Holistic-inspired Nurse Radio Hits Airways

Numerous studies have shown us the connection between sufficiently caring for ourselves and the ability to successfully care for our patients. One such study conducted by Press Ganey and Associates in 2003 analyzied summary data from 33 leading hospitals and found that “there is an almost perfect correlation between hospital employee satisfaction and patient satisfaction.” However, in today’s taxing, bottom-line-focused healthcare environment, nurses are overworked, underappreciated, and often lacking in employer support, and it is these issues that causes many to leave the profession each year. With all of these factors, it can be easy to get bogged down by the negative and forget your own self-care.

Thanks to technology, there is a bright light called Nurseradio.org. Developed and produced by Dr. Giorgia Donadio, a holistic nursing advocate who is also the founder and executive director of the New England School of Whole Health Education, which provides holistic-based distance learning and in-person-based continuing education programs for healthcare professionals, Nurseradio.org aims to inspire and motivate nurses from all backgrounds and specialties. With the goal of providing a voice for today’s nurses and their respective real-world challenges and creating a medium wherein nurses can come together in a supportive environment to learn from one another, the project initially began in 2003 when the Leadership Council of the American Holistic Nurses Association (AHNA) asked Donadio to participate in a startup project that seemed interesting and potentially supportive to nursing. After a hump month start, with technical difficulties, the decision was made to fill the need for a voice for today’s nursing and create a nonprofit organization. Consequently, in May 2004, Nurseradio.org: Celebrating Whole Health! was born.

Because Nurseradio.org is an Internet-based radio, nurses all over the world can go online for free, 24 hours a day, 7 days a week, to learn and be inspired.

Deva-Marie Beck, PhD, RN, who is the coauthor of the book published by the American Nurses Association, titled Florence Nightingale Today: A Vision for A Healthy Future. Soon to be added is one with Barbara Dorsey, PhD, RN, HNC, FAAN, an educator, consultant, researcher, and author considered to be a pioneer in the holistic nursing community and recipient of the 2003 Arvon Award of Sigma Theta Tau International, the Honor Society of Nursing.

An investment by the school and support of the AHNA was used to launch the site. In addition, it is supported and sponsored by several healthcare organizations and causes, including Partners Home Care, Shinners Hospitals for Children, and Thomson Delmar Learning. For a reasonable fee, advertisers and sponsors can show their support for nursing by having their logos prominently displayed on the site.

Nurseradio.org was formally unveiled on May 9, 2004 during the festivities surrounding the Florence Nightingale National Cathedral Service in Washington, DC. The site, counts the Nightingale 2010 Initiative among its sponsors, whose mission is to engineer a global effort to acknowledge “nursing’s holistic and interdisciplinary contribution to human health.”

Jeanne Crawford, executive director of the AHNA, in Flugstaff Ariz, says that Nurseradio.org can, “help morale for nurses to hear about the lives and accomplishments of other nurses. We really encourage nurses to be very nurturing of themselves, to look at themselves in that same body/mind/spirit way.”

“What are we striving to accomplish with Nurseradio.org and our other efforts is to create an awareness among consumers and the medical community that nurses are the most valuable resource to healthcare—period; they always have been and always will be,” said Donadio. “They are great people with great hearts, great minds, and great skill that deserve to be respected and celebrated.”