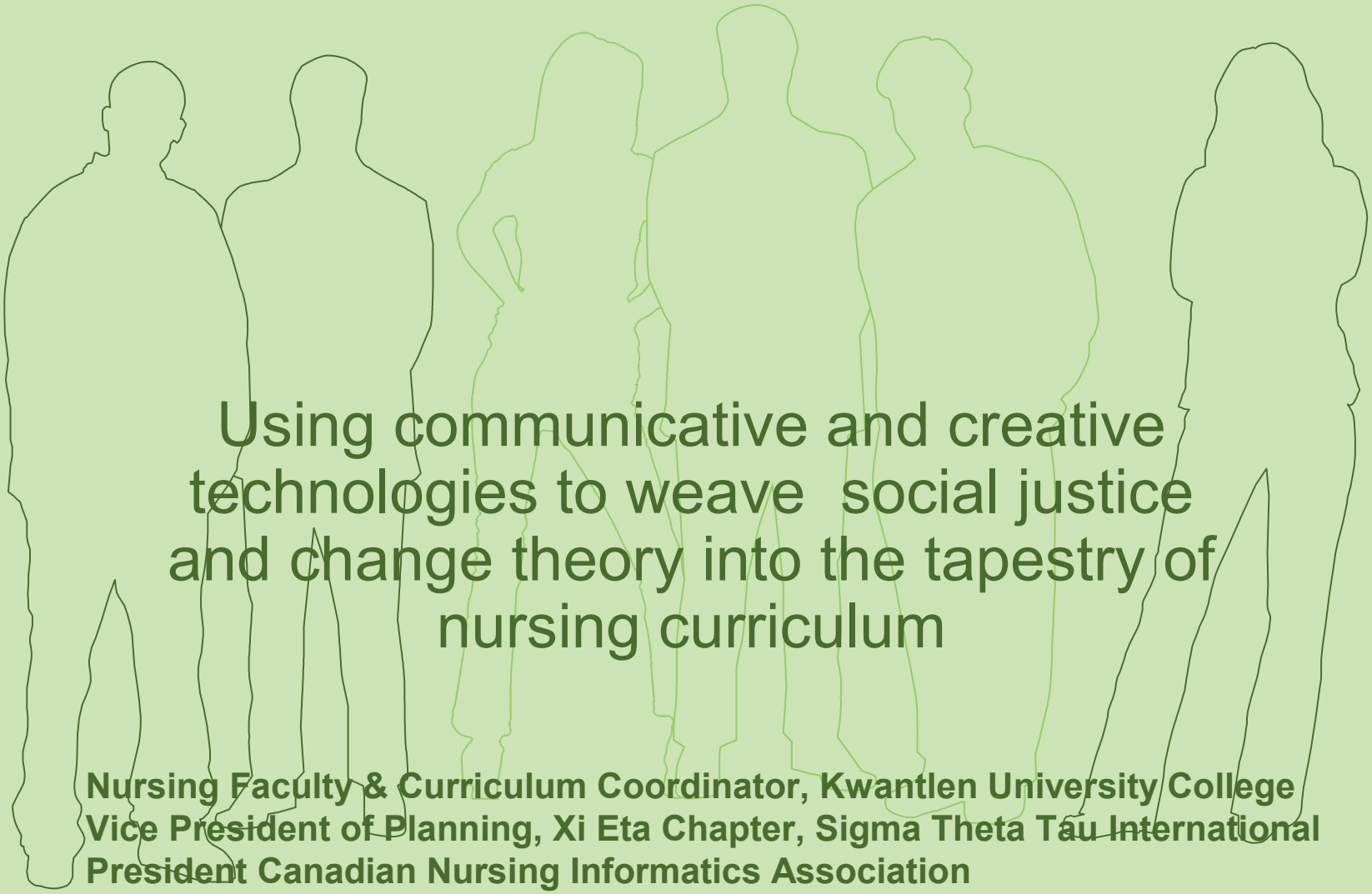
June Kaminski - Ethel Johns Research Day
Concurrent Session Feb 2, 2008, Vancouver, BC



Using communicative and creative technologies to weave social justice and change theory into the tapestry of nursing curriculum

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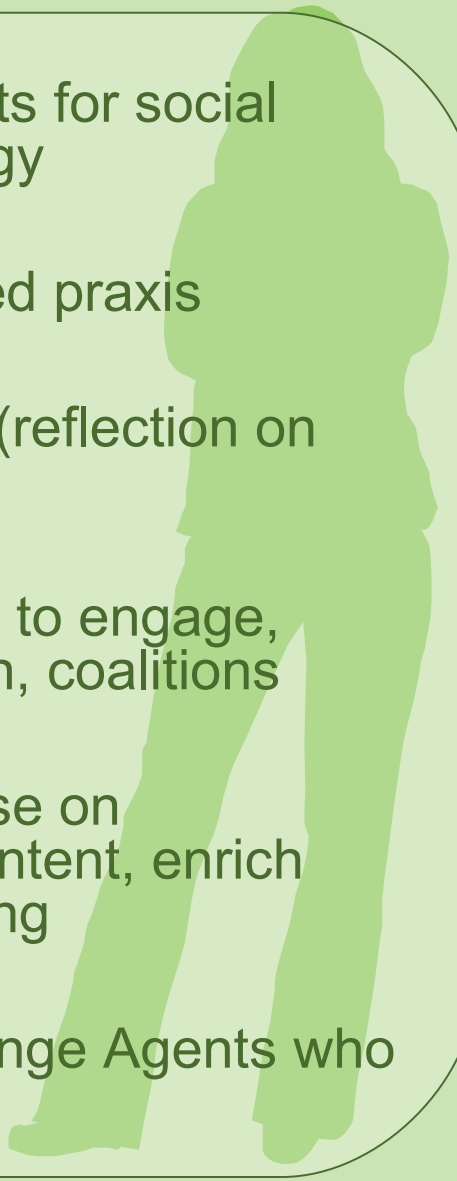
President Canadian Nursing Informatics Association

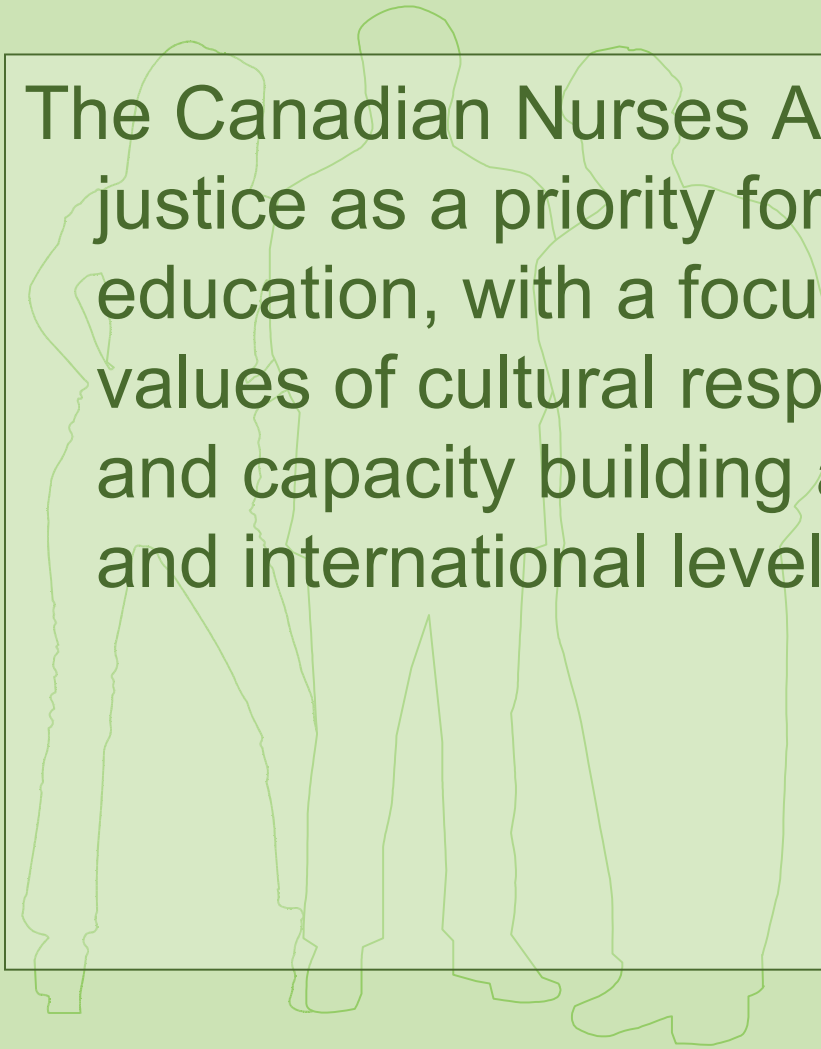
Presentation Outline

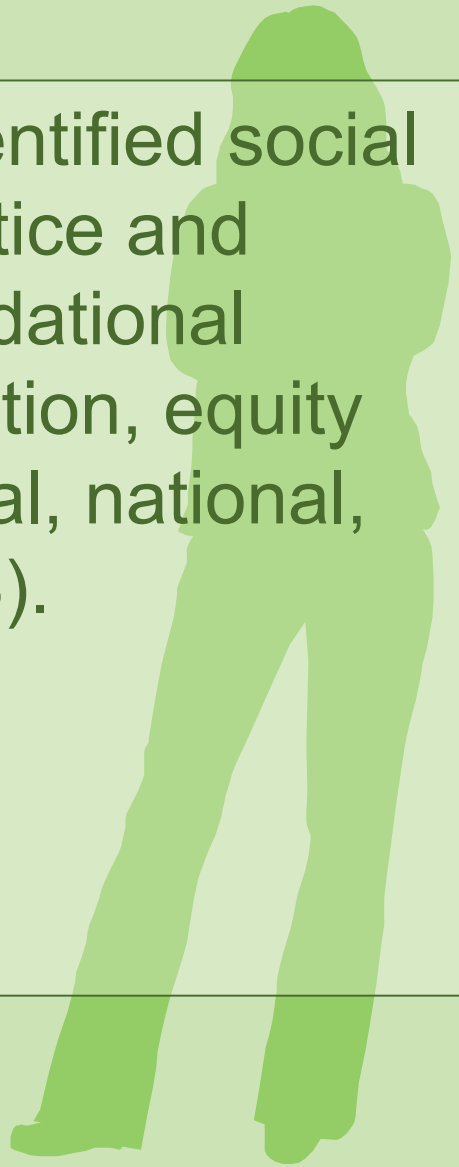
- Mandate to teach students to be active agents for social justice, societal change, equity, rights, ecology
- Theory is not enough to spark activism – need praxis
- ICTs provide rich medium to promote praxis (reflection on action) and social action
- Many social action initiatives incorporate ICT to engage, inform, petition participation, lobby, campaign, coalitions
- ICTs incorporated into 4th year nursing course on influencing change to provide preparatory content, enrich learning activities, and assess student learning
- Focus on Nurses as Active Inspirational Change Agents who address critical societal issues



Critical Context for Inclusion

The Canadian Nurses Association identified social justice as a priority for nursing practice and education, with a focus on the foundational values of cultural respect, collaboration, equity and capacity building at jurisdictional, national, and international levels (CNA, 2003).

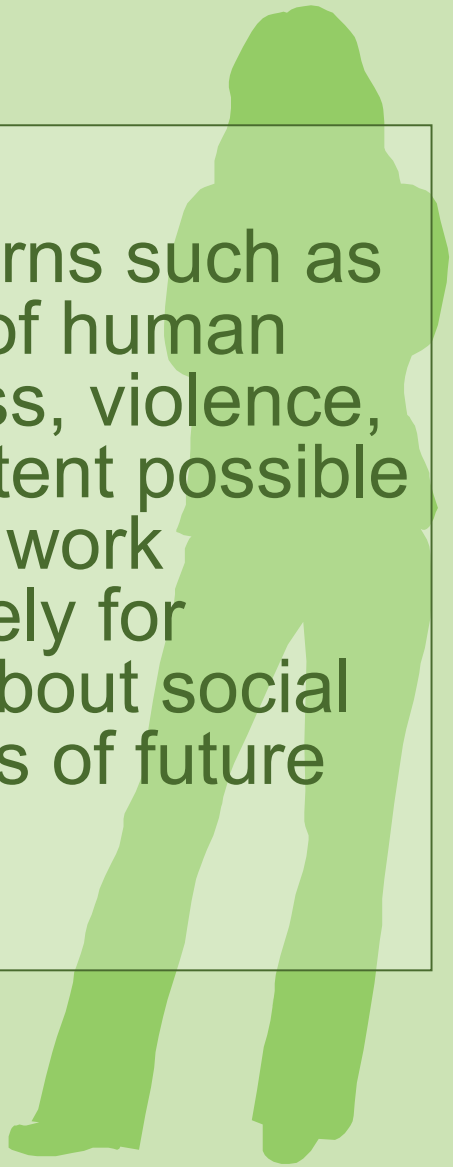




CNA CODE OF ETHICS

- Canadian nurses are expected to:

  "be aware of broader health concerns such as environmental pollution, violation of human rights, world hunger, homelessness, violence, etc. and are encouraged to the extent possible in their personal circumstances to work individually as citizens or collectively for policies and procedures to bring about social change, keeping in mind the needs of future generations" (CNA, 2002 p.15).



SOCIAL DETERMINANTS OF HEALTH

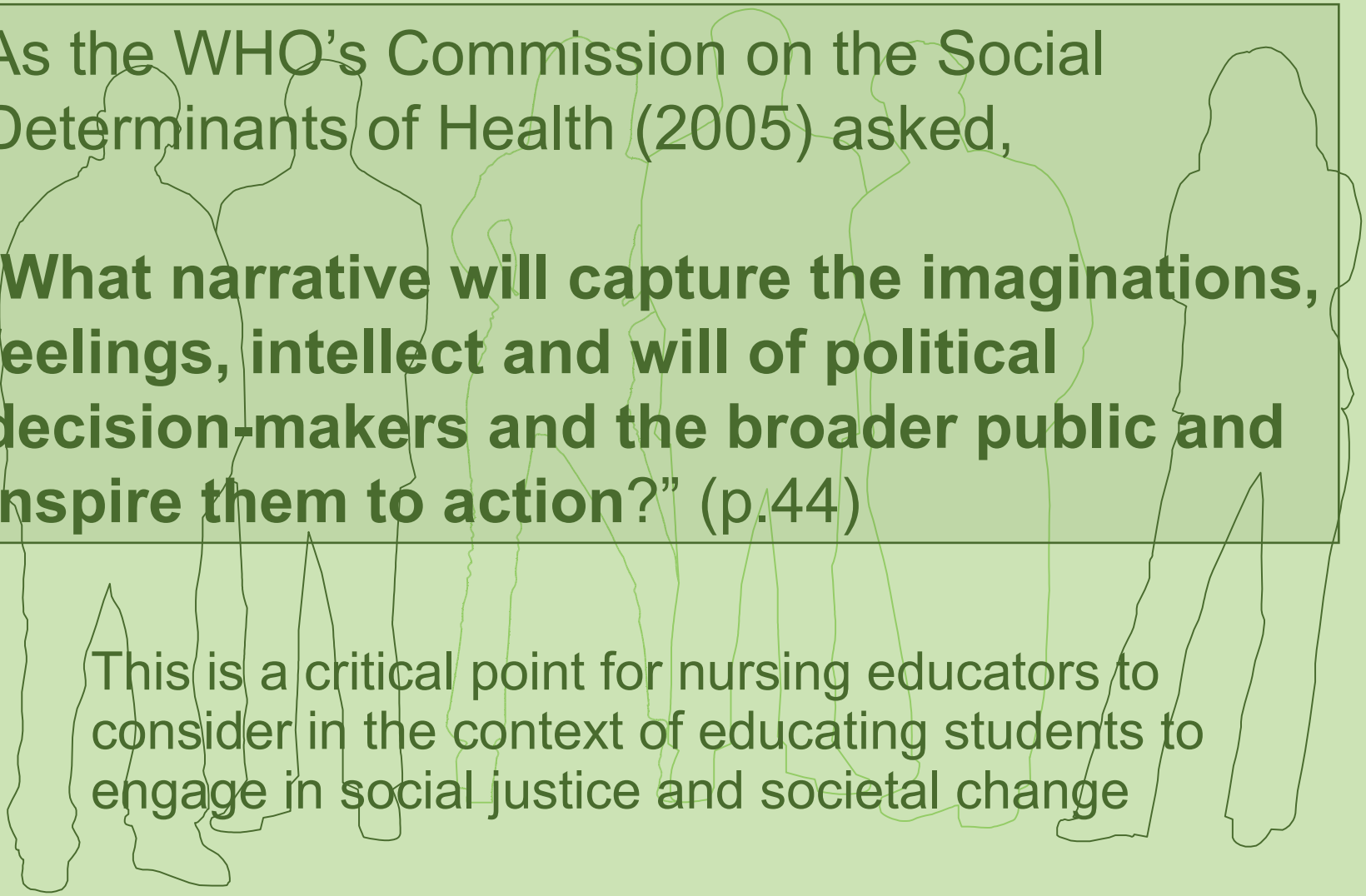
- Income and Social Status
- Social Support Networks
- Education and Literacy
- Employment/Working Conditions
- Social Environments
- Physical Environments
- Personal Health Practices and Coping Skills
- Healthy Child Development
- Biology and Genetic Endowment
- Health Services
- Gender
- Culture

- Nursing students are taught to regard these determinants as the root of most health inequalities and that it is their role to work actively to reduce the effects of a lack of social determinant maintenance.

- Provide a critical and familiar context for social change and social justice

As the WHO's Commission on the Social Determinants of Health (2005) asked,

"**What narrative will capture the imaginations, feelings, intellect and will of political decision-makers and the broader public and inspire them to action**?" (p.44)



This is a critical point for nursing educators to consider in the context of educating students to engage in social justice and societal change

Moving Beyond Rhetoric…..

- Mere regurgitation of social justice and health reform theory is not enough to spark activism in students: instead it often becomes mere rhetoric. To make a real impression, actual praxis is needed.
- Praxis refers to reflection applied to action, meaningful and intentional activity grounded in theory and knowledge yet expressed through activity and purpose.

Role of ICT Technologies in Change

- As most people are aware, mass media can be used as a vehicle for both social change AND for maintaining the status quo. Mass media is any method of communication that reaches large groups of people quickly and effectively, thus many means of communication can be considered “mass media”.

- Television, radio, print media (magazines, bulletins, newspapers, journals, pamphlets, flyers, books, letters, etc.), the world wide web, email, chat rooms, advertising, marketing, publicity, photography, documentaries, video, – even theatre, movies, songs, dance, art, storytelling, and so on can all be categorized as media that can be used as a medium for social change and justice.

- The central criteria is that any of these mediums can be used to get messages out to thousands, even millions of people.

Media Salience…

- One of the key distinctions of mass media is that it can affect people's perceptions of social norms. The media play a significant role in forming and influencing people's attitudes and behaviour. Media has a central role in mediating information and forming public opinion. The media casts an eye on events that few people directly experience and renders remote happenings observable and meaningful.

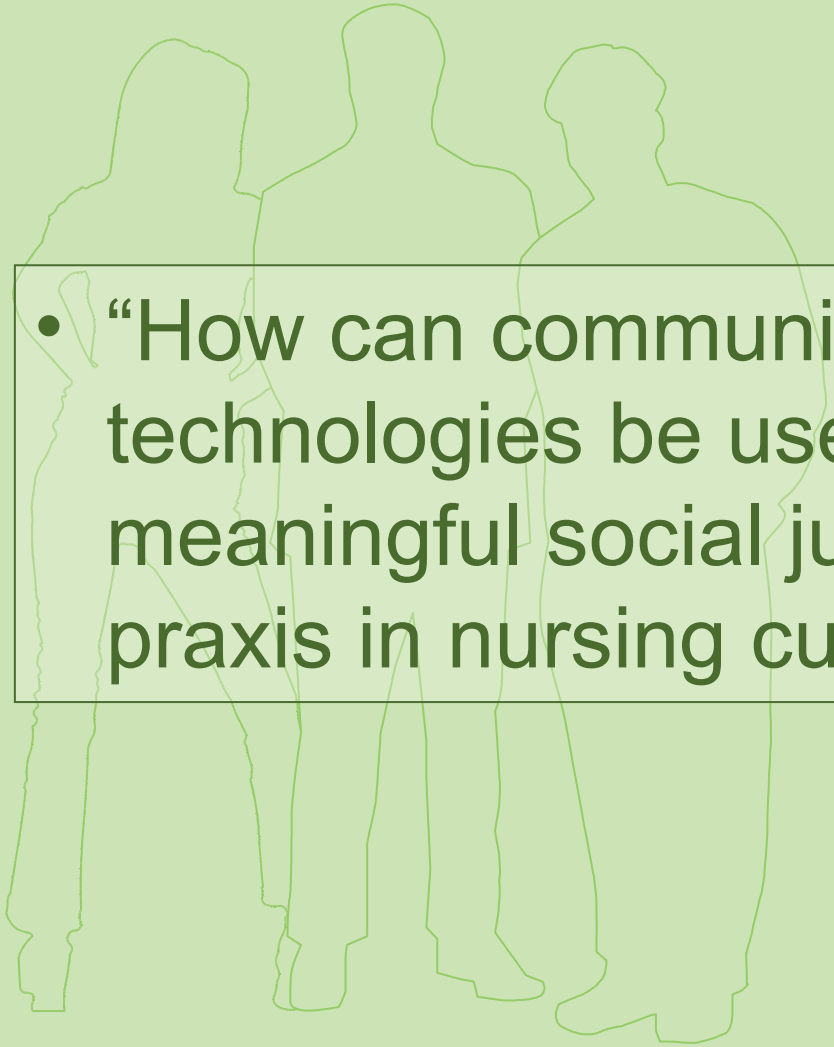
- It is important that nursing education applies the examination and the creative design of media that can influence the health of Canadians, to prepare nursing students to become active change agents and social justice initiators

Harnessing ICTs to Initiate Change

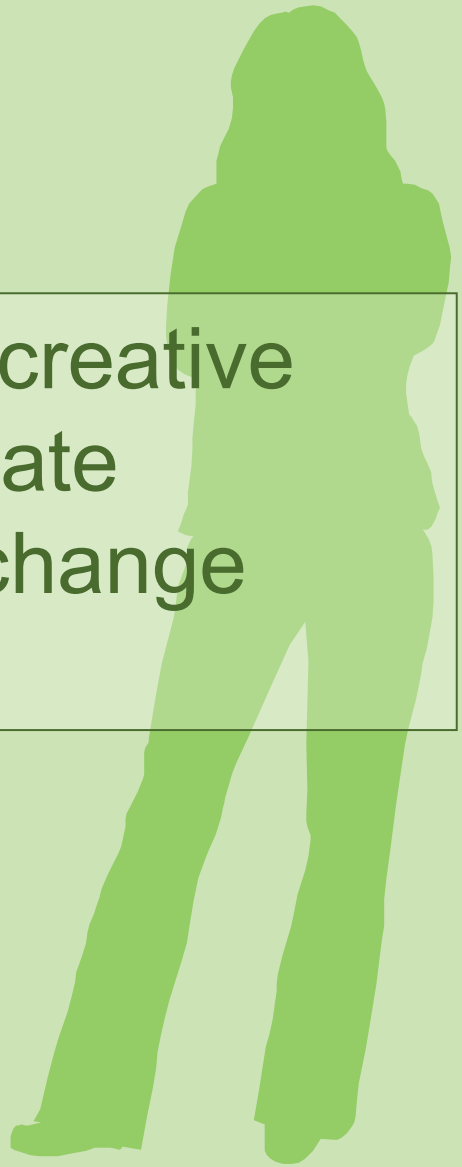
MEDIA	ACTIVITIES
Viral Flash	Inform & Disseminate
Email Action Alerts	Petitions
Web Campaigns	Lobbying
Social Media Web 2.0	Coalitions
Blogs, Wikis	Build Community
Web Action Kits	Advocacy

Media can be used to both Maintain AND Change the Status Quo…
……it all depends who is controlling it!

KEY GUIDING QUESTION…



- “How can communicative and creative technologies be used to stimulate meaningful social justice and change praxis in nursing curriculum?”



Incorporating ICTs into the Curriculum

- ICTs = Information and Creative Technologies
- Online Assigned Readings & Activities
- In class Online Resources used
- Tutorials on ICT use
- All creative work put online with course

→

Key Assignments	
Visual Map	Scholarly Paper
Digital Media	Group Work

Nurses Influencing Change
4th Year Theory Course

Students work added to enrich Course Content

Weaving Technology into the Curriculum

Information and communication technologies are woven into every aspect of this course:

- Assigned readings are entirely web-based, capitalizing on the vast array of available materials that address common issues pertinent to nursing and social change/justice
- All class activities incorporate media in some way, to make it crystal clear that the use of technologies is an important foundational tool that nurses can use to support social change and justice
- Assessment methods incorporate the media in various ways: Visual Map, Digital Media Project, Group Work

Learning Activity Introduction Sample

- The current situatedness of health care reflects a very interesting pattern – that people in Canada do demand "tools they need to practice responsible, informed self-care" (NDMAC, 2002, p. 10) as well as access flexible, comprehensive health care services from a variety of providers including nurse practitioners, alternative and complementary providers and reliable cutting-edge health information and consultations via in-person, printed, on-line and tele-health mediums.

- The Canadian population are more than mere stakeholders in health care reform, they are slowly becoming active participants in the petitioning and planning of health care reform. Nurses are in a unique position to facilitate this new development both as agents of change themselves, and as guides/advocates for individuals, groups and communities working for change.

Weaving Media into Classroom Activities

GROUP ACTIVITY: Form into small groups and choose one of the mass media mediums addressed in the readings. Write up a one page plan to initiate a media campaign to address one of the following issues:

* aboriginal health issues
* crystal meth usage
* nursing shortage
* nursing image
* homelessness
* female genital mutilation
* sexual assault
* fetal alcohol syndrome
* surgical bed waiting lists
* nurse practitioner or registered midwife roles
* primary health care adoption
* emergency room overloads

Small Group Class Work Sample

- Since the early 1990s, the web and email have become useful tools for lobbying, coalition building and active use of mass media to spur social change initiatives. Agre provides some useful tips for organizing email and web action alerts.

- Following the guidelines provided in this article, in small groups, draw up an action alert plan (in point form) for a selected issue that requires public participation and support. How does this sort of alert differ from planning another form of media campaign such as a television or newspaper presentation?

Examples of Online Media Used in Class

- Above the Influence - http://www.abovetheinfluence.com/
- The Corporation - http://www.thecorporation.com/
- The Meatrix - http://www.meatrix.com/
- World on Fire http://www.worldonfire.ca/
- Conflict Diamonds http://www.amnestyusa.org/diamonds/d4.html
- The Nursing Channel http://www.nursingchannel.ca/
- Working TV - http://workingtv.com/
- Center for Nursing Advocacy - http://www.nursingadvocacy.org/
- Discover Nursing - http://www.discovernursing.com/
- Changents - http://www.changents.com/
- Citizens for Global Solutions - http://globalsolutions.org/
- Media that Matters Festival - http://www.mediathatmattersfest.org/

Digital Media Projects

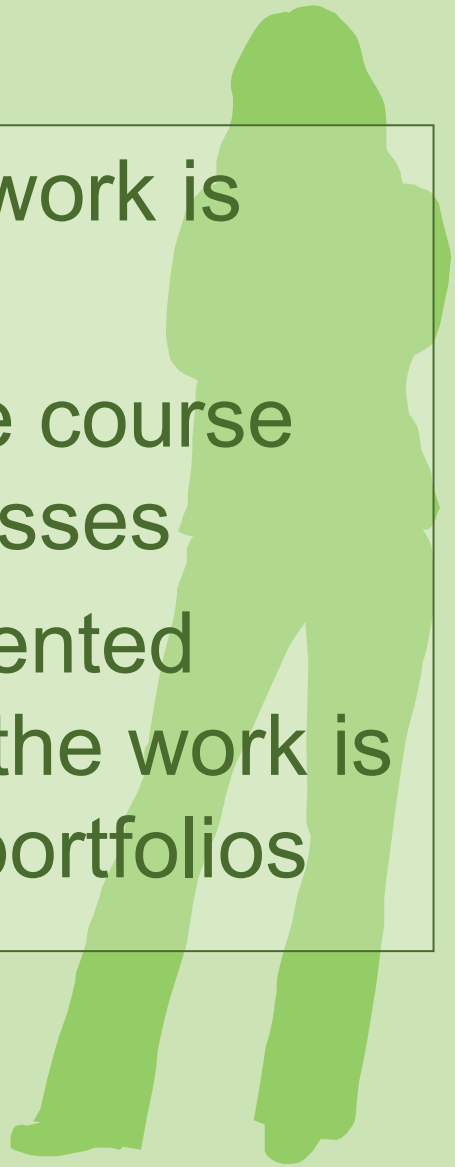
Students create some form of mass media to influence change, e.g. Video, audio, website, PPT, booklet, poster, brochure, blog, Flash,

- **PROJECT ARCHIVE:**
  http://www.nursing-informatics.com/N4111/mediaarchives.html
- Environmentally Sensitive Nursing
  http://www.environmentalnursing.bravehost.com/
- The Nursing Shortage in Canada (video)
  http://www.nursing-informatics.com/N4111/spring2006/alicia.html
- Aboriginal Community Awareness: FASD Interactive Poster

  http://www.nursing-informatics.com/N4111/fall2006/FASD_LH/poster.html
- Stop Violence Against Women Website
  http://www.freewebs.com/stopviolencenursingproject/index.htm

Co-creating Content

- An on-line archive of student work is developing (began Fall 2005)
- This content is used within the course with subsequent semester classes
- Each semester's work is presented within an unique "space" and the work is available for student's future portfolios



Fall 2007 NURSING 4111 S10 Faculty: June Kaminski, RN MSN PhD(c)

Nurses Influencing Change

- Hospital Recycling: Saving Money and the Environment (brochure - PDF) by Angela Buie and Erin Low
- Change: Online Learning for Nursing Students (video - 3.43 min) by Suzanne Clarke, Gurp Chahal, Sunny Grewal
- The Impact of Violent Video Games on our Young Players (FLASH - 6 MB) by Jeana Dagasdas
- Childhood Obesity - Don't Wait! (WMV - 3.12 min) by Chelle Sea deTorres and Betty Le
- Smoking Kills! (PPT) by Ashley Dhillon
- Childhood Obesity (PPT) by Jaclyn Domingo
- Write for Hope! (CTV News Feature video - 52 secs and

Archive Group Presentations Visual Maps

BSN Student Digital Media Projects

Kwantlen University College, Canada

Nurses Influencing change

STUDENT PROJECTS

SECTION 10

- Anti-Smoking (WMV - 0.9 MB)
  by Sunny Chou
- First Nations and Diabetes (PROSHOW VIDEO - 7.1 MB)
  by Gina Baloun and Rebeca Rodas
- Men in Nursing (RECRUITMENT BROCHURE IN PDF - 0.9 MB)
  by Kiran Brar and Jassi Chahal
- The Last 50 Years of Nursing: How Things Have Changed (WMV - 6.5 MB)
  by Lisa Cooper and Franziska Strohschein
- Health Services in Surrey, BC (PPT - 1.8 MB)
  by Corine Delaney, Lara East, and Kirsten Harris
- LPN's Full Scope...A Change for the better or worse??? (PPT - 1.2 MB)
  by Meena Dhaliwal

Nurses Influencing Change

BSN Student Multimedia Projects

STUDENT PROJECTS

- Aboriginal Community Awareness: FASD (Interactive Web Poster)
  by Lorie Hansen, Melissa Marsden & Caley Fox
- Breastfeeding and Your Return to Work (PDF Pamphlet)
  by Rebecca Samson & Cathryn Maddison
- Childhood Obesity Kit (PowerPoint, Brochure, Letter)
  by Lindsay Howard, Christine Achterholt, Amanda Radersma & Jojo Agtarap
- Children's Healthy Lifestyle (Web site)
  by Sharon Nguyen and Thea Gutianjo
- Communication with Older Adults (Powerpoint, PDF)
  by Wendi MacKinnon
- Disadvantage Children and Organized Extra-Curricular Activities (WMV, DVD ZIP)
  by Lindsay Hannam & Sarah Yaroshuk
- Fetal Alcohol Spectrum Disorder and the Aboriginal community (Powerpoint, PDF)
  by Crystal McClelland

Nursing 4111 Fall 2006

Faculty: June Kaminski

Student Digital Media Projects

- **Alyssa Amante** - Brochure on "Dining Out with Diabetes Mellitus" .
- **Dasmesh Banipal** - Newsletter on Breastfeeding is Best Feeding with Anjeet.
- **Carla Bondoc** - Flash Presentation on "It's Your Choice" with Jaime.
- **Laura Bray** - Website on Environmentally Sensitive Nursing with Jaquelynne and Christine
- **Megan Cavers** - Powerpoint on British Columbians Strive for a Healthier Lifestyle with Leah
- **Mandeep Chahal** - Powerpoint on Kurt Lewin's Change Theory with Arvinder
- **Donatta Chan** - Website on Are You Burned out? with Marianne

COHESION OF KEY ASSIGNMENTS

- **Visual Maps** are created to help students organize their **Scholarly Paper** assignment
- These assignments entail a detailed change plan focused on a societal issue. A specific change theory (e.g. Lewin, Appreciative Inquiry, Health Belief Model, Active Change, Satir, etc.) must be applied clearly in this plan. Specific strategies are outlined with a strong inclusion of the media and ICTs and nurse as change agent.
- The **Digital Media Project** is an example of one of the strategies outlined above.
- The **Group Presentations** share one of these detailed change plans with the rest of the Class.

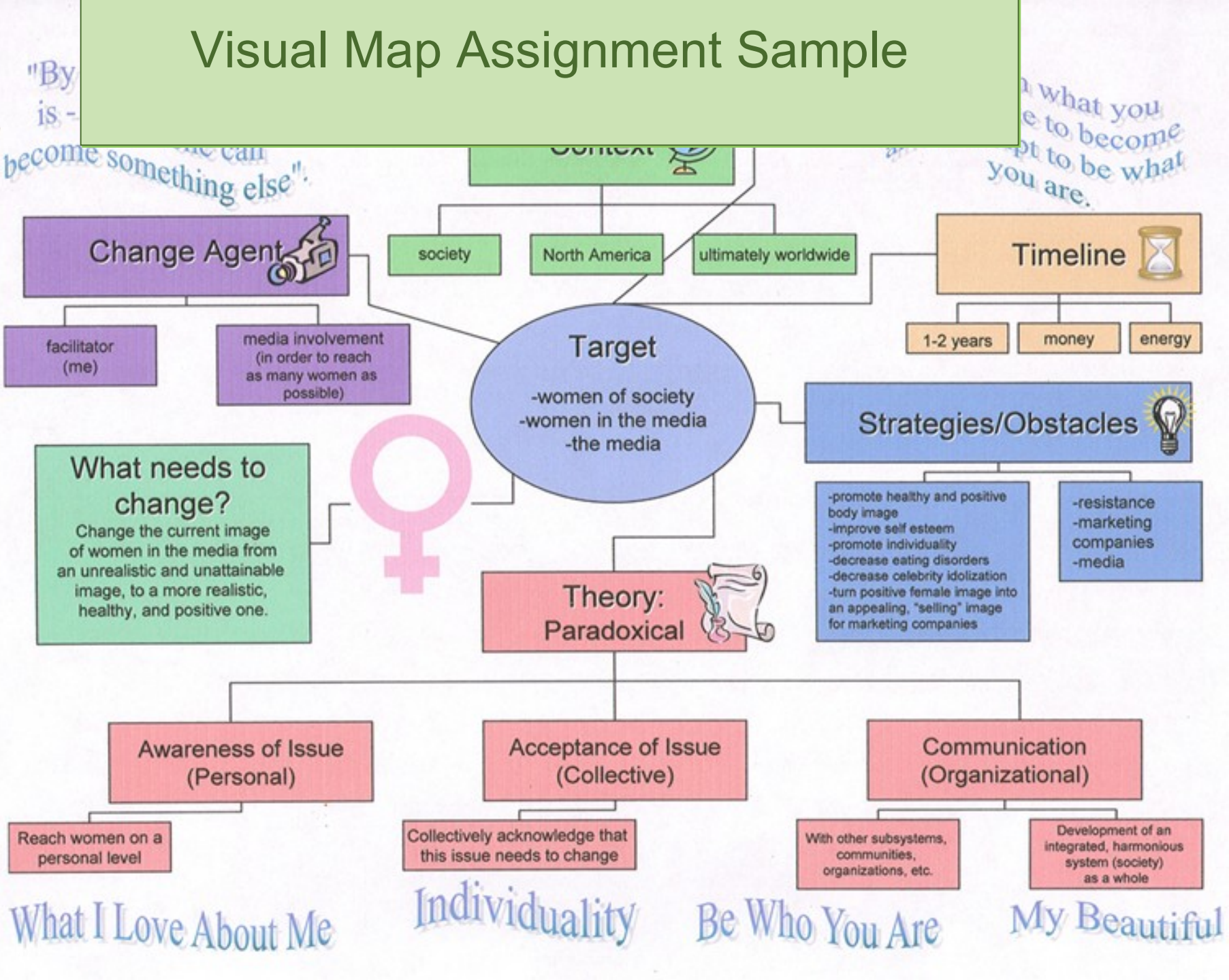
VISUAL MAP ASSIGNMENT

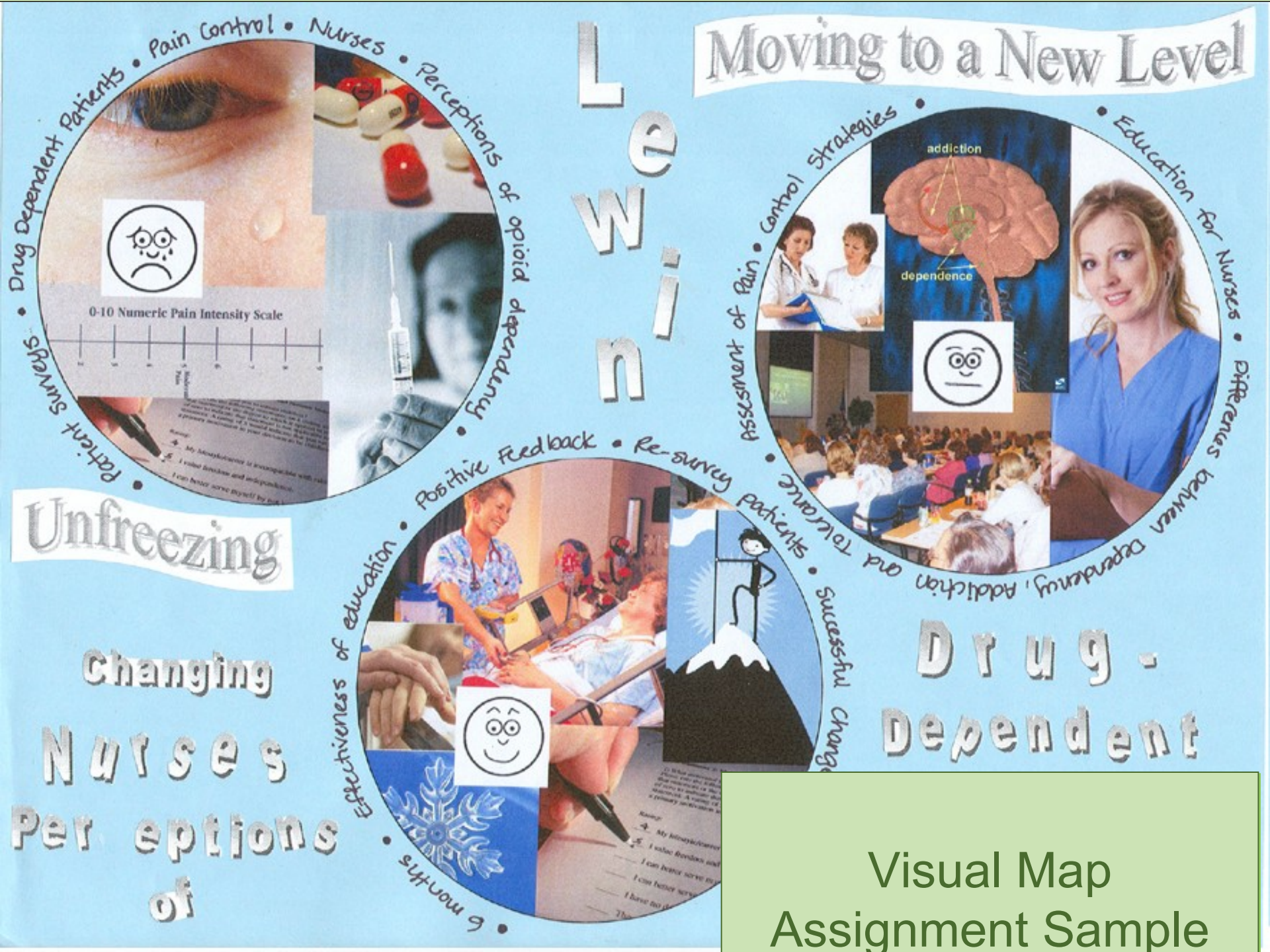
- Visual Maps can be digitally or hand drawn (then scanned)
- Serves as a template for Scholarly Paper
- Students report this assignment is very valuable to help them organize the Paper

Must visually convey their selected:

- Societal Issue
- Change Theory
- Target group
- Nurse as Change Agent
- Context
- Timeline
- Strategies including ICTs
- Resources

Visual Map Assignment Sample





Visual Map
Assignment Sample

Developing ICT Capacity….

- This use of ICTs to both teach and assess change leadership skills and capabilities and cultivate social justice skills is a first step.
- There is much room for further development and planning to afford a supportive, pedagogically sound atmosphere for activist digital design and media application within nursing education.

Activism in Media Online Projects

- **EcoNurse©** Further work is underway to involve students in focused social activist work, such as the development of – a comprehensive web environment intended to help nursing students and practitioners to develop keen meaningful ecological knowledge, skills and voice. http://econurse.org

- **Nurse Activism** Another site also includes student contributions and research assistance, intended to provide an online repository of resources and theory to support Nurses in honing activist abilities. http://nurse-activism.com

http://econurse.org Some Semester 6 and 7 students contribute to site's development through project based assignments

EcoNurse

MAIN | ABOUT | ISSUES | HEALTH CARE | RESEARCH | MEDIA | BLOG | LINKS | CONTACT

EXPLORE

- MAIN
- ABOUT
- ISSUES
- HEALTH CARE
- RESEARCH
- MEDIA
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Dedicated to Catalyzing Ecological Awareness

"What narrative will capture the imaginations, feelings, intellect and will of political decision-makers and the broader public and inspire them to action?" (WHO Commission on Social Determinants of Health, 2005, p. 44).

"The preservation and improvement of the human environment has become increasingly important for man's survival and well-being. The vastness and urgency of the task place on every individual and every professional group the responsibility to participate in the efforts to safeguard man's environment, to conserve the world's resources, to study how their use affects man, and how adverse effects can be avoided." (International Council of Nurses, The Nurse's Role in Safeguarding the Human Environment. Position Statement. 1986. Geneva, Switzerland).

This web site has been created to echo these directives, and provide resources and information about how nurses can influence environmental policies, practices,

Introduction

EcoNurse is an activist, research-based site intended to catalyze human awareness of ecological issues and solutions.

Research

Nursing Research related to ecology and the preservation of the environment as it relates to societal health is an active focus of this site. Nursing researchers and nursing students have engaged in study and praxis to create this thought provoking site.

http://nurse-activism.com/ Some Semester 6 and 7 students contribute to site's development through project based assignments

Nurse Activism

A REPOSITORY OF RESOURCES, THEORY, AND TOOLS FOR THE ENGAGED NURSE

Take a Stand!

MAIN | ROLE | MEDIA | ORGANIZE | ADVOCATE | REFORM | POLITICS | BLOG | LINKS | CONTACT

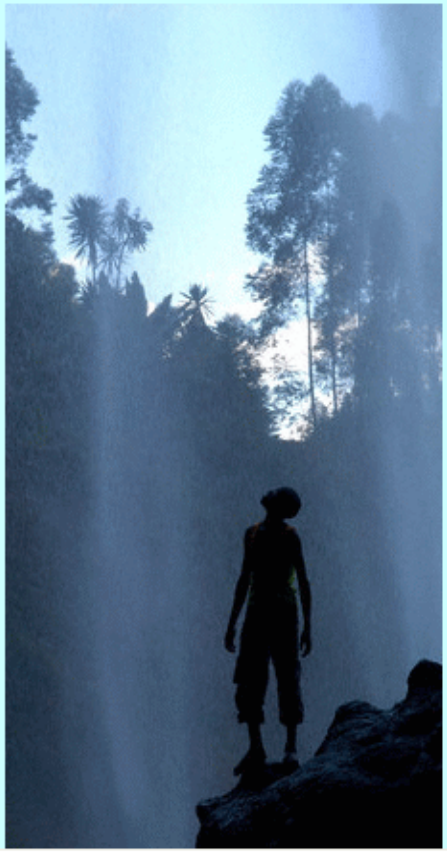
Nurses are Activists!

They just need support, knowledge & tools!

This site has been created to offer theory, resources, examples, research, news, and tools to help nurses unite, organize, and participate in activist initiatives that contribute to the health, well-being, peace, and harmony of humanity and all of Planet Earth.

Media is Key!

The advent of the Internet and other communicative and creative technologies has



READ THE NURSE ACTIVISM BLOG

NEWS, IDEAS & VIEWS

There are so many causes and events worth noting in our global landscape. This blog will present highlights of initiatives that deserve attention and participation by nurses and society at large. **Visit our Blog to read about the latest entries. ...**

Awareness is the first step, reflection and planning the second step, action and raising a critical mass is the third.

NURSING ACTIVIST RESEARCH

JOIN THE MOVEMENT!

Nursing Research related to social justice and activism to promote global health and well-being for all are active foci of this site. Nursing researchers and nursing students are engaging in study and praxis to create this site.

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Putting Activism into Context…

- The Canadian population are more than mere stakeholders in health care reform, they are slowly becoming active participants in the petitioning and planning of societal changes.
- Nurses are in a unique position to facilitate this new development both as agents of change themselves, and as guides-advocates for individuals, groups and communities working for change and social justice.
- Nurses can be key change agents to spearhead new and innovative projects for the provision of advocacy for various health and social issues, and the people affected by these issues.

Supporting Proactive Initiatives

- “Indeed, these are changing times in health care, but they are also exciting ones if nursing chooses to be proactive in its response to these changes at the individual and organizational levels. Creativity will be needed to provide new solutions to problems. Let us look at these changes as opportunities to influence decisions in our organizations. Will you choose to be reactive or proactive?” (Simon, 1999, p. 1).

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FOR FURTHER INFORMATION…

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- For more information on applying ICT and Nursing Informatics in education and practice visit Nursing Informatics at http://nursing-informatics.com