

Men in Nursing: *Sticky Stigmas*



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CANADIAN NURSING WORKFORCE

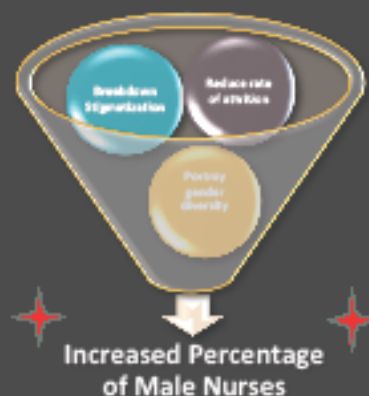


The Issue

Just six percent of the Canadian nursing workforce is male. This number is increasing but at such a slow rate, that male nurses will be a minority far into the future of nursing. Gender discrimination, stigmatization, and stereotypes all contribute to high attrition rates of male nursing students and male RN's. This marginalization of men in nursing combined with inadequate recruitment strategies create significant barriers to men in nursing.

Project Background

Men In Nursing (MIN) is a group within the BCNU that "works to breakdown outdated stereotypes". With the support of MIN, a gender neutral presentation was created to appeal to school-age youth. The presentation was delivered to multiple schools in our local community.



Goals

- Breakdown outdated stereotypes
- Determine the best approach to improve public perception of male nurses.
- Create an appealing presentation
- Target audiences in our community
- Normalize nursing as a respectable and "cool" profession for men as well as women
- Accumulate evaluative feedback

Findings

- Portraying pronounced masculinity of male RNs reduces the appeal to both men and women.
- Male gender discrimination currently exists in nursing school and professional settings.
- Men leave nursing school and nursing at nearly double the rate of women.
- 12 of 13 movies featuring a male nurse in lead roles depict them in a negative manner.
- Targeting young audiences may help to reduce the prevalence of stereotypes and stigmatization

Common Stigmatization

- Effeminate characteristics
- Less capable to care
- Should be physicians
- "Male nurse" vs "nurse"
- Heavy lifting duties
- Should care for violent clients
- Role incongruity – deviant
- Homosexual

Project Outcomes

- Nine presentations at six schools
- Over 900 audience members grades K-12
- Feedback revealed strong approval & support
- Approached by TEDx at Selkirk College
- Commended by BCNU staff

Acknowledgements

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