



MEDIA RELEASE

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REGISTERED NURSES MAKE THE DIFFERENCE

<<Regina>> The Saskatchewan Union of Nurses (SUN) today launched a multi media campaign designed to highlight the many ways in which registered nurses make a difference, and how important that difference really is.

The ***Making the Difference*** campaign is on TV, radio, print, billboards, online, and a new web site ***makingthedifference.ca***, where key audiences are encouraged to go to find more information. The web site contains significant academic evidence supporting the claim that registered nurses are making a difference.

“Registered nurses provide expert care to patients and their families,” says SUN President, Rosalee Longmoore. “It’s a proven fact that the registered nurses’ role improves patient outcomes, reduces mortality, and improves the treatment experience. By partnering with patients and their families, registered nurses enhance not only healthcare, but quality of life as well.”

Currently, Saskatchewan could lose 2,000 registered nurses, due to retirements. “We need to continue to work together to ensure we have registered nurses who choose to remain working while growing the climate to attract new registered nurses to this profession,” Longmoore added. “SUN is confident that by continuing to work together, we can achieve a common goal of providing the best and safest health care for Saskatchewan residents, and to do this we know that it is our members that are making the difference.”

SUN represents almost 9,000 registered nurses in Saskatchewan including RNs – Registered Nurses; RPNs – Registered Psychiatric Nurses; and RN(NPs) – Registered Nurse (Nurse Practitioners).

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