“Certified Nurses are Everywhere!” wins PSA honors award

Chicago, IL – August, 2016 – The National Certification Corporation (NCC) is proud to announce “Certified Nurses are Everywhere!” has been recognized as one of the top 10 Public Service Announcement (PSA) campaigns from 2015.

Since being released in February 2014, the public awareness campaign “Certified Nurses are Everywhere!” has been broadcast over 48 thousand times. The campaign has been given substantial air-time both regionally and nationally and has garnered over 362 million impressions. This makes “Certified Nurses are Everywhere!” one of the top ten Public Service Announcements broadcast in 2015, as reported by Nielsen Media Research.

The message is simple and encompasses the entire nation.

There are over 375,000 certified nurses in the United States, who have a direct effect on health care, patient advocacy and patient safety. **Certified nurses work in all specialty areas, in every part of the country and in every health care setting.** They are individuals who have chosen to demonstrate their specialty knowledge through a rigorous examination and who keep up-to-date with the changes in health care through targeted continuing education.

Certified nurses have a direct influence on patients and their families during life-changing times, such as giving birth, illness and trauma. Patients feel confident in the care provided by a certified nurse -- **someone who is dedicated to staying up-to-date with the continuing changes in health care practices.**

NCC and the nursing organizations of [CertifiedNurses.org](http://CertifiedNurses.org) wish to thank the station program directors who understand the value of this message and choose to play “Certified Nurses are Everywhere!” rather than other campaigns.

*Nurses are probably the foremost providers of care throughout the health care system. . . Nurses certified in their clinical specialties serve as agents of change and advocates of best practice for the patients they serve.*

-- **Robin L. Bissinger, PhD, APRN, NNP-BC, FAAN,**
   Executive Director of NCC.
Currently, there are over 84,000 NCC certified nurses in the obstetric, neonatal and women’s health care specialties. NCC supports the commitment and expertise of certified nurses and has engaged in several public awareness campaigns to bring much deserved recognition to NCC Certified Nurses (YouTube.com/user/NCCcertifies).

ABOUT NCC:
NCC is a non-profit organization committed to promoting quality health care to women, neonates and their families. NCC provides credentialing, recognition and educational programs for nurses, physicians and other licensed health professionals in the obstetric, gynecologic and neonatal specialties. More than 140,000 licensed health care professionals have been awarded prestigious NCC credentials since its inception in 1975.

CONTACT INFORMATION:
Cyndi Scovel
Consultant, NCC Media & Special Projects
The National Certification Corporation (NCC)
cscovel@nccnet.org
(312) 951-0207
www.nccwebsite.org