

SANDY SUMMERS, RN, MSN, MPH
HARRY JACOBS SUMMERS



SAVING LIVES



WHY THE MEDIA'S PORTRAYAL OF NURSING
PUTS US ALL AT RISK

UPDATED SECOND EDITION

SAVING LIVES

SAVING LIVES

Why the Media's Portrayal of Nursing
Puts Us All at Risk

Sandy Summers, RN, MSN, MPH

Harry Jacobs Summers

UPDATED SECOND EDITION

OXFORD
UNIVERSITY PRESS

OXFORD
UNIVERSITY PRESS

Oxford University Press is a department of the University of Oxford. It furthers the University's objective of excellence in research, scholarship, and education by publishing worldwide.

Oxford New York
Auckland Cape Town Dar es Salaam Hong Kong Karachi
Kuala Lumpur Madrid Melbourne Mexico City Nairobi
New Delhi Shanghai Taipei Toronto

With offices in
Argentina Austria Brazil Chile Czech Republic France Greece
Guatemala Hungary Italy Japan Poland Portugal Singapore
South Korea Switzerland Thailand Turkey Ukraine Vietnam

Oxford is a registered trademark of Oxford University Press
in the UK and certain other countries.

Published in the United States of America by
Oxford University Press
198 Madison Avenue, New York, NY 10016

© Sandy Summers and Harry Jacobs Summers, 2015
Lyrics from Aimee Mann's "Invisible Ink"
used by permission of Aimee Mann/SuperEgo Records

All rights reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted, in any form or by any means, without the prior permission in writing of Oxford University Press, or as expressly permitted by law, by license, or under terms agreed with the appropriate reproduction rights organization. Inquiries concerning reproduction outside the scope of the above should be sent to the Rights Department, Oxford University Press, at the address above.

You must not circulate this work in any other form
and you must impose this same condition on any acquirer.

Library of Congress Cataloging-in-Publication Data

Summers, Sandy, author.

Saving lives : why the media's portrayal of nursing puts us all at risk / Sandy Summers, Harry Jacobs Summers.—Updated edition.

p. : cm.

Why the media's portrayal of nursing puts us all at risk

Includes bibliographical references and index.

ISBN 978-0-19-933706-4 (paperback : alk. paper)

I. Summers, Harry, author. II. Title. III. Title: Why the media's portrayal of nursing puts us all at risk.

[DNLM: 1. Nurses—standards. 2. Nursing—standards. 3. Mass Media. 4. Nurse's Role. 5. Nurse-Patient Relations. 6. Public Relations. WY 16.1]

RT82

610.73—dc23

2014019488

This material is not intended to be, and should not be considered, a substitute for medical or other professional advice. Treatment for the conditions described in this material is highly dependent on the individual circumstances. And, while this material is designed to offer accurate information with respect to the subject matter covered and to be current as of the time it was written, research and knowledge about medical and health issues is constantly evolving and dose schedules for medications are being revised continually, with new side effects recognized and accounted for regularly. Readers must therefore always check the product information and clinical procedures with the most up-to-date published product information and data sheets provided by the manufacturers and the most recent codes of conduct and safety regulation. The publisher and the authors make no representations or warranties to readers, express or implied, as to the accuracy or completeness of this material. Without limiting the foregoing, the publisher and the authors make no representations or warranties as to the accuracy or efficacy of the drug dosages mentioned in the material. The authors and the publisher do not accept, and expressly disclaim, any responsibility for any liability, loss or risk that may be claimed or incurred as a consequence of the use and/or application of any of the contents of this material.

9 8 7 6 5 4 3 2 1

Printed in the United States of America
on acid-free paper

For our children Cole and Simone
And their future nurses

There comes a time when you swim or sink
So I jumped in the drink
Cause I couldn't make myself clear
Maybe I wrote in invisible ink
Oh I've tried to think
How I could've made it appear.

But another illustration is wasted
'Cause the results are the same
I feel like a ghost
Who's trying to move your hands
Over some Ouija board
In the hopes I can spell out my name.

What some take for magic at first glance
Is just sleight of hand
Depending on what you believe
Something gets lost when you translate
It's hard to keep straight
Perspective is everything.

Aimee Mann and Clayton Scoble
from "Invisible Ink"
Aimee Mann, *Lost in Space* (2002)

CONTENTS

<i>Foreword</i>	xvii
<i>Acknowledgments</i>	xxi
<i>Introduction</i>	xxiii
PART ONE: <i>Dangerous Ignorance: Why Our Understanding of Nursing Matters</i>	
1. Who Are Nurses and Where Have They Gone?	3
A Few Notes on Nursing History	7
The Nursing Shortage	11
2. How Nursing's Image Affects Your Health	29
Virtue and Vice: Some Roots of Nursing's Media Stereotypes	34
Does What's in Our Brains Matter? How the Media Influences Nursing	37
PART TWO: <i>The Great Divide: The Media versus Real Nursing</i>	
3. Could Monkeys Be Nurses?	65
Media Portrayals of Nurses as Serious Professionals	66
"Might Be a Genius": Nursing Skill on Television and in Film	66
"Startling Discoveries": Nursing Skill in the News Media	71
Experts, Life Savers, and Leaders	71
What We're Missing: Reporting on the Shortage	73
A Nurse Did What? Public Health Nurses in the News	74
Ninety Pounds and the Truth: Nursing Research and Innovation	75

“No One Wants to Hear from a Nurse”: The Nurse as Media Health Expert	76
“Is This All Nurses Do?” Media Contempt for Nursing Skill	77
Hollywood Tells the World Nursing Is for Losers	77
<i>Grey’s Anatomy</i> : “You’re the Pig Who Called Meredith a Nurse”	77
<i>House</i> : “Clean-Up on Aisle Three!”	79
<i>The Mindy Project</i> : “Just a Big Loser”	81
Other Hollywood Television Shows: “Any Idiot Can Be a Nurse”	82
“More Than a Nurse”: How the News Media Disrespects Nurses	85
“Don’t Forget to Pack a Nurse”: Even Good Intentions Can Go Wrong	87
If It’s Important Work, Credit Anyone but a Nurse	88
Physician Nursing: Prime-Time Physicians Do Nursing Work	88
Physician Nursing: The News Media Knows Who Saves Lives	91
Physicians Get the Credit	91
Physicians Get the Blame	92
Nursing Just Happens	94
Innovation: Which Nonnurse Thought of That?	95
Ghosts in the Machine: Nurses Go Missing in the Media	96
Lost in Hollywood	96
Lost in the News	97
Nurses Evacuated from Disaster Areas	98
Can We Be “Heroes”?	99
Nurses? Health care Experts?	101
Can Any Helpful Person or Thing Be a Nurse?	101
I, Robot, Will Be Your Nurse	102
You Just Haven’t Earned It Yet, Baby Nurse	102
I Say You’re a Nurse, and the Shortage Is Over	103
4. Yes, Doctor! No, Doctor!	118
Are You Sure Nurses Are Autonomous? It Sure Looks like	
Physicians Call All the Shots	120
Media Portrayals of the Nurse as an Autonomous Professional	126
Nursing Authority in Television and Film	126
Bitches and Autonomous Professionals	126
Confronting the Zombies	130
True Colors in the News Media	131

“Nurse, Hand Me My Laptop”: Media Portrayals of the Nurse as Handmaiden	133
<i>Grey’s Anatomy</i> : “You’re the Man”	134
<i>House</i> : Help! Golems Are Loose in the Hospital!	137
<i>ER</i> : “I’m the Doctor. This Is My Call.”	138
Shut Up and Follow Orders: Nursing on Other Healthcare Shows	140
“I’ll Go Get the Doctor!”: Nursing on Non-Healthcare Shows	144
News Media Helpers	145
5. The Naughtiest Nurse	154
“Penny Shots for Naughty Nurses”: Why the Naughty Nurse Matters	158
Call Me Magdalene: Is Nursing the World’s Oldest Profession?	161
Catching “Lusty-Nurse Fever”: The Nurse in Global Advertising	162
“Ranking Nurses in Order of Do-Ability”: Modern Hollywood’s Tribute	166
Night Shift Nurses: Nursing in Sexually-Oriented Products	170
Promiscuous Girls: The Nurse in Pop Music	172
Hot or Not? Sexy Nurses in the News Media	174
6. Who Wants Yesterday’s Girl?	186
The Work Feminism Forgot	190
Hollywood Feminism	191
Escaping the Pink Ghetto: The News Media Tells You How!	195
The Male Nurse Action Figure: The Media Confronts Men in Nursing	197
Nurses and Murses: Men in Hollywood Nursing	199
I Want to Be a Macho Man: Male Nurses in the News	207
7. You Are My Angel	217
What’s Wrong, Angel?	218
‘Bless This Angel of Mercy’ Nurse Collectible Figurine!	222
Angels Everywhere	222
Nurse or Mom?	227
The Fallen Angels	228
The Strivers Who Have Forgotten Their Place	228

Promiscuous Girls	230
The Angel of Death	230
The Angel Within	232
Transcending the Angel: What Can Be Done?	236
8. Winning the Battle-Axe, Losing the War	245
Tyrants, Bureaucrats, Monsters: Hollywood Celebrates	
Nursing Authority	249
Hovering Like Ghouls: Battle-Axes in Other Media	256
9. Advanced Practice Nurses: Skilled Professionals or Cut-Rate “Physician Extenders”?	261
Who Are APRNs and How Good Is Their Care?	264
“Midwifs” and Minor Ailments: APRNs in Hollywood	268
The Doctorate of Splinter Diagnosis: APRNs in the News and Advertising Media	275
Fair Reporting on APRNs	275
The News and Advertising Media Often Ignores or Disrespects APRNs	280
PART THREE: <i>Seeking Better Understanding of Nursing—and Better Health Care</i>	
10. How We Can All Improve Understanding of Nursing	297
I’m a Citizen of the World. What Can I Do?	301
“What Do You Do All Day, Anyway?”	301
“You Could Be a Doctor!”	301
Don’t Believe the Hype	302
Try to Resist That Naughty Nurse’s Charms	302
What’s My Name?	302
I’m a Member of the Media. What Can I Do?	305
Report on the Nurse at the Bedside	306
Discover 2.5 Million Women in Science	307
Consider Nurses as Expert Sources in All Health Stories	307
Make Clear That Nurse Experts Are Nurses	308
Create Television Shows about Nurses	309

But Aren't Hollywood's Current Nurse Advisers Enough?	309
But How Can I Sell Things Without Using Nursing Stereotypes?	310
"I Wouldn't Stereotype Nurses—My Mom's a Nurse!"	311
I'm a Private Sector Healthcare Executive. What Can I Do?	311
Hospitals and Other Health Facilities Should Promote Nursing	312
Invest in Public Relations for Nursing	314
Publicize Efforts to Improve Nurses' Working Conditions	314
Public Health Organizations Can Help Promote Nursing	315
Healthcare Billing	316
Drug Companies Should Ask Their Nurses	316
I'm a Government or Health Policy Maker. What Can I Do?	317
Governments Should Communicate the Value of Nursing	317
Governments Should Give Nurses a Seat at the Table	318
Governments Should Publicize Efforts to Address the Shortage	318
Foundations and Other Health Policy Makers Should Honor Nursing and Include the Profession in Policy Initiatives	319
I'm a Health Worker but Not a Nurse. What Can I Do?	321
Physicians	321
Medical Technicians and Nursing Assistants	322
Receptionists and Appointment Clerks	322
11. How Nurses Can Improve Their Own Image	327
Nurses Have the Power	328
Take Credit for Nursing's Life-Saving Work	328
Take Responsibility	328
Take the Lead	329
Your Voice—Yes, Just Yours—Can Make a Critical Difference	329
Projecting a Professional Image Every Day	329
Accentuate the Positive: Promoting Nursing in Hard Times	329
Identify as a Nurse	330
Who Put Cartoon Characters All over My Uniform?	330
Nursing Out Loud	332
Walk the Walk	333
Act for Change	333
Educate Physicians and Medical Students	334

Equal Rights for Equal Work	334
Explaining Nursing's Role to Patients	334
Educating the Media about Nursing	335
Develop Media Expertise and Get Coverage for Nursing	335
Catch the Media Being Good	338
Different Ways to Persuade the Media to Reconsider Products	338
Telephone Calls	339
Letters and Emails	339
Letter-Writing Campaigns	339
Press Releases	340
Unorthodox Approaches	341
Persuading Media Decision Makers in Direct Interactions	342
Identify and Reach the Decision Maker	342
Be Persistent!	344
Study the Media Product and Anticipate Arguments	345
Play Good Cop/Bad Cop	346
Move Fast	347
Use the Media's Own Process	347
Collaborate	348
Suggest Alternatives	348
Expect Resistance	349
Organize Chapters of the Truth About Nursing	349
Message in a Bottle: Create Your Own Media	350
Writing about Nursing	350
Letters to the Editor	350
Op-eds	351
Feature Articles	352
Advertisements	352
Nonfiction Books	352
Novels	353
Other Literature and Storytelling	354
Kids' Literature	354
The Internet: Websites, Blogs, and Discussion Boards	355
Visual, Performance, and Tactile Media	357
Video, Broadcast, and Film	359
Video	359

Radio	360
Television and Film	361
It's Up to Us	362
<i>About the Truth About Nursing</i>	373
<i>About the Authors</i>	375
<i>Index</i>	377

FOREWORD

Some years ago, I was invited to be a guest on a national talk show to discuss a popular television drama I'll call *Hospital*. Also on the panel of guests were the actors who played physicians on the drama, a physician who wrote for the show, and two other physicians. The producers of the talk show suggested that if I'd never seen the series (I had not) I should watch a couple of episodes before coming to Los Angeles.

I complied, watched several episodes, and was disappointed not to be surprised by the way they'd chosen to depict nursing. In the episodes, nurses were a nebulous, silent presence in the background. They never actually did anything other than stand around watching the doctors, who were busy single-handedly saving lives.

These Hollywood superdocs did it all—including the nursing duties that I, in my short twenty-year nursing career, never witnessed any physician perform. The only featured nurse role was the most dysfunctional character of all. Portrayed as a brooding, damaged nurse, she was tortured not by overwhelming responsibilities to the patients or by understaffing or burnout, but rather by having to decide which physician to sleep with next.

As with most Hollywood-generated medical shows, I found myself asking the same question I've been asking since my first Dr. Kildare episode: Where are the real nurses?

According to the Gallup polls, nurses are the most trusted professionals. Still, that has not changed Hollywood's hackneyed, one-dimensional portrayals of nurses as sex objects, handmaidens, psychopaths, and worse. In fact, the entertainment industry has done very little to present nurses in a positive light.

Consider my experience on the talk show. After arriving at the Los Angeles studio, I was taken to a small room obviously intended for storage of extra equipment and maintenance supplies, and I was told to wait there until someone came to get me. Thinking I had been mistaken as an applicant for a janitorial position, I explained that I was actually a guest on the show and

asked to be taken to the Green Room. I was told the Green Room was not available and left to stare at the walls.

After two hours of staring at brooms and discarded stage lights, I wandered to the floor below. There I found the Green Room where a party for the show's other guests was in full progress. When asked who I was, I replied that I was the nurse author who had been asked to be a guest on the show.

Apparently that answer didn't cut it because I was told that the event in the Green Room was a private party for the show's other guests, and I would have to return to my special waiting area upstairs, or, as I had named it, the "nurses only" closet.

When taping began, I was seated next to *Hospital's* scriptwriting emergency room (ER) physician. The show was taped in front of a live audience, and what should have been a two-hour taping session turned into a seven-hour fiasco. Taping was stop and go, and the retaping had tempers and egos running high.

During one of the numerous breaks, an audience member fell from the bleachers, having a full-blown seizure. I'd unhooked my microphone and was on my way to see what could be done when I realized the scriptwriting ER physician had not moved. Over my shoulder I said, "Come on doc. Man down. Let's go."

He looked at me as if I were insane and replied, "No way. You're the nurse—you take care of it."

So, being an ER nurse, I did.

The show host, dumbstruck that none of the physicians present had offered their assistance, asked me off-camera what the hell that was all about. In a few words I explained that in the real world, it was the nurses who provide most of the care to the patients—a fact that was never brought up during the taping.

After I returned to my place on the stage, I asked the writer/physician if there were any nurses on the show's writing staff.

He answered—and I quote here—"Why in God's name would we ever consider such a thing as that?"

I counted to ten and replied: "Because, as an ER physician you know full well that it is the nurses who run the ER. The nurses triage, make the initial decisions, do most of the work, provide emotional support to both the patient and the family, and at times save the doctor's butt. That's why."

I tried to reason with him that the writers needed to make the nurses' roles more realistic, or the show could not be seen as an accurate portrayal of a real hospital setting.

Of course nothing I said made a dent (me being just a nurse and all), and Hollywood in general is still reluctant to change its attitudes about nurses.

Recently, a producer for a popular hospital reality show asked me to write a script for an episode. I was pretty excited about the prospect until he added that the script had to showcase a heroic ER physician. I told him that if I did agree to write a script, it would have to showcase a heroic ER nurse, since in my personal experience, nurses were the heroes.

Faced with that novel idea, he assured me that viewers were only interested in stories about doctors, not nurses. I finally directed him to the previously-mentioned scriptwriting ER physician who I was sure could give him exactly what he wanted.

It seems that the entertainment industry cannot, or will not, accept nurses as the autonomous, highly-educated health professionals they are. Thus, the subtle demeaning of the nursing profession continues. Unless they already have learned by firsthand experience, the public needs to be shown a true portrayal of the nurse as a professional rich in compassion, skill, and knowledge. This is a rare combination of traits to possess and maintain, especially when considering that nurses work in environments that most people would liken to war zones.

Saving Lives takes a hard look at what is wrong with the way Hollywood and other media have gone about undermining the nursing profession. The chapters in this book instill an awareness that will forever change the way people view nurses in the media.

But take warning: you may be left with a strong desire to change the system. Luckily, the authors tell you how.

Echo Heron, RN, author of *Intensive Care: The Story of a Nurse*, *Tending Lives: Nurses on the Medical Front*, and the Adele Monsarrat medical mystery series

ACKNOWLEDGMENTS

Many people helped us write this book. We thank those who have been with us from the beginning, Truth About Nursing board members Gina Pistulka, Rich Kimball, Kelly Bower-Joffe, and Christine Stainton, as well as our advisor Pat Woods. We also appreciate the vital contributions of the Truth About Nursing's supporters and staff, especially Sandy's mother Joan Summers and brother Jack Summers, Havelly Taylor, Saniya Tildon, Hope Keller, Barbara Chamberlain, Carolyn Yucha, Mona Shattell, Kathleen Bartholomew, Donna Cardillo, Ruth DiMarzo, Sara Kozup, and Rose Teskie.

We salute the nursing leaders who have inspired us and given us tireless support over the years, especially Claire Fagin, Diana Mason, and Linda Pugh. We also owe much to others who have explored how the media treats nursing, particularly scholars Beatrice Kalisch and Philip Kalisch.

Our children Cole Summers and Simone Summers graciously tolerated our absences and the stresses associated with this book. They also performed valuable research and analysis of children's television programming, particularly *Doc McStuffins*.

We thank our editor Chad Zimmerman and assistant editor Meredith Keller for their support, insights, and understanding. We are also grateful to everyone else at Oxford University Press who helped us complete this project. And as always we appreciate the efforts of Shannon Berning, the editor of our first edition, who suggested we write the book.

Finally, we thank everyone who has helped us tell the public what nurses really do.

INTRODUCTION

Nurses save lives every day. But the media usually ignores their vital role in health care. That contributes to a lack of respect and resources for the profession, putting many lives at risk.

In 2005 US Army Sergeant Tony Wood was riding in a Humvee in Iraq. A roadside bomb exploded. Metal tore into Wood's internal organs. A month later he woke up at Walter Reed Army Medical Center in Washington, DC. Wood's story appeared in an August 2008 *New York Times* article by Lizette Alvarez about traumatic brain injuries in combat veterans.¹ Once Wood arrived at a hospital, expert nurses led the 24/7 effort that helped him survive, as they do with any patient whose injuries are so severe. But here is how Alvarez summed up that effort: "Doctors patched up most of his physical wounds over five months."

In a similar incident, a roadside bomb blew up near a Humvee in which US Army Sergeant Nick Paupore was riding in Kirkuk City. Paupore lost his leg and an enormous amount of blood, but he too survived. In March 2008 the CNN website posted a story by Sandra Young about a Walter Reed neurologist's use of a promising new mirror therapy to help amputees like Paupore cope with phantom limb pain.² Once again, nurses no doubt provided the great majority of the care that helped Paupore live. But in describing the care Paupore received in Germany on his way to Walter Reed, the article reported simply that "doctors fought to save his life."

Of course, sometimes the media is merely repeating without question what it hears from those with influence. In November 2013 remarks reported around the world, French Foreign Minister Laurent Fabius called for intervention in the Central African Republic because that nation was in "complete chaos" and "on the verge of genocide." What was most worrisome, specifically? "You have seven surgeons for a population of five million, an infant mortality rate of 25 percent in some areas and 1.5 million people who have nothing, not even food, and armed gangs, bandits, etc."³ It sure sounded like *surgeons*

- [Aristotle's Metaphysics Lambda: Annotated Critical Edition Based upon a Systematic Investigation of Greek, Latin, Arabic and Hebrew Sources \(Philosophia Antiqua, Volume 135\) pdf, azw \(kindle\), epub, doc, mobi](#)
- [click DSP for In-Vehicle and Mobile Systems](#)
- [click Men's Style: The Thinking Man's Guide to Dress](#)
- [click Esperanto: A Complete Course for Beginners \(3rd Edition\) \(Teach Yourself\) for free](#)
- **[read Gold Juno Sword](#)**

- <http://www.gateaerospaceforum.com/?library/Aristotle-s-Metaphysics-Lambda--Annotated-Critical-Edition-Based-upon-a-Systematic-Investigation-of-Greek--Lat>
- <http://unpluggedtv.com/lib/DSP-for-In-Vehicle-and-Mobile-Systems.pdf>
- <http://diy-chirol.com/lib/The-Courage-to-Act--A-Memoir-of-a-Crisis-and-Its-Aftermath.pdf>
- <http://deltaphenomics.nl/?library/Fractures-fran--aises--Champs-essais-.pdf>
- <http://aneventshop.com/ebooks/Contemporary-Abstract-Algebra.pdf>