

all nurses, ALL THE TIME

BY JOE DARRAH

NURSERADIO.ORG
HELPS CONNECT
LPNs, RNs

Nurses have now managed to make the Internet a more caring place.

In turn, the Web has given nurses the opportunity to become more in touch with one another.

It's a healthy relationship, to say the least.

With the uploading of Nurseradio.org, LPNs and RNs from around the globe are able to connect and communicate in a manner that's believed to be the first and only of its kind: an interactive nursing Web site that offers full audio interviews from the profession's top leaders.

"The beauty of this program is that you can go on this site and listen to uplifting, encouraging nurses from around the country — and it's all free," said founder Georgianna Donadio, PhD, DC (Doctor of Chiropractic Medicine), MSc. "There's a collective consciousness that nurses have to be heard."

START SPREADING THE NEWS

Unveiled May 9 at the Second Annual Florence Nightingale National Cathedral Service in Washington, DC, Nurseradio.org is reportedly the only Web-based, non-profit organization focused on broadcasting the global contributions of nurses in patient care, according to the New England School of Whole Health Education (NESWHE).

Developed by the school (Dr. Donadio is also NESWHE program director) and endorsed by the members of the American Holistic Nurses Association, the site serves both as a resource and a soapbox for all nurses logging on.

With an archived directory, which currently includes 21 recorded interviews with various prominent nursing leaders and nursing healthcare experts, the site received some 500 hits during the first 3 weeks of availability, Dr. Donadio said.

Topic selections include "Healing the Children of Chernobyl" with Kathy Duffy, LPN; "Spiritual Nursing" with Deanne Amie, MPH, BSN, BRE; "Business of Nursing" with Michael Shor, MPH; "NYU Holistic Nursing" with Carla Mariano, EdD, RN, HNC; and "Nursing Continuing Education" with Nurseradio.org Advisory Board

Chairman Mary-Anne Benedict, MSN, RN.

Dr. Donadio said the site will soon post up to 30 interviews. It also provides nurses with a chat room/forum.

"Overall, what we're doing is providing an opportunity for nurses to listen to nurse leaders and give nurses support for what they're doing," Benedict said. "[We're also] providing them with a vision for what they can accomplish as nurses in a variety of areas of patient care."

INTIMATE RADIO

With more than 20 years experience in radio and TV broadcasting, Dr. Donadio, who received a bachelor's degree in communications from the State University of New York in 1972 and currently hosts the nationally-syndicated TV show *Woman To Woman*® out of Boston, strays from the typical "Q and A" style of interviewing — inviting her interviewees into conversation instead.

"These are stories — dialogues," Dr. Donadio explained. "You're hearing from the heart of the nurses, the compassion, the love for the work that they do."

Each session runs approximately 1 hour long and is broken up by public service announcement breaks. (Though non-profit, Nurseradio.org does plan to generate ad revenue to help pay the costs of maintaining the site, and received \$10,000 in start-up funding from NESWHE prior to going live.)

A former LPN herself, Dr. Donadio said the site serves as valuable support to licensed practical nurses and includes interviews from LPN leaders

"Through the Web site, we're saying — 'See how wonderful this profession is? See how wonderful you are?'" Dr. Donadio said. "Sometimes, you just need to be reminded of that."

WHOLE HEALTH/WHOLE CARE

Dr. Donadio and Benedict contend that with the current state of healthcare, the whole health/whole person approach to nursing — treating the individual versus treating a diagnosis — has become a lost art.



With Nurseradio.org, the hope is that nurses become rejuvenated in what they do, share their experiences and restore the initiative of whole health/whole person care.

"Right now, nurses are under a tremendous amount of stress," said Benedict. "The emotional, intellectual and physical strain is beyond anything nurses, in general, should be experiencing."

Benedict sees that stress as a direct result of the legal and staffing constraints, costs of insurance and lack of financial support healthcare providers face not just in terms of numbers — but in education as well.

But Benedict emphasizes that Nurse radio.org wasn't created as a place to vent. Instead, she welcomes LPNs and RNs to "celebrate" their work in light of the tension they may feel on the job.

FINDING A HOME ONLINE

Nurseradio.org originally was intended to be broadcast over the radio waves during the summer of 2003. But technical difficulties hampered its production. The venture also resulted in the loss of interviews after the recording process was fouled up.

Donadio quickly became intrigued with going to the Web, as she is now able to reach scores of nurses.

"Sometimes, things have a life of their own," she said. "Nurses say they need to have the ability to hear each others' stories. They need to be reminded of why they went into nursing." ■

Joe Darrah is assistant editor at ADVANCE.