THE VISIBILITY OF NURSING GIVING VOICE TO THE PROFESSION: AN INTEGRATIVE REVIEW

A VISIBILIDADE DA ENFERMAGEM, DANDO VOZ À PROFISSÃO: REVISÃO INTEGRATIVA
LA VISIBILIDAD DE LA ENFERMERÍA DANDO VOZ A LA PROFESIÓN: REVISIÓN INTEGRADORA

Maria José Rosado Martins¹, Sergio Joaquim Deodato Fernandes²

ABSTRACT

Objective: analyzing how nurses give voice to the profession, promoting the visibility of nursing. Method: an integrative review, with the issue << How nurses give voice to the profession, in raising the visibility of nursing? >> The research was conducted in the databases LILACS, BDef and in the repository RCAAP, of articles in Portuguese and English, published between 2005 and 2013. Data were condensed into two figures, analyzed and discussed based on the literature. Results: nursing has little visibility, image of nursing, is linked to the historical trajectory of the profession. Society is unaware of the nurse's role and the importance of nursing care. Conclusion: nurses must build a profession with more social visibility, more influential, more autonomous and more decisive in the political, social and institutional areas, in order to increase the visibility of nursing. Descriptors: Visibility of Nursing; Image of Nurse; Social Marketing of Nursing.

RESUMO


RESUMEN

Objetivo: analizar cómo las enfermeras dan voz a la profesión, en la promoción de la visibilidad de la enfermería. Método: revisión integradora, con la cuestión << ¿Cómo los enfermeros dan voz a la profesión, en el aumento de la visibilidad de la enfermería?>> La investigación fue realizada con las bases de datos LILACS, BDef y en el repositorio RCAAP, de artículos en portugués e inglés, publicados entre 2005 y 2013. Los datos fueron condensados en dos figuras, analizados y discutidos sobre la base de la literatura. Resultados: la enfermería tiene poca visibilidad, la imagen de la enfermera está ligada a la trayectoria histórica de la profesión. La sociedad desconoce el papel de la enfermera y la importancia de los cuidados de enfermería. Conclusion: las enfermeras deben desarrollar una profesión con más visibilidad social, más influyente, más autónoma y decisiva, en las áreas política, social e institucional, con el fin de aumentar la visibilidad de la enfermería. Descriptores: Visibilidad de Enfermería; Imagen de Enfermera; Marketing Social de la Enfermería.

¹Nurse, Doctoral student of Nursing, Institute of Health Sciences, Catholic University of Lisbon. Works at the Regional Health Administration of the Algarve, Loule Functional Unit in Personalized Health Care. Lisbon, Portugal. Email: mariajmartins@sapo.pt; ²Nurse, Doctorate in Nursing, Assistant Professor, Coordinator of Nursing Education of Lisbon, Institute of Health Sciences, Catholic University of Portugal. Lisbon, Portugal. Email: sdeodato@ics.lisboa.ucp.pt
INTRODUCTION

Nursing as a profession dates back to the nineteenth century, however, the activity of caring for others is one of the earliest human activities. Humans have always needed care, maintenance of life, and the fight against diseases. In the nineteenth century, the nurses had little training, worked all day in degrading conditions. However, progressively, the profession has evolved. In 1918, nursing training in Portugal started having duration of three years. In 1999 the nursing course for Bachelor turned in a Degree. The first Master of Nursing was held at the Catholic University and started in 1991 while the first PhD in Nursing Science was defended in 2002 at the Institute of Biomedical Sciences Abel Salazar. 1

Currently, nursing is a demanding profession, based on scientific knowledge, and contributions that are fundamental to the health of citizens. But the literature reveals there is little social recognition and a low media visibility or nonexistent. Society lacks knowledge about the role of nurses and the value of their care. 2-4 This generates repercussions in funding education, research and professional practice of nursing, as potentially damaging consequences for the health of citizens. 2 Nursing has used little and badly the media to explain the scientific community and the general population their skills and their role in society. Research in Brazil and around the world describe the “invisibility” of nurses in relation to their customers. 4

The visibility of Nursing is linked to the historical trajectory of the profession, the lack of recognition of their scientific, to placement in media, to some inappropriate behavior towards staff and also to work overload. 2 To achieve a demystification of image nursing should obtain greater media visibility, greater achievement of personal marketing, purchase an appropriate behavior towards the health team and a demonstration of professional autonomy. 5

Nursing is a profession that, in health, aims to providing nursing care for human beings, sane or sick, across the life cycle, and the social groups in which it is integrated, in order to maintain, improve and restore health, helping them attain their maximum functional capacity as quickly as possible. 6-3 Has autonomous and interdependent interventions. Autonomic actions are performed by nurses under their sole initiative and responsibility in accordance with their respective professional qualifications in care, management, education, training or counseling, with contributions in nursing research. 6-5

The inability of nursing to giving value to their professionals threat their own visibility. Nurses need to take a proactive position in this scenario, getting connected to the support of international organizations and using evidence to demand better working conditions and more appreciation. Demonstrate its value and power to the system for its customers, institutions and society, ie, use professional marketing, achieving greater social visibility, through the results of its work. 5

It is considered important to deepen the knowledge about the visibility of nursing, highlighting how nurses give voice to the profession. Investigate gaps to provide reflections and instigate how nurses are a basic key to give voice to the profession.

OBJECTIVE

- Analyzing how nurses give voice to the profession, promoting the visibility of nursing.

METHOD

The study is an integrative literature review. This method of review is broader and allows you to including theoretical and empirical literature, and studies with different methodological approaches. Aims to gather and synthesize research findings on a particular topic or issue in a systematic and orderly manner, thereby contributing to a deeper understanding of the topic. For this study were outlined six stages: preparation of the research question, literature search or sampling, data collection, critical analysis of the included studies, discussion of results and presentation of the integrative review. 7

In the first step of the integrative review it was carried out the preparation of the research question: "How do nurses give voice to the profession, promoting the visibility of nursing? ".

In the second step, a survey of published studies on how nurses give voice to the profession, promoting the visibility of nursing, which was conducted through online search.

The integrative review was conducted in the following databases: Latin American and Caribbean Literature on Health Sciences (LILACS), Database of Nursing (BDEnf) and Scientific Open Access Repository of Portugal.

To search for articles we used the following standardized descriptors by the Health Sciences Descriptors - DeCS: “Visibility of Nursing”, “Image of the Nurse”, “Social
Marking of Nursing” having been accessed from 23rd October to 25th November 2013.

The inclusion criteria of articles in this study were the following: original articles published between January 2005 and December 2013 in journals indexed in the databases mentioned above electronic databases and repository; articles published in Portuguese or English; scientific articles in their entirety; scientific studies that addressed how nurses give voice to the profession, promoting the visibility of nursing; descriptive studies, experience reports, reflection, theoretical and exploratory related research question test.

The exclusion criteria were considered items that were not available with the full contents online with free access and those which, despite having selected descriptors, contained no elements to answer the question of the study.

The selected publications resulted from the comparison of vocabularies related to how nurses give voice to the profession and the promotion of the visibility of nursing in LILACS, BDEnf and RCAAP databases, in order to address the research question. Thus, in each database and in the repository first, there was the crossing of the terms in its own theme: Visibility of Nursing, Nurses' Image, Social Marketing, Nursing, using the Boolean "OR" then there was the cross between the three thematic through Boolean "AND".

After making this search strategy there were found 554 publications; 99 in LILACS, 61 in BDEnf, 394 in RCAAP, publications made between the years 2005-2013.

The articles were preselected by reading the titles and abstracts, followed by reading in full in order to verify suitability to the mentioned criteria for inclusion and exclusion.

The evaluation of the studies included in the review took place critical analysis of selected articles on the criteria of authenticity, methodological quality, importance of information and representation. To capture the relevant data to the research question, the articles were reread many times were necessary for their understanding. Ethical aspects were respected, keeping the authenticity of the ideas presented, ensuring the authorship of articles, with all referenced sources consulted. There were found 20 publications and three books that formed the basis for this study.

RESULTS

For the organization of content obtained after the data collected was used a figure containing the following items: year of publication, title of the article with reference to the names of authors, type of study, journal and place of research presented in figure 1. There were selected 20 articles and three books that formed the basis for the study.
<table>
<thead>
<tr>
<th>Year</th>
<th>Title</th>
<th>Typeofstudy</th>
<th>Journal</th>
<th>ResearchPlace</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>Implications of nursing's visibility in professional practice.³</td>
<td>Exploratory qualitative</td>
<td>Rev Gaucha Enferm</td>
<td>LILACS</td>
</tr>
<tr>
<td>2013</td>
<td>Health Channel: interview about the history of nursing, professionalization and legislation.²⁰</td>
<td>Experience report</td>
<td>Rev Bras. Enferm</td>
<td></td>
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<tr>
<td>2012</td>
<td>Defying the age-old image of nursing in front of adolescents on the internet: impact on their social representations.⁴</td>
<td>Exploratory qualitative</td>
<td>Cienc Cuid Saude</td>
<td>LILACS</td>
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<tr>
<td>2012</td>
<td>Nursing workers perception about the satisfaction in the context of the work in the ICU.¹²</td>
<td>Exploratory qualitative</td>
<td>Enferm. Foco</td>
<td>LILACS</td>
</tr>
<tr>
<td>2012</td>
<td>Visibility of nursing in Portuguese media of informative nature of the Internet.⁶</td>
<td>Mixed; quality and quantity.</td>
<td>Tese mestrado</td>
<td>RCAAP</td>
</tr>
<tr>
<td>2012</td>
<td>The importance of the qualification of the periodicals for the advancement of production and visibility of research in nursing.¹¹</td>
<td>Descriptive</td>
<td>Texto contexto - enferm.</td>
<td>BDEnf</td>
</tr>
<tr>
<td>2012</td>
<td>Characteristics of marketing staff on work of nurses at University hospital: perceptions of customers.¹⁴</td>
<td>Qualitative, descriptive and exploratory.</td>
<td>Rev Bras. Enferm</td>
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<td>2011</td>
<td>Professional Marketing and social visibility in Nursing: a strategy for the valorisation of human resources.³</td>
<td>Descriptive</td>
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<td>BDEnf</td>
</tr>
<tr>
<td>2011</td>
<td>Documental analysis of the radio program health in the light of the theory of popular education.²³</td>
<td>Retrospective qualitative</td>
<td>Rev Bras. Enferm</td>
<td>BDEnf</td>
</tr>
<tr>
<td>2010</td>
<td>(In) visibility of the care and the nursing profession in the area of relationships.⁸</td>
<td>Qualitative, interpretative, reflective</td>
<td>Acta Paul.</td>
<td>LILACS</td>
</tr>
<tr>
<td>2009</td>
<td>The nurse doesn't make personal marketing: the story explains why?⁹</td>
<td>Theoretical essay</td>
<td>Rev Bras. Enferm</td>
<td>BDEnf</td>
</tr>
<tr>
<td>2009</td>
<td>The exercise of leadership by the nurse in the context of the organisation of work in health and nursing: some reflections.²⁵</td>
<td>Essay</td>
<td>Rev. Bras. Enferm</td>
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</tr>
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<td>2009</td>
<td>Nursing while discipline, profession and work.¹⁸</td>
<td>Essay</td>
<td>Rev. Bras. Enferm</td>
<td>BDEnf</td>
</tr>
<tr>
<td>2009</td>
<td>The visibility of the nursing profession: recognizing achievements and gaps.¹⁰</td>
<td>Experience report</td>
<td>Rev. Bras. Enferm</td>
<td>BDEfn</td>
</tr>
<tr>
<td>2007</td>
<td>The visibility of the nurse according to the perception of media professionals.²¹</td>
<td>Descriptive, cross-sectional, qualitative</td>
<td>Rev. Latino-Am. Enferm</td>
<td>LILACS</td>
</tr>
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<td>2007</td>
<td>How to choose what is not known? A study of the image of nurses for high school students.¹⁶</td>
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<td>2005</td>
<td>The nurses' image.¹³</td>
<td>Descriptive</td>
<td>Rev Bras. Enferm</td>
<td>BDEfn</td>
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</table>

Figure 1. Distributions of selected studies, according to the year, title and annexation of perpetrators, type of study, journal and research site.

For a better organization of content obtained, after the data collected was used a figure containing the following items: title of the article with reference to the names of authors, objectives and main findings of the articles / contributions that are presented in figure 2.
The visibility of nursing giving voice...

Table: Implications of the Visibility of the Nursing Professional Practice

<table>
<thead>
<tr>
<th>Title</th>
<th>Objectives</th>
<th>Mainfindings/contributions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health Channel: Interview about the History of Nursing, Professionalization and Legislation</td>
<td>Meet the nurses' perception about the visibility of the everyday work of the nursing staff.</td>
<td>The visibility of the nursing is related to the historical trajectory of the profession, the lack of recognition of the scientific theories of nursing, the erroneous media serving, to inappropriate behaviour towards the team and the work overload.</td>
</tr>
<tr>
<td>Defining the age-old image of nursing in front of adolescents on the Internet: Impact on their social representations</td>
<td>Reporting the experience of an interview granted to the health channel.</td>
<td>A proposal of inclusion of media content in nursing is presented as one of the strategies to prepare nurses for visibility in the media, as well as being one of the ways to take care of the profession.</td>
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<tr>
<td>Nursing workers' perception about the satisfaction in the context of the work in the ICU</td>
<td>Assess whether the exploitation of a website would influence the social representations of adolescents diagnosed about nursing.</td>
<td>A new representation of the nurse, incorporating in his speech the new roles with independence and knowledge attributes associated with previously diagnosed, as well as new areas of practice, before unknown, present themselves as viable options.</td>
</tr>
<tr>
<td>Visibility of nursing in Portuguese media of informative nature of the Internet</td>
<td>Describe the visibility of nursing in Portuguese media of informative nature of the Internet.</td>
<td>The media visibility of nurses is low, evidenced by a speech of reaction to financial cuts in the health sector and starring sector organizations. It is suggested that nurses develop skills of communication with the media and to promote the importance of the profession to society.</td>
</tr>
<tr>
<td>The importance of the qualification of the periodicals for the advancement of production and visibility in research in nursing</td>
<td>Compare the scientific production in the area of nursing in the triennium 2004-2006 with the triennium 2007-2009.</td>
<td>The media visibility of nurses is low, evidenced by a speech of reaction to financial cuts in the health sector and starring sector organizations. It is suggested that nurses develop skills of communication with the media and to promote the importance of the profession to society.</td>
</tr>
<tr>
<td>Characteristics of marketing staff on work of nurses at University hospital: perceptions of customers</td>
<td>Meet workers' perceptions of nursing about satisfaction or lack of satisfaction in the context of the work of an Intensive Care Unit.</td>
<td>Although the nursing workers constitute the largest contingent of the workforce in the health area, are still numerous difficulties to improve their working conditions, which produce the lack of satisfaction.</td>
</tr>
<tr>
<td>Professional Marketing and social visibility in Nursing: a strategy for the valorisation of human resources</td>
<td>Discuss the marketing as a tool for increasing the visibility of nursing, based on records from the literature.</td>
<td>The media visibility of nurses is low, evidenced by a speech of reaction to financial cuts in the health sector and starring sector organizations. It is suggested that nurses develop skills of communication with the media and to promote the importance of the profession to society.</td>
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<td>Documental analysis of the radio program health in the light of the theory of popular education, (in) visibility of the care and the nursing profession in the area of relationships</td>
<td>Analyze radio products in the light of the main constructs of popular education theory of Paulo Freire: communication/information/education, dialectics and popular participation. Understand how the nursing professionals active in inpatient unit of a University Hospital surgical means visibility and care of the profession in its space of relations.</td>
<td>Verbal communication of nurses was ineffective: customers noticed the appearance of these professionals, as well as their non-verbal communication. There is need for accession of self-marketing strategies in conducting the work of nurses to generate a positive image of the profession along to users.</td>
</tr>
<tr>
<td>The nurse doesn't make personal marketing: the story explains why</td>
<td>Reflect on the marketing staff of nurses based on the beliefs and values that the story of the protagonists of care when ill explains.</td>
<td>The use of the mass media as a career marketing strategies for health promotion and professional image conveyors to media such as radio, television and the Internet. The theme is little explored in the research in nursing, but there are prospects for breakthroughs, for the interest that awakens and the growing recognition of its importance.</td>
</tr>
<tr>
<td>The exercise of leadership by the nurse in the context of the organisation of work in health and nursing: some reflections</td>
<td>Reflect on the leadership of the nurse in the context of the organisation of work in health and nursing and provide subsidies for nurses and nursing students seeking study and/or enhance the exercise of leadership.</td>
<td>Non-proposals of educative actions in health, using the radio as a tool for interaction with the community, guided paths for the care of nursing through communication aiming at the promotion of dialogue.</td>
</tr>
<tr>
<td>Nursing while discipline, profession and work</td>
<td>Articulate theoretical-conceptual aspects of profession, discipline and work contributing to the reflection about the disciplinary and professional practice knowledge of nursing exercised in the context of collective work in health.</td>
<td>The care of another invisible and visible labour and family dimensions and the invisibility of nursing in your professional category. The professionals realize, as professional, public and private level, invisible and undervalued in the perception of the other as agents of care.</td>
</tr>
<tr>
<td>The visibility of the nursing profession</td>
<td>Reflect and discuss about the achievements and gaps that reflect on</td>
<td>There is a setting in the attributes related to posture and morale of nurses, to the detriment of the development of technical and scientific knowledge. The study of the history of nursing leads to understand the struggles waged against prejudices imposed by the collective imagination, through knowledge, have imposed in the acceptance and recognition of the profession. It is fundamental that the nurse is convinced of its leadership role in professional practice. And exercise it with coherence and critical vision of reality in front of different contexts, valuing the multidimensionality of human being who cares and is careful.</td>
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English/Portuguese

J Nurs UFPE on line., Recife, 8(Suppl. 1):2422-33, July., 2014 2426
recognizing achievements and gaps. 19

The visibility of the nurse according to the perception of media professionals. 21

How to choose what is not known? A study of the image of nurses for high school students. 16

Nursing is no longer a profession submissive. 11

The nurse as a partner: reflecting political visibility of the care profession. 12

The self and professional heteroimage of nurses in public health: a study of social representations. 19

The nurse image. 12

<table>
<thead>
<tr>
<th>Title</th>
<th>Study design</th>
<th>Objectives</th>
<th>Main findings/contributions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recognizing achievements and gaps. 19</td>
<td>The visibility of the nurse according to the perception of media professionals. 21</td>
<td>Analyze the social representations about nurse and nursing of five professionals, working in different areas of communication, in a northern city of Paraná. Seek further understanding of social representations about nurse and nursing for middle school students, once they are in the moment of choice.</td>
<td>The strategies for building a more coherent image of nurses and nursing are the exposure of the profession to the media itself, which is unaware of its potential, and through the media, to the extent of the large population. The analysis indicates representations of evaluation, ignorance of education, other fields of action, the possibilities of the profession and its autonomy.</td>
</tr>
<tr>
<td>How to choose what is not known? A study of the image of nurses for high school students. 16</td>
<td>Nursing is no longer a profession submissive. 11</td>
<td>Demystify the nursing as a submissive profession.</td>
<td>The analysis indicates representations of devaluation, ignorance of education, other fields of action, the possibilities of the profession and its autonomy. Sometimes, nursing and medicine followed parallel in the historical development and nursing were characterized within a framework of dependency/submission. But, much has evolved and nursing has its practice based on scientific knowledge, and the systematization of assistance is essential, that is, transmitted that nurses do their skills and fields of expertise.</td>
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<td>The nurse as a partner: reflecting political visibility of the care profession. 12</td>
<td>The self and professional heteroimage of nurses in public health: a study of social representations. 19</td>
<td>Instigate the nursing professional to rethink its make, knowing and being.</td>
<td>The analysis indicates representations of devaluation, ignorance of education, other fields of action, the possibilities of the profession and its autonomy. Sometimes, nursing and medicine followed parallel in the historical development and nursing were characterized within a framework of dependency/submission. But, much has evolved and nursing has its practice based on scientific knowledge, and the systematization of assistance is essential, that is, transmitted that nurses do their skills and fields of expertise.</td>
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</table>

Figure 2. Distribution of selected studies, according to title and annexation of the authors, objectives and main findings/contributions.

For nursing to become more visible by the company and the users of the health system, in scope and representation, it is for nurses to educate and spread awareness of their actions and their importance to the other. 8, 1, 3, 9, 10 For that purpose, according to the author of this study, the internationalization of scientific production of nursing in order to promoting the growth of global nursing is required. The production of new domain requires very state of the art on the subject that is studied; about to investigate what actually constitutes gaps, to produce strong evidence. Besides the production of new knowledge is essential in the training of new researchers, developing skills for communication and scientific writing aspect that deserves more attention from educational programs. 11

According to some studies, the visibility of nurses is related to the skills of the technical, scientific and relational level, which will interfere to the social representation of the profession. The professional status is constructed from individual attitudes, which in turn are reflected in the expansion of social interventions that give scope to its recognition. 12, 3, 4, 10

Thus, according to this author, the nurse should participate in more complex decisions and interact socially, mobilizing a knowledge built on the interaction of the individual with the situation. Dealing with the knowledge-power relationship becomes a challenge in order to clarify the scope of nursing in health policy and education with a social commitment, planning and participating in not only the execution of actions. The study also concludes that social commitment is necessary to seek a decision to conquer spheres, in order to really act in defense of life and more than that, permit spaces that give visibility to the profession; thus, ensuring the chances of new edges in the image of nursing before society. 12

According to some studies, the image of the nurse is mostly linked to the history of nursing as a profession, its evolution, and the role of women in every age. Despite having already spent many years these aspects still influence us today, causing confusion and difficulty in defining a professional identity. 4, 10, 13, 15 A society has an image composed of nurse stereotypes, demonstrating the lack of knowledge about its operations and derogatory character in relation to the profession. It is identified with distortions and often is socially devalued, being a profession that has a low and submissive to other professional remuneration, especially to medicine. 1, 10, 13, 15

Nursing is still associated with various prejudices without being a clear picture of
what really the profession is; its mission and the contributions that it currently provides, allowing to provide health gains for the individual and for the community. It is imperative that professionals gain a greater visibility of the profession and its work, which has greatly contributed to the improvement of health of the population. 3

In a study of social representations in relation to nursing, in young adolescents, it was observed that relate to the practical knowledge of the collective common sense. Obtained before the discourses, noticed a gap between occupied spaces nurses today, and their social role. The teenager sees the hospital as essentially playing field for nurses, especially within a curative and supportive. It is essential to convey what nurses do, their skills and fields, so that young adolescents know correctly what these professionals do and choose nursing as a profession of their future. 16

Clinical Supervisors can play an important role because they are spreading knowledge to many nurses, in various stages of their professional development. If supervisors are educated on the importance of developing narratives on practice, encouraging the development of research and relationship with the media; so, that knowledge can diffuse much more quickly and consistently inside nursing. 2

**DISCUSSION**

Nursing is a profession with scientific training and a humanistic practice. So the training is long and the clinical component occupies much of the curricular path. 1 However, users are unaware of the different categories of nursing and so do not know how to distinguish between them, with all professional nurses considered in the same category, ie, invisible in multiple spheres of the profession. On the other hand, the sense of appreciation of the nurses comes from feeling useful in the care of another, having been preserved by the historical characteristics of care, evidencing the contradictory and ambiguous sense of value in its complexity. 3,8

To be able to demonstrate the real work of nursing, nurses must be prepared and be able to communicate with the public. If this does not understand the complexity of the current nursing and essential role it plays in providing health care quality, then you cannot be a support and provide resources for the education and practice of nursing. 17

Nurses may be the main propagators of their profession by projecting a consistent image of their work. 3,18 But this is not happening. Nurses spend most of their working lives seeking qualified assistance through new instruments and advanced technologies for their work, without a disclosure. This leads to the nursing is not widespread, and, therefore, unfamiliar. 18

The professional image reflects the actual construction of the identity of the nurse. Nurses have built their professional development, development of specializations that enhance their professional practice. Nursing has had difficulty in demonstrating its workforce and the many activities developed. There is a lack of consensus and this is reflected in the difficulties experienced day-to-day business which generates internal stresses. These tensions are determined, among other factors, by the establishment of the hierarchy, the retired nurse's professional practice, the wage differentiation and the non-recognition of the nurse as scientific and technical leadership for the team. 19

Despite many discussions on the importance of interdisciplinary work of the health care team for the establishment of a medical model in humans, in order to guide the planning and implementation of actions for health. But this does not happen, there are a reality organized on the basis of diagnosis and therapy. 12 Nurses have played crucial roles in promoting health. However, media have low visibility, and infrequently cited as sources of news. It is essential that nurses develop communication and media relations, leading to the dispersion of the importance of the profession in society skills. 2,3, 20

Communication professionals direct their speeches to relevant issues of exercise and education of a nurse who want to break old paradigms of subordination and invisibility. Although recognized as important part in the process of health care, they request more information, more visible and more vocal about the role of nursing in health care. 21 The recognition and social prestige can make nurses feel satisfied and full with the activities performed in the workplace and in society. Satisfaction can motivate you to develop customer service with higher quality. 3,22

The use of radio as a means of communication helps in promoting self-care and better autonomy for the families there, but the need for actions that help the community to participate and receive the benefits of educational strategies for promoting health, a better quality of life for society. 23
Martins MJR, Fernandes SJD.

Journalists should know investigators nurses and nurses responsible for each health department in order to be contacted by routine when they wanted to ask questions about current issues in health care. Thus medical research no longer is considered the only scientific effort to improve health. Thus health experts, journalists, policymakers and the public would be aware of research in nursing and would be considered a dynamic evolving profession. 17 The support of the public in relation to nursing would lead to an increase in government funding and private research in nursing. Thus, the visibility of nursing in the media reflects the expansion of its presence in all fields of the current public debate around health care. 2,17

There is a need to adopt curricular classes in nursing media content - writing, television, within other possibilities, so that nursing students and professionals become prepared for interviews and scope of health programs. This content could open up possibilities for greater visibility of the profession to prepare professionals for such situations, which are emerging in the twenty-first century, because of advances in communication technology, on the other hand, is one way of taking care of Nursing. 20

Nursing is not dedicated to its professional marketing and nurses do not utilize personal marketing, creating ambiguity and dilemmas in the profession. The dissemination of scientific, technological and human knowledge, and seized unchained along the historical development of nursing, also deserves mention as marketing.3,5,9,18 Strategy Nursing is the profession that is present in all healthcare institutions, and the hospital network is present within 24 hours of every day of the year. These data demonstrate that the quality of nursing actions intervenes directly in the quality of health care. 14 The Personal Marketing should be used by nurses in their work process. So, can become visible to their practice, in order to remove negative stereotypes and benefit the current view of nursing, increasing the bond with customers, promoting their satisfaction and loyalty. 18

The interpersonal communication process, when positive, promotes visibility of the subject. Therefore, it is necessary that the goal of what you want to communicate is reached in the case of nursing staff. If the goal is to become visible by the other, personally or professionally, it is assumed that professionals are aware of verbal and non-verbal interactions; communicate clearly and objectively the message they want to convey; feel encouraged to communicate, recognizing nursing as an interpersonal, symbolic and complex process. 21

The marketing staff is constituted as a tool for nurses to spread their image, with a set of activities that envision recovery, image enhancement and individualization in society and organizations, promoting emotional, psychological and financial well-being. 24 Nursing care associated with non standardizableleadership, humanized character, the user generates an individualized and differentiated care that brings recognition and visibility to the professional. This is a Personal Marketing strategy easily applied by nurses, since this has an extensive training in its humanizing approach. 25

It is essential that the nursing profession has strong entities that represent in society and establishing rules and legal and ethical standards for professional practice. Being a health work, it is important to build and defend a model of work organization that considers the right to health protection to the population and the provision of technically competent and protective actions to achieve this right. Moreover, it should be possible to nurses the expression of subjectivity and creative pleasure working. One must consider also the interaction of different professionals, individual and cultural differences that appear in multiple and challenging everyday work situations. 14

The awakening of nursing to social entrepreneurship is essential as a political competence articulation between different social groups, for the promotion of best practices in health care of the population. The school, in addition to train nurses with knowledge of several alternatives of professional performance, is essential to provide tools for professional growth and survival with scope, visibility and impact. It should provide information and encouragement to students to acquire skills that encourage the development of assignments at any level of activity, with a view to the formation of entrepreneurial professionals. 2,3; 10

The visibility of nurses in the media of informative nature of the Internet is low and depends on the characteristics of these media and news production of the regional press. Speaking of nurses is predominantly negative, relative to the level of labor discontent because of the socio-economic situation. A low media exposure is harmful to nursing can contribute to maintain the ignorance of the population about the role played by nurses. Thus prevents the professional recognition and
may negatively influence the funding of research and education, as well as investment in the direct provision of care. 2

Every day at work, nurses act as communicators and educators of the general public. What we say and do can lead to the respect and consideration of couple deserves their professional performance, or may dissipate. Some of the messages are transmitted through the presentation, body language, tone of voice and style of dialogue, and this communication can convey the correct or incorrect information on nursing. 3,5,17 Nursing actions save the National Service Health a considerable amount of money, to prevent disease and avoid further hospitalizations. Politicians, legislators, journalists, administrators and the public need to have this knowledge, in order to valuing and rewarding nursing. 17

CONLUSION

The analysis of the studies in this review allows us to conclude that nursing professional has low visibility, lack of recognition of their scientific knowledge and autonomy. The representation of the image of the nurse is still linked to the historical trajectory.

It is needed to modify this file, making known to the public that nursing has new areas, which are still unknown to the general population; although the nursing profession to be working 24 hours in some health institutions have not yet been able to show its true importance.

Personal marketing strategies are a key to creating a positive image of the nurse / profession. Nurses have not used the media to explain their work in the context of everyday life and studies conducted, with a view to increasing recognition of nursing, it is important publication in scientific journals of prestige. Nurses must develop communication skills with the media, and should be learned early in the nursing program in order to be instilled as a piece that is part of everyday life of nurses.

Nursing is based on scientific knowledge and not as in the beginning of its history a general care without foundation; and this characteristic is responsible for the submission of nursing to medicine. Nursing was disassociating himself from this myth and directed his walk with the concern of applying the systematization of nursing care with the knowledge that, through its planning, ensures its responsibility assisted by the client, since this process this allows you to diagnose the needs, make the appropriate prescribing and care, as well as being applied to assistance

The visibility of nursing giving voice...
to demonstrate these studies, going television programs, radio and in addition to publishing studies internationally, must publish in newspapers the general public reads.

With the current socio-economic situation of Portugal and organizational changes in the health, there have been constant threats to autonomy and job satisfaction in nursing. It is necessary that nurses demonstrate their value and that their voice is heard in society, including our leaders, because nursing care is of great value and benefit to society by promoting health gains.

This study will enable nurses to make a reflection on their verbal and nonverbal behavior in daily with users, and think what may change to give greater visibility of nursing. However, points to the importance of field studies carried out in the workplace to obtain conclusive results of that work, and discover gaps and spaces that can be clogged with the proper behavior of the nurse giving voice to the profession.

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