

Dear Nursing Partners,

This letter is to invite your participation in an exciting 2021 nursing awareness campaign that is presented in a broadcast documentary series and online campaign. The show is titled “Faces of Nursing, Houston” and celebrates the value of Nursing with the goal of strengthening healthcare’s most prominent professionals. The nursing industry is in immediate and long-term demand for more nursing professionals; yet with a glooming pandemic, it is at a fragile point in recruitment and retention.

The nursing documentary series and online awareness campaign are designed to encourage nursing in 2021 by exploring our region’s past 120-year rich nursing history through today. Our goal is to have a 30-minute episode run every night during National Nurses Week 2021. This dynamic series takes a close look at Nursing’s achievements and challenges in medical advancement, technology, politics, education, military, and disaster relief. The series weaves together a tapestry of nursing specialties in each episode.

The online awareness campaign includes shorter videos that tie historical segments with current nursing stories to help bring together the legacy of nursing through the personal practices of individual nurses. Both healthcare professionals and the public will be able to learn about Nursing’s rich history and the role nurses play today.

We hope to gain an endorsement from your organization or association and welcome your review of the content we will provide in your area of expertise. We want to present the most accurate and positive light of the industry and participation does not require a financial contribution. Please review the documents provided or visit our website at [facesofnursing.org](http://facesofnursing.org). “Faces of Nursing, Houston” is produced by DIREC Educational Programming, a 501(c)(3) nonprofit organization, and will honor nursing associations and organizations with the collective review for quality assurance.

This 2021 Faces of Nursing project is a reminder to current nursing professionals of the stability of the profession and their much-needed care and service in the days ahead. “Faces of Nursing, Houston” is an awareness and victory campaign and will invite newcomers through its endless possibilities.

Please consider endorsing this project and help us make this project a success in celebrating this wonderful industry.

Sincerely,



Jon Lindgren  
Producer

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[FACESofNURSING.org](http://FACESofNURSING.org)