

SOUTH AFRICAN NURSING COUNCIL

MARKETING CAMPAIGN 2019/20



South African Nursing Council
Regulating nursing, advocating for the public

Nursing in SA currently

- Image of nursing does not have a good name in the eyes of the public right now, compliments of the media and social media - people are more connected and share more on social media platforms
- Incidents often not what they seem; several contributing factors impacting on the practice of nursing, a number of them outside of nurses' control
- Nurses are in the midst of this turmoil, where it becomes easy to lose sight of their value as health professionals
- We need to reaffirm the passion of nursing within the profession by reminding nurses of their value

New marketing campaign, aimed at nurses

- The SANC wants to reaffirm the passion of nursing within the profession by reminding nurses of their value; reminding them that they matter, via a new awareness campaign called:

#bethatnurse

- Launched this year; running throughout 2020 and beyond
- Copyrighted: *#bethatnurse*

Objectives of the campaign

- To emphasise and strengthen the pride in the profession of nursing
- To remind nurses that they make a difference, every day, in their day-to-day actions
- To remind nurses about the values that drive them:
Empathy and Caring, Communication, Teaching, Critical Thinking, Psychomotor Skills, Applied Therapeutics, Ethical and Legal Considerations; Professionalism, etc.
- To remind nurses that they are valued
- To remind stakeholders of the value of nurses
- To ultimately remind patients, the public, about the value of nurses

#bethatnurse who...

- makes a difference, every day
- goes the extra mile;
- always puts patients first;
- is a nurse at heart;
- cannot do everything; but makes everything you do count;
- touches lives and hearts;
- never forgets why you became one;
- is selfless;
- is compassionate, loving and dedicated;
- is the best part of a patient's bad day;
- makes patients feel that they count;
- your patients will never forget;
- inspires others to be a nurse;
- is kind always;
- adds value to what you do, and values what you do;
- you would want if you were a patient;
- inspires other nurses;
- is the role model you want to look up to;
- adheres to protocols
- is always eager to learn

#bethatnurse who is like this nurse



and many others out there

Applications

#bethanurse Campaign

POSTERS //



MAGAZINE ADVERT //



BUS BRANDING //



A teal-colored baseball cap is shown against a white background. The cap features the text "#BETHATNURSE" embroidered in white on the front. The hashtag symbol is positioned above the word "BETHATNURSE". The cap has a curved brim and a visible seam running down the center of the crown.

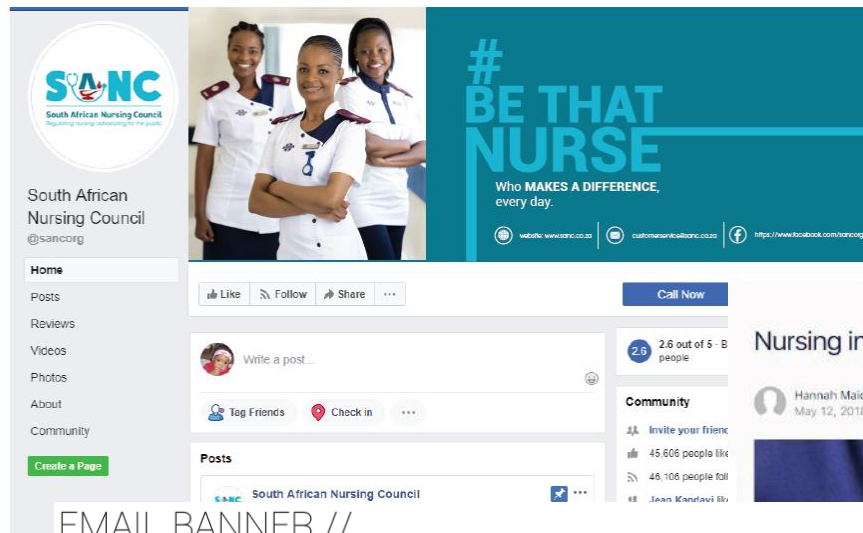


ROADSHOWS/ EXHIBITIONS //



Social media

FACEBOOK BANNER //



EMAIL BANNER //

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Celebrating 75 Years: 1944 - 2019



BE THAT NURSE

Who is **KIND** always.



website: www.sanc.co.za



customerservice@sanc.co.za



<https://www.facebook.com/sancorg>



around the world. They ensure that individuals, families and communities of life. Because of this, nursing is an incredibly fulfilling and rewarding

when you're done with school? Do you know that you want to make a ding your days **dealing with people**? Do you have an **interest in life** to these questions, then you should consider **studying nursing**. Being a pend your days **helping patients**, you can work relatively **flexible hours**, **each day is different**, bringing its own excitement and challenges.




UPCOMING IMPORTANT DATES

SEPTEMBER, 2019

HOSPITAL BILLBOARD //



How can you help?

- *#bethatstakeholder* that helps us to make nurses realise that *they are that nurse*
 - Spread the word amongst the nurses about the SANC campaign and support the campaign - *#bethatnurse*
 - Help us to find those nurses who are passionate about their profession – we want to know about them and be able to contact them to create awareness
- 
- A decorative graphic consisting of a thick, curved blue line that starts on the left, dips down, and then rises towards the right, ending in a sharp upward-pointing arrowhead.

Let us remind nurses about their value again
so that the public can realise their value, again.

Thank you.

