



## Nurse Invisibility During de Covid19 Crisis

Campuzano S<sup>1\*</sup>

<sup>1\*</sup> University Diploma in Nursing, Master in Management of Nursing Services, University Expert in Advertising and Communication, Spain

**\*Corresponding author:** Sandra Campuzano, University Diploma in Nursing, Master in Management of Nursing Services, University Expert in Advertising and Communication, Spain, Tel: 34605972322, E-Mail: [sandra.nursin@gmail.com](mailto:sandra.nursin@gmail.com)

**Received date:** June 4, 2020; **Accepted date:** July 7, 2020; **Published date:** July 20, 2020

### Comments

Communication is a complex and difficult process, in which both the language and the encoding and decoding of the message hinder its transmission with fidelity. Therefore, the chances of communication being faulty are high. The final responsibility that the message received is equal to that emitted corresponds to the sender, therefore, it is up to the sender to check that the receiver has understood the message correctly.

Considering that in our profession as nurses communication is essential for our daily work with our patients, how is it that we are not able to use it for the good of the group? How is it that we do not get the population to understand who we really are? It is our responsibility to make the message sent the correct one, whatever we want it to be.

The COVID19 crisis has made us visible, more than ever, we could not imagine that the Nursing Now proposed by the WHO for 2020, as the year of the nurse and the midwife was going to reveal ourselves to the world in this direct way and has surprised with an image that we find difficult to deal with.

It has taught the world how we do not like to see each other, and we have to assume that it is our fault. The role of nursing has been relegated to the work of an army troop, a role of which we are undoubtedly proud, since we cannot think of a better place where a nurse can be than at the bedside of our patient.

The world has seen that nurses are indefatigable workers and that we have not hesitated to carry out our work in impossible working hours if circumstances required it, and assuming innumerable risks that we assumed at the time we decided to be nurses. But little is said about the participation of our work in the health decisions that have been made during the pandemic because, without a doubt, they are so few that we could classify them as non-existent. Nurses ask us, why do we not have representation in leadership positions? Why do

governments not have our science to decide about caring for the population? Why are we not able to transmit our expertise? something we do not do well.

We have received great expressions of appreciation from the population, but we must be critical of these acts, which, although comforting, the nursing community are not sufficiently aware that we must take care of them. Allow social initiatives such as applause for professionals for their work, approve thousands of images in which we are idealized as heroes, collect home-made material as protection measures and similar projects, seriously harm the image of the sector, as it continues to be understood that our work is vocational and is far from transmitting a professional image that is what we claim by right.

If we want to occupy places of decision, we must assume our mistakes and adequately manage our leadership, the managers will agree with me that communication is the only way that leaders have for the proper functioning of their teams.

We must promote communication with the population effectively so that they are able to see what we want. Nursing science can never advance if the image we offer is closer to charity than to professionalism.

Nurses are something more, much more, nursing science is continually advancing, and nurses are trained and have competencies to take care of our population, not only on the battlefield but also deciding on health policies. We must say this message and say it loud and clear. And worry about it being spread in the right way and with the right means.

For this it is necessary that we establish a goal. Communication can be managed consciously and methodically, in a responsible and planned manner, in a professional manner, consulting with experts and using the necessary tools, being as scrupulous as possible when it comes to transferring the image we want.

Let us show what we are, let's show that we can do it, let's discard the image of the submissive nurses and collaborators of the doctor, a figure that we adore and who values us so much. Let us explain to society that we are doctors, scientists and those who know people best, but with a method.

Let us use other disciplines to allow us to show who we are, use all possible communication tools and leave victimhood behind. Let us modify what we don't like and continue being what we like to be: NURSES.

Let us take advantage of the resources that exist within our reach and communicate what we are betting on getting rid of the invisibility that bothers us so much.