

Nursing Profession - Public Image at Private Tertiary Care Hospital of Karachi

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ABSTRACT

Objective: To explore the public image toward nursing as a profession at private tertiary care hospital of Karachi, Pakistan.

Study Design: Cross sectional study

Place and Duration of Study: This study was conducted at the Jinnah Medical College Hospital, Karachi, from November 2020 to February 2021.

Materials and Methods: Data was collected by well-designed questionnaires by non-probability consecutive sampling technique from general public coming in hospital except medical staff. Data was evaluated using SPSS version 25.

Results: 101 participants took part in the study. About 70% participants think that nursing is a respectful profession. 100% participants believe that nurses play vital role for the caring of the patients. 88.5% participants answered that in future, nursing profession will be well developing in Pakistan. 92.5% participants believe that nurses work for the humanity. 50% participants believe that nurses work independently without doctors.

Conclusion: People perception of nursing are strongly influenced by nursing care that they receive. Majority of the participants gave the positive remarks about nursing image and profession.

Key Words: Nursing profession, Public image, Tertiary care hospital, Karachi, Pakistan

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INTRODUCTION

Nursing is an important component of healthcare delivery system of a country. Nursing profession face a global difficulty with its image and prestige, as well as its role description. The "character of an object or individual as seen by the public" is defined as "image." A simple definition about nursing image defined by Kalisch and Kalisch is, "The sum of people's views, thoughts, and impressions of nurses and nursing,"¹. The communication of nurse to his family, friends and public define the nursing profession, which has an impact on nursing's image. Nurses remain invisible in health care; their competence, ability, sense and knowledge are simply a reflection, not actuality, as the word 'image' implies².

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Empiric affirmation from both developed and a developing country reveals that nursing's low or negative image is a persistent problem³. The nature of nursing job, which entails "man-of-all-work" and close touch with the human being, has also been cited as one of the elements that negatively impacts nursing image throughout the world⁴. Thousands of European women felt driven by God to care for the ill in the 19th century. Women in the nursing orders of sisterhoods that appeared at right time did amazing things in the name of divine: they travelled internationally organizing groups of immigrant and native girls and women, they constructed and ran big hospitals, even health center networks, and that they constructed schools, orphanages, and different vital social establishments for the poor⁵. Nursing was considered as an inferior occupation before 18th century b/c it was thought that nursing is a profession/occupation for prostitutes, widows and women for poor families. It was considered that for nursing employment there was no need for study or intelligence. In 19th century, Florence Nightingale, the lady of the lamp struggled to improve nursing profession as a respectful and acceptable profession in the society.

In Western countries nursing's image has been extensively researched, but it has not been fully analyzed in Pakistan. Nursing is mostly a female profession in Pakistan, and the low position of women

in Pakistani society has a considerable impact on the profession's image. The current state of nursing is regarded to be caused by a number of economic, socio-cultural and political reasons, including a negative perception of the nursing profession in the country⁶. Nursing's negative image in Pakistan appears to have an impact on the talent and commitment of individuals who enter and stay in the profession. Nurses are often regarded by the general public as good people who care for human being. Nursing has ranked first in the yearly list of profession assessed for honesty and ethic norms for the past 11 years, with 81 percent of respondents in concert. This high level of trust has been a continuous outcome in the poll year after year⁷. The statue of nursing also impact on entering the profession but also it continues to work in it. When medical domination is combined with the ideals of a male-dominated country like Pakistan, it becomes even more ubiquitous. Due to the reversed ratio of nurses to doctors at government hospitals, nurses' activities are often limited, and many regular nursing tasks, such as monitoring vital signs and dressing wounds, are undertaken by doctors. Nurses are often in charge of dispensing medications, carrying out doctor's orders, and performing clerical duties. Because of the scarcity of fundamental health-care resources, what nurses learn in school may not be implemented in their work environments⁸. Nurses' and nursing as a profession's image is critical in the recruitment and retention of workers in the healthcare industry⁹. Nurses are the backbone of the healthcare sector and are essential in the delivery of high-quality care to all citizens of a country¹⁰. As a result, the nursing profession's image should be raised by careful structuring of nursing curricula in order to be a magnet for recruiting a large number of male students to enter the field and to retain professionalism in nursing practice. Despite significant advancements in the nursing field, nurses still confront numerous problems in terms of maintaining a professional image. Nursing has been regarded an important profession but society gave poor value to it because it is female dominant profession, society gave more value and dignity to male dominant profession, however the image of past perception of nursing has been changed and researcher have proved that this is a positive change about the impression of nursing. The purpose of this study was to look at people's perspectives of the nursing profession in Pakistan.

MATERIALS AND METHODS

This is cross sectional study. Data was collected from 101 subjects from both genders having more than 18 years of age, any educational level and occupation, including those who were admitted in hospital and their attendants at private tertiary care hospital at Karachi, from November 2020 to February 2021. The respondents were selected by convenient sampling

technique. The study received ethical approval from the University's Ethical Review Committee. The subjects gave their written informed permission. The information was gathered using a predetermined set of questions that had two parts: demographic information and participant perceptions. Male and female have equal chance to participate in our study. Medical staff and participants who refuse to take part in study were excluded from study. Statistical Package for the Social Sciences (SPSS) version 25.0 was used to analyze the information.

RESULTS

Total 101 individuals answered/filled the questionnaire (n=101) with a response rate of 99%. Number of male respondents were n=61 (61%) and females n=39 (39%). Majority of respondents were in range of 20 to 46 year of age n=72 (72%). Mostly they had secondary level education n=59 (59%), n=76 (76%) were married, n=91 (91%) were government, private or self-employed. Forty nine n=49 (49%) individuals belonged urban area and fifty one n=51 (51%) belonged to semi-urban area. When the participants were asked about whether females are dominant in nursing profession, majority of (82%) participants viewed that nursing is not female dominant profession compared to (18%) participants who said yes nursing is a female dominant profession. This clears that male are also getting equal rights in nursing profession. In response to question is nursing a respectful profession; 70% participants agreed, while 30% had opinion that this profession is not respectful profession, Nursing is generally regarded as a respectable career that works to maintain an individual's health.

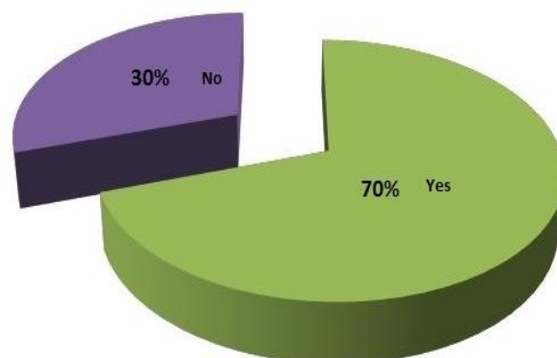


Figure No.1: Is nursing is a respectful profession?

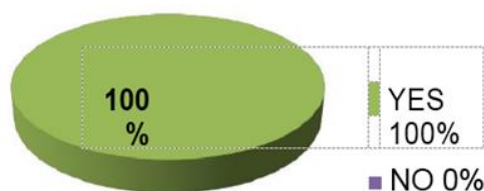


Figure No.2: Is there any contribution of nurses in the care for patient recovery?

100% respondents agreed that nurses are take care and contributing in the patient recovery it shows that people accepting this contribution of nurses.

Mismatch between desired and actual role in practice has a great impact in professional recognition. 95% of participants considered that nurses are well educated, only 4% responded thought that nurses not educated. Thus concept related to previous literature review has been changed and nurses are considered educated by today's society. Study revealed 64% participants equally treated nursing and medical student, it shows that both profession are treated equally. Pakistan is among few countries in the world where the nurse-to-doctor ratio is 1:6. Because of this nurse-to-doctors inverse ratio in government hospitals, nurses' roles are typically limited, and many routine nursing activities, for example vital sign monitoring and wound care, are undertaken by doctors. Nurses are typically in charge of dispensing medications, carrying out doctor's orders, and performing clerical duties which are contrary to their training and education. Regarding negative behavior when they are dealing with patients and their family members, 35% respondent agreed to it. This is due to age, education, social, professional experience and occupational factors. Instead of being highly trained and educated, the nursing profession is limited to bedside care, drug administration, and other related tasks. Nursing is also portrayed as subservient to doctors. Image of nursing can be enhanced by emotional strength, patience and knowledge. Many of nursing functions are still invisible.

Question about can media play any role for the betterment of nursing profession, 59% of participants strongly agreed while 35% were disagreed and 6% had no idea about it. 50% participants agreed nurses can handle patients if they are experienced without physician assistance. The unfavorable perception of nursing among doctors, on the other hand, has detrimental implications. "Job happiness is highly determined by how much respect you obtain from your colleagues as well as the common people of a society," Larocque (2003) asserted. Unfortunately, many doctors do not regard nurses as coworkers, resulting in a negative impact on the nursing profession.

When participant asked do nurses work collaboratively with each other, 87.5% responded in "yes" and 12.5% participants responded in "no". The perception about nursing communication with patient and public, 93% responded that nurses communicating in good way, only 7% respondent disagreed. Nursing is viewed as a humanitarian service profession by 92% of research participants, while it is viewed as a source of income by 6%. 88% percent of respondents believe the nursing profession will develop in the future. When asked if nurses are better at caring for patients than doctors, 75% said yes, while 2% said both are necessary.

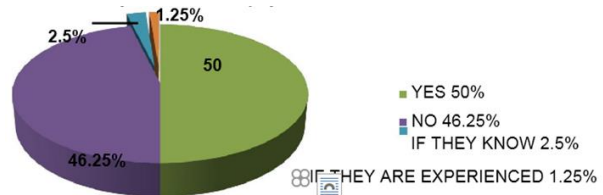


Figure No.3: Do you think that nurses can work independently in dealing with patient without any assistance of physician?

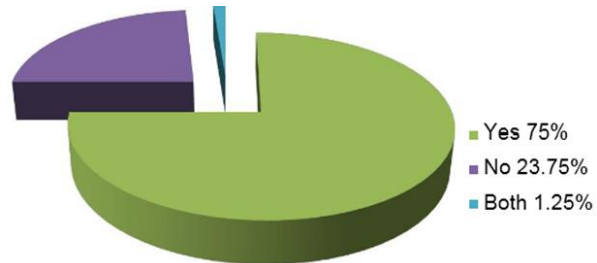


Figure No.4: Do you think that nurses can take care of the patients better than doctors?

DISCUSSION

The majority of the study participants had a favourable opinion of nursing profession. Because this study was conducted in a private hospital, attendants in private hospitals had higher positive impressions; this could be due to the fact that nurses at private hospitals have more roles and duties in patient care. These findings are equivalent to those of an Indian study^{11,12}. Nurses, according to Waters (2010), are the backbone of the healthcare system and are essential in providing high-quality treatment to all citizens of a country. A study shows that nurses feel proud that they are competent health professionals with great responsibilities, felt respected and trusted professionals. Mismatch between desired and actual role in practice has a great impact in professional recognition nursing professionals are pushing more to medical roles that causes ignoring of fundamental role of nursing care. Approximately half of the participants in this research saw nurses as assisting doctors in delivering care to their patients. According to number of studies, doctors are more inclined to regard nurses as subordinate to doctors and to solely follow the doctor's orders. According to a British Journal, "The Government will not financially recognize the nursing profession unless its representative take on more responsibility, delegate their conventional practice, and comply more and more medical roles in order to assist the government in relation to the current shortage of doctors,"¹³. The nursing profession was viewed positively by people with no education or a low degree of education than by those with a greater level of education. Nursing proved to have a low perception in terms of occupational dispersion. Where the ratio of skilled nurses to patients is dwindling and a variety of healthcare aides have taken over much of the basic job

of nurses at the bedside. The nurse-to-patient ratio was favourably connected with the image of nursing among patients unified by hospital. Personal interactions with nurses generally form the basis of public perceptions of nursing and nurses, which can lead to a restricted opinion of a nurse based on only a brief personal experience. The majority of participants in our study believed that nurses did not require power to make decisions. Nursing is undeniably a career in which autonomy and accountability are vital aspects. In terms of the nursing profession's desirability, the common people's responses were somewhat supportive of wanting their "daughters and sisters to be nurses." Nursing is not often regarded as a desirable career in Pakistani society.¹⁴⁻¹⁶

CONCLUSION

The finding gave positive idea about image of nursing in Pakistan that nurses are educated, respectful, and responsible and a part in the recovery of patients, moreover nurses live in peaceful manner and are caring for the patient without presence of doctor and patient's family. The majority of the study participants had a favourable opinion of nursing. The availability of nurses and the quality of nursing care they get have a significant impact on people's perceptions of nursing profession. As a result, the availability of skilled nurses has a direct impact on the image of nurses. People in Pakistan have a low knowledge of nursing profession, which necessitates significant marketing techniques to boost the profession's image.

Author's Contribution:

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Conflict of Interest: The study has no conflict of interest to declare by any author.

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