified on social media including Facebook, X, Sharechat, Koo App and WhatsApp.



Radio channels - AIR, FM and Community Radio made a difference

Everything from interview to FAQs on nursing profession were aired on six FM channels. AIR carried the interview of Dr. Deepti Shukla, Principal of Samarpan Institute of Nursing and Paramedical Sciences (SINPS) and profile of Avantika Verma, Assistant Nurse Superintendent, KGMU, was also featured.

In Gorakhpur, AIR marked the Nurses Day by airing news on Day's celebrations across its bulletins. Loudspeaker, the Community Radio, broadcast the messages of CMO, doctors and a journalist during the entire day and amplified some on Youtube channel and Facebook account along with Public Vive and S news Live App. IIT Kanpur, Community Radio, aired three interviews of the nurses.

Engaging social influencers– doctor, blogger, SI Traffic Police and poet

In Lucknow and Gorakhpur, we collaborated with social influencers such as artists, medical experts, government officials and amplified their messages on social media.

In Lucknow, Gynecologist Dr. Bhumika Aggarwal posted a moving piece on nurses on her Instagram account. https://www.instagram.com/stories/drbumika_gynecologist/ (102k followers)

Blogger Raj Smriti profiled Mary J. Malik, President of Trained Nurses Association of India, UP chapter on her Facebook account.

https://www.facebook.com/story.php?story_fbid=1004800854890249&id=100060810325796&mibextid=qj2Omg&rdid=ZyMqOUxkn7UdMDSa

Local poet Saritaji from Gorakhpur went live on Facebook with her poem on Nurses Day and Mother's Day. <https://www.facebook.com/share/v/LWiU9tepPfGpplxv/?mibextid=zkHLXF>.

Social Media Influencer and SI of Traffic Police Rambriksa ji posted a video on his Facebook. (26k followers).

