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Effectiveness Of Professional Image Enhancement Training Programme For B.sc (n) Students And Its Impact On Their Perceived Image Among General Public

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ABSTRACT

Nurses are perceived in different domains by the public and the nursing students are solely responsible for the creation of the positive image of nurses. To increase this image, a study was conducted to assess the effectiveness of professional image enhancement training programme on professional image for BSc(N) students and its impact on their perceived image among general public. The study was conducted in two phases. Phase 1 consisted of the assessment of the professional image enhancement training on the practice of professional image of nursing students and phase 2 was to assess the perceived image of the nursing students among general public. 100 students in phase 1 and 100 persons in general public were selected by using purposive sampling technique. The data collection period was 15 days in each phase. After statistical analysis, the professional image among nursing students and perceived image of the general public were improved after the professional image enhancement training programme.

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1. Introduction

Nursing is perceived as a healthcare profession dedicated to caring of individuals. Raising awareness of the competencies that make up this professional profile is crucial for the development of a professional identity. The perception that nurses have on profession's reputation may influence their decisions to enter nursing, stay in nursing, promote nursing, and advance a career in nursing. There haven't been any recent studies on how public view the nursing profession¹.

Clinical performance, job happiness, and the standard of care are all influenced by the nurse's image, which is directly linked to her function and identity. The cultural setting in which nursing is done has a significant impact on how nurses are portrayed². Nursing students have become into highly knowledgeable healthcare specialists in their own way. The public, however, does not always respect the abilities and talents that nurses have developed through training and invention³.

NEED FOR THE STUDY

The worldwide shortage of nurses has focused political and professional discourse on the current shortfall in the number of individuals who are pursuing nursing as a career and those who are leaving the profession. To attract more individuals to the nursing profession, a positive image of nursing among the general population needs to be improved so that the public acknowledge

the nursing students in both clinical and community settings when they go for the postings. The projection of a positive image of nurses and nursing has been a principal concern of the profession with resultant changes through the creation of a graduate profession in many jurisdictions and efforts to enhance the clinical nursing career pathway⁴.

Nursing students are the developing healthcare professionals in their own right who possess a great deal of knowledge. However, the public does not always value the skills and competences of the nursing students in some occasions⁵.

SIGNIFICANCE IN NURSING

Depending upon the perception of the nursing image among the general population, the nursing students will try to improve their work performance and manage their overload, by balancing the study and clinical experience to work hard to improve the public's trust in the health system. It has been shown that decision to become a nurse and remain in the profession over time, is significantly related to the profession's image from both the nurses and the public's perspective. When the nursing students believe that their public image is positive, they work better and display more interest to remain in the profession. Otherwise, the nursing students may not be motivated to sustain in nursing profession. Thus, the investigator selected this study to improve the image of nursing profession among general public.

STATEMENT OF THE PROBLEM

Effectiveness of professional image enhancement training programme on professional image for BSc(N) II year students and its impact on their perceived image among general public.

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OBJECTIVES

ü To evaluate the effectiveness of professional image enhancement training programme for B.Sc (N) II year students.

ü To assess the impact of professional image enhancement training programme on the perceived image of nursing students

HYPOTHESES

ü There will be a significant difference between the pretest and posttest level of expressed practice of professional image among BSc(N) II year students

ü There will be a significant difference between the pretest and posttest level of perceived image of nursing students among the general public

REVIEW OF LITERATURE

There has been a tremendous growth in the nursing profession over the past 100 years and the attitude of the society towards the nursing has transformed significantly. The general public attitude can be viewed as positive or negative. This study was aimed to assess the attitude of general public towards nursing profession. In spite of favourable attitude, still public have undesirable attitude in certain point towards this profession⁵.

Nursing students' perception towards the image of the nursing profession has an apparent impact on their self-concept, self-esteem, recruitment, retention and performance. Thus, nurses who have professional images will have more and stronger relations with their patients, peers and community as a whole. Although there is an enormous advancement in the nursing profession, nurses still face multiple challenges in relation to a professional image⁶.

The image of nursing plays a vital part in determining the history and future of nursing. It forms the framework of guidelines and protocols for promoting and improving the role of nurses in the modern world. There is not much research studies had been done till now to assess any training module to improve their professional image among the general population. Thus, the investigator took this approach to evaluate the effectiveness of professional image enhancement training on the practice of B.Sc (N) II year students and its impact on the perceived image of the nursing students among general public.

RESEARCH METHODOLOGY

Research approach

Quantitative research approach.

Research design

Pre experimental one group pretest and posttest research design

Variables

Phase I:

- Independent variable: Professional image enhancement training.
- Dependent variable: Practice of B.Sc (N) II years.
- Demographic variables: Education of the father, education of the mother, residential area.

Phase II:

- Independent variable: Practice of B.Sc (N) II years.
- Dependent variable: Perceived image of the nursing students.
- Demographic variables: Age in years, gender, education, occupation, history of hospitalization, any family history or relative in nursing profession and previous source of information.

Setting of the study

Phase I was conducted in the Our Lady of Health College of Nursing, Thanjavur.

Phase II was conducted in the urban area, Anna Nagar, Thanjavur. Anna Nagar covers the population of 10021 with 2529 houses.

Population

Phase I- B.Sc (N) students.

Phase II- General public.

Sample

Phase I- B.Sc (N) II year students of Our Lady of Health College of Nursing, Thanjavur.

Phase II- General public, Anna Nagar, Thanjavur.

Sample size

Phase I – 100 B.Sc (N) II year students

Phase II – 100 persons of general public

Sampling technique

The samples were selected using purposive sampling technique.

Criteria for sample selection

Phase II:

Inclusion criteria: General public

- Who were willing to participate in the study.
- Who could understand either Tamil or English.

Description and interpretation of the tool

Phase I:

- Part 1: Demographic variables: Education of the father, education of the mother, residential area.
- Part 2: Checklist to assess the effectiveness of professional image enhancement training programme on professional image

Scoring procedure

Score	Interpretation
1-75	Good practice.
76-150	Average practice

Phase II:

- **Part 1:** Demographic variables: Age in years, gender, education, and occupation, history of hospitalization, any family history or relative in nursing profession and previous source of information.
- **Part 2:** Rating scale to assess the perceived image of the nursing students among general public. The rating scale had four sections and each section had ten questions.

Scoring procedure

Score	Interpretation
1-75	Negative perception
76-150	Positive perception

The scoring of the rating scale was given as below:

3- Agree, 2- Neutral, 1- Disagree

Reliability and validity of the tool

Phase I:

Reliability- Reliability of the tool was done by inter rater method and the tool was found to be practicable and feasible, $r = 0.6546$ (Karl Pearson Co efficient formula).

Validity- The data collection tool was validated by the experts of nursing and peer evaluation.

Phase II:

Reliability- Reliability of the tool was done by split half method and the tool was found to be practicable and feasible, $r = 0.8438$ (Karl Pearson Co efficient formula).

Validity- The data collection tool was validated by the experts of nursing and peer evaluation.

Method of data collection

Phase I:

Day 1: Collection of demographic variables and pretest for B.Sc (N) II years.

Day 2: Professional image enhancement training programme.

Day 17: Posttest

Phase II:

Day 18: Collection of demographic variables and pretest for general public.

Day 19- 34: Practice of B.Sc (N) II year students in the community area.

Day 35: Posttest.

Plan for data analysis

The collected data was tabulated and analyzed by using descriptive and inferential statistics.

Data Analysis	Methods	Remarks
Descriptive statistics	Frequency distribution, Mean, SD	To describe the demographic variables.
Inferential statistics	Paired t test	To evaluate the effectiveness of professional image enhancement training on the practice of B.Sc (N) II year students and its impact on the perceived image of the nursing students among general public.

Phase I:

Table 1: Demographic variables of the nursing students

Demographic variables	Frequency N=100	Percentage
Educational status of father		
a) Illiterate	7	7%
b) Primary Education	13	13%
c) Secondary Education	56	56%
d) Higher Secondary Education	10	10%
e) Graduate	14	14%
Educational status of mother		
a) Illiterate	16	16%
b) Primary Education	14	14%
c) Secondary Education	28	28%
d) Higher Secondary Education	33	33%
e) Graduate	9	9%
Residential area		
a) Urban	21	21%
b) Rural	79	79%

Table 2: Effectiveness of professional image enhancement training on the practice of professional image among the nursing students.

Variables	Mean	SD	Paired 't' test	Table value
Pretest	107.14	9.5	34.3 (S)	1.96
Posttest	158.6	5.12		

The above table reveals that the mean score of pretest and posttest level on the practice of professional image of B.Sc (N) II year students were 107.14 with SD 9.5 and 158.6 with SD 5.12 respectively with the paired t test value 34.3 which was significant at 0.05 level.

Phase II:

Table 3: Demographic variables of the general public.

Demographic variables	Frequency N=100	Percentage
Age in years		
a) 21-30	7	7%
b) 31-40	17	17%
c) 41-50	25	25%
d) 51-60	32	32%
e) 61-70	19	19%
Gender		
a) Male	41	41%
b) Female	58	58%
c) Transgender	1	1%
Educational status		
a) Illiterate	31	31%
b) Primary Education	44	44%
c) Secondary Education	13	13%
d) Higher Secondary Education	5	5%
e) Graduate	7	7%

FINDINGS AND INTERPRETATIONS

Occupation a)Unemployed b)Daily wages c)Non professional d)Professional	8 76 10 6	8% 76% 10% 6%
History of hospitalization a)Yes b)No	57 43	57% 43%
Any family members or relatives in nursing profession a)Yes b)No	21 79	21% 79%
Previous source of information a)Family and relatives b)Friends c)Mass media	61 21 18	61% 21% 18%

Table 4: Effectiveness of the practice of the professional image and its impact on the perceived image of the nursing students among general public.

N=100

Variables	Mean	SD	Paired 't' test	Table value
Pretest	82.1	16.41	17.7 (S)	1.96
Posttest	122.1	14.83		

The above table reveals that the mean score of pretest and posttest level on the perceived image of the nursing students among general public were 82.1 with SD 16.41 and 122.1 with SD 14.83 respectively with the paired t test value 17.7 which was significant at 0.05 level.

RECOMMENDATIONS

The above table reveals that the mean score of pretest and posttest level on the perceived image of the nursing students among general public were 82.1 with SD 16.41 and 122.1 with SD 14.83 respectively with the paired t test value 17.7 which was significant at 0.05 level.

RECOMMENDATIONS

A correlational study can be conducted to assess the relationship between the perceived nursing image and quality of care among general public.

A comparative study can be conducted on the perceived nursing image between the general population and the caregivers of the patients.

An experimental study can be conducted to develop a module on the outlook of nursing profession to create a positive image of nurses among general population.

A study to assess the role of the media in fostering the image of nurses among general public.

CONCLUSION

Although nurses are more visible during the pandemic period and there are still some negative impact in the public perception of the nursing profession. Nursing students should maintain the professional decorum in their profession. It is also recommended that nursing students in the profession should be made aware of the important role they play in changing their image and in re-branding the profession as a service and knowledge based career for all age groups.

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