

Module 1 Assignment: Nursing Research Campaign

Luke Leightner, Miranda Matthews, Francis Medina, and Keli Stubbs

College of Nursing, Augusta University

NURS6400: Evidence-Based Practice

Desiree Bertrand, PhD, MSN, RNC-MNN, CNE

23 January 2022

Description of Nursing Research Campaign

Social media is everywhere; millions of people use it, and it is where many people stay informed about current events. Facebook, Instagram, and Twitter influence our attention spans; the maximum recommended length for an Instagram reel video is 26 seconds, with the first few seconds capturing the viewer's attention (Chen, 2020). Our campaign is in the form of a carousel-type Instagram post which we created using Canva. It allows social media users to glean a large amount of information in a format that will not take up much of their time. Instagram makes it easy to promote nursing research through its multiple sharing capabilities.

Our introduction to nursing research began last semester with Dr. Dillard-Wright. We believe the general public is, as we previously were, underinformed when it comes to the subject of nursing research and how much it contributes to health care. We start with the first nurse-researcher, Florence Nightingale, who published her evidence-based practice findings about cleanliness and environment in war-zone hospitals in a book called *Notes on Nursing* (Mackey & Bassendowski, 2017). From there, we venture into the nurses of today, who are shortening hospital stays and improving patient outcomes (Blake, 2016). With new evidence-based practice changes each year, nurse-led research influences all aspects of our lives. Think of this post as something like informed consent; the more people know about the history and current relevance of nursing research, the more likely they are to accept it, believe in it, and participate in it.

Social Media Post for Nursing Research Campaign

CAMPAIGN FOR NURSING RESEARCH

LUKE LEIGHTNER, MIRANDA MATTHEWS
FRANCIS MEDINA, & KELI STUBBS

WHAT IS NURSING RESEARCH?

Nursing research refines nursing practice through evidence based practice (EBP) [1].



EBP considers the best available practice, unique patient characteristics, and the clinical expertise of nurses [1].

THE ORIGINS OF NURSING RESEARCH

Florence Nightingale was the first nurse researcher. She used data analysis, observation, and experimentation to find the best practices [2].

Florence Nightingale published her findings in *Notes on Nursing* in 1859 [2].

"[Nightingale] was a pioneer of evidence-based practice within the discipline of nursing" [2].

THE IMPACT OF NURSING RESEARCH

Nurse researchers have been...

- increasing job satisfaction for healthcare workers [3];
 - shortening hospital stays;
 - reducing treatment costs; and
- improving patient outcomes [4].

DID YOU KNOW THAT NURSING RESEARCH HAS IMPROVED HEALTH OUTCOMES AROUND THE WORLD [5]?

IMPLEMENTING NURSING RESEARCH

Nursing research isn't the norm, but clinicians across the country are begging for evidence-based practice [3].



Nursing research is growing faster than ever [5]. It's time to take charge and get started!

REFERENCES

- [1] Reese, N. (2021, December 21). Research Guides: College of Nursing Guide: What is EBP? Guides.augusta.edu.
<https://guides.augusta.edu/c.php?g=229801&p=8283609>
- [2] Mackey, A., & Bassendowski, S. (2017). The history of evidence-based practice in nursing education and practice. *Journal of Professional Nursing*, 33(1), 51-55. <https://doi.org/10.1016/j.profnurs.2016.05.009>
- [2] Melnyk, M., & Fineout-Overholt, E. (2019). *Evidence-based practice in nursing et healthcare: A guide to best practice (3rd ed.)*. Wolters Kluwer.
- [4] Hamilton, N. (2016, September 20). Nurses do research too, and here's why it matters. UCLA.
<https://newsroom.ucla.edu/stories/nurses-do-research-too-and-heres-why-it-matters>
- [5] Institute of Medicine (US) Committee on a Study of National Needs for Biomedical and Behavioral Research Personnel. (1983). *Personnel needs and training for biomedical and behavioral research: The 1983 report*. National Academies Press (US), <https://doi.org/10.17226/9918>

References

- Blake, N. (2016, April 29). *Yes, nurses do research, and it's improving patient care*. Elsevier. <https://www.elsevier.com/connect/yes-nurses-do-research-and-it-is-improving-patient-care>
- Chen, J. (2020, December 8). *Exploring video length best practices for social media*. Sprout Social. <https://sproutsocial.com/insights/video-length-best-practices/>
- Hamilton, N. (2016, September 20). Nurses do research too, and here's why it matters. UCLA. <https://newsroom.ucla.edu/stories/nurses-do-research-too-and-heres-why-it-matters>
- Institute of Medicine (US) Committee on a Study of National Needs for Biomedical and Behavioral Research Personnel. (1983). *Personnel needs and training for biomedical and behavioral research: The 1983 report*. National Academies Press (US), <https://doi.org/10.17226/9918>
- Mackey, A. & Bassendowski, S. (2017). The history of evidence-based practice in nursing education and practice. *Journal of Professional Nursing*, 33(1), 51-55. doi:10.1016/j.profnurs.2016.05.009
- Melnyk, M., & Fineout-Overholt, E. (2019). *Evidence-based practice in nursing in healthcare: A guide to best practice* (3rd ed.). Wolters Kluwer.
- Reese, N. (2021, December 21). *Research Guides: College of Nursing Guide: What is EBP Guides*. augusta.edu. <https://guides.augusta.edu/c.php?g=229801&p=8283609>