BETA EPSILON
PROMOTING THE IMAGE OF
PROFESSIONAL NURSES/NURSING
AWARD

PURPOSE OF THE PROPOSED AWARD:

The purpose of the Beta Epsilon Award for Promoting the Image of Professional Nurses/Nursing is to honor an individual or group whose media communication(s) (regardless of format) serve to advance the professional image of nurses/nursing and enhance the status and credibility of the profession. All areas of nursing – clinical practice, education, research, administration, policy – depend on public understanding of how and why professional nurses/nursing are indispensable to health care; thus the focus of the individual’s/group’s media communication(s) may focus on any area of nursing.

CRITERIA FOR SELECTION OF THE AWARD RECIPIENT:

- The nominee may be a member of the Beta Epsilon Chapter, but this is not required
- Media communication(s) – website, community-based project/initiative, published article, blog, poster, printed material – presents a positive and contemporary image of nurses and nursing
- Information about nurses/nursing is accurate and presented in a professional and compelling manner
- Media communication(s) acknowledges the diversity of the nursing workforce, the publics served by nurses, and the areas in which nurses practice
- A letter of support from at least one individual impacted by the media communication(s) documents the nature of the impact on the image of nurses/nursing

NATURE OF THE AWARD:

The recipient(s) of the Beta Epsilon Award for Promoting the Image of Professional Nurses/Nursing will receive an engraved plaque, be featured in the Chapter newsletter or on the Chapter Facebook page, and receive a $500 gift.
Name of Individual Submitting the Nomination: 

Information about the Nominee:

Name: 

Phone Number: ( ) 

e-Mail Address: 

Is this individual a member of STTI and/or the Beta Epsilon Chapter? Yes No 

Name of individual impacted by the media communication(s) developed by the nominee who is submitting a letter of support regarding the nature of the impact on the image of nurses/nursing. Attach a copy of the letter of support (signed and on institutional letterhead).

Describe how the media communication(s) – website, community-based project/initiative, published article, blog, poster, printed material – presents a positive and contemporary image of nurses and nursing. Provide a sample of the media communication(s).

Comment on the extent to which the information about nurses/nursing presented in the media communication(s) is accurate and presented in a professional and compelling manner. Provide supplemental material as appropriate.
Comment on the extent to which the media communication(s) acknowledges the diversity of the nursing workforce, the publics served by nurses, and the areas in which nurses practice. Provide supplemental material as appropriate.