Image of Nursing in the Aftermath of Covid-19

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ABSTRACT
Scientific advancements, numerous novel technology, and an avalanche of medical information have raised the public's demands and expectations for health care. New forms of caring for the sick and the elderly have broadened the concept of medical care.As a result, there is a need to cover health expenses on the one hand, and to improve service delivery and accessibility, as well as medical personnel availability, on the other.Nursing programmes train specialists to care for a variety of patients. The nurse plays an important role in closing health disparities by providing a wide range of treatments across the health-illness spectrum, actively participating in health education and promotion, developing treatment and assessment programmes, participating in multi-professional teams The public's impression of nurses' authority and functions is important components of the nursing profession's image.These impressions have the potential to influence health-care users, nurses' performance, health policy, and even the decision to become a nurse. The more positive the image of nursing, the more likely students will pick nursing as their future vocation.

Keywords: Nursing Profession, Image of nursing, Technologies, Influence, Public Impression, Health care, Multi-professional team

INTRODUCTION
Organisational and economic changes, as well as social and demographic shifts, have occurred in global health systems in recent decades. Scientific advancements, numerous novel technology, and an avalanche of medical information have raised the public's demands and expectations for health care. [1]New forms of caring for the sick and the elderly have broadened the concept of medical care. As a result, there is a need to cover health expenses on the one hand, and to improve service delivery and accessibility, as well as medical personnel availability, on the other [2].

The ability of a country to provide solutions for the health system's ever-increasing needs, particularly those related to the increase in chronic morbidity, is dependent on economic resilience, healthcare allocations, and the health system's ability to recruit workforce, [3] facilities, and technologies to cope with the rapidly increasing trials.However, the combination of growing chronic morbidity on the one hand, and a lack of manpower to meet it on the other, poses a serious challenge to even the most developed countries. The disparity between financial allocations and rising actual requirements is a challenge shared by most health-care systems around the world. [4]

Nursing programmes train specialists to care for a variety of patients. The nurse plays an important role in closing health disparities by providing a wide range of treatments across the health-illness spectrum, actively participating in health education and promotion, developing treatment and assessment programmes, participating in multi-professional teams.[5]

The public's impression of nurses' authority and functions is an important component of the nursing profession's image. [6] These impressions have the potential to influence health-care users, nurses' performance, health policy, and even the decision to become a nurse. The more positive the image of nursing, the more likely students will pick nursing as their future vocation. According to the literature, professional image has an impact on nursing personnel's job happiness.[7]

The public's perception of the nursing profession is mixed and contradictory. The general public in various nations across the world has limited comprehension of the many areas of nursing work, and there is a disconnect between what nurses actually do and how the public perceives them.[8]. The public's lack of knowledge of the profession's academic, scientific, and professional context appears to be the primary cause of frequent misrepresentation and does not accurately reflect the profession's true competencies, rendering those competencies either unrecognised by society or unseen.The general population believes that nurses simply require sympathetic qualities to do their job. However, in recent years, the profession has been broadened and enhanced with a wide range of nursing activities that have guided the profession to independent

thinking and acting, as well as clinical and administrative expertise. [9]Despite this, the public still perceives nurses as being hierarchically subordinate to physicians. There is also a "care gap" regarding the nurse's function between nurses and other health professions, which may be related to the nursing profession's image. [10] Following the pandemic, and given the importance of public opinion regarding the image of nursing, the researcher investigated the relationship between public perception and attitudes towards the nursing profession in the aftermath of the COVID-19 epidemic.[11]

Aim

The purpose of this study was to investigate the relationship between public perception and attitude towards the nursing profession in the aftermath of the COVID-19 pandemic.

The public's perceptions and attitudes towards the nursing profession will be correlated with its image in the aftermath of the COVID-19 outbreak.

METHODOLOGY

This is a quantitative cross-sectional study.

Tool

The authors created and validated a four-part attitudes questionnaire. This quantitative questionnaire was developed based on a review of the literature and was first administered as a pilot study to ten persons from the general community. Corrections were made in accordance with their recommendations. Furthermore, the content validity was validated by a panel of experts, who reviewed the questionnaire twice to determine the representativeness and relevance of the items

The first section comprised sociodemographic data (such as gender, age, religion, and so on) as well as questions about perceptions and the image of nursing in the aftermath of COVID-19.

The second section included 11 answers ranging from 1 (completely disagree) to 5 (completely agree) on a 5-point Likert scale that investigated attitudes towards nurses.

The third section included 30 items on a 5-point Likert scale ranging from 1 (completely disagree) to 5 (completely agree) that investigated public view of nursing.

People from the general population, aged 18-75 (to guarantee that respondents could understand the questions and answer them based on their knowledge and opinions), and those who completed the questionnaire were the inclusion criteria.The questionnaire was circulated to 250 people via social media, email, and WhatsApp groups. There were 114 people that responded, however only 80 finished the questionnaire. The final sample consisted of 80 men and women aged 18 to 75 from Chrompet, Chennai.The respondents were found through convenient sampling, which is based on picking the most convenient respondents to approach.

Data Analysis

SPSS (ver. 26) statistical software was used to handle and analyse the data. Pearson correlations were used to test the hypothesis about the relationship between attitudes towards nurses and views of the nursing profession in relation to nursing's image. The overall contribution of the research variables on the image of nursing in the aftermath of the COVID-19 pandemic was investigated using hierarchical regression analysis.

Table: 1

Varaiable	M	SD	Attitude to Nurses	Perception of Nursing
Attitudes to nurses	3.98	0.51	0.28	
Image of nursing	4.14	0.44	0.62	0.35

**p<0.01

The correlation between nurse perceptions and the image of nursing

The image of nursing accounts for 42.7% of the variation, with both variables having a substantial influence. The more positive the public attitude towards nurses and perception of nursing, the more positive the image of nursing viewed in the aftermath of Covid-19.

DISCUSSION

The purpose of this study was to investigate the public's perspectives and attitudes towards the nursing profession, as well as the image of nursing in the aftermath of the COVID-19 pandemic.We hypothesised that there would be a correlation between public views and attitudes towards nursing and the image of nursing in the aftermath of the COVID-19 epidemic, so that when there is a spike in positive public opinion, there would be an increase in the positive image of nursing. The hypothesis was fully supported.These findings back up previous research on the image of nursing during the pandemic. The extreme problems and suffering caused by COVID-

19 were widely covered in the press and other media around the world, on national, community, family, and individual levels, as was the distinctive response and commitment of nursing and other medical teams. Across the world, there has been widespread praise, thanks, and sympathy for nurses and the nursing profession.[12] The critical role that nurses played in controlling and caring for patients throughout the pandemic was not ignored. [13]. The year 2020 has been designated as the "Year of the Nurse and Midwife" by the World Health Organisation. [14] A World Bank blog titled "The Nursing Workforce is Critical to COVID-19 (Coronavirus) and Global Health"Finally; numerous artistic images of nurses' bravery and dedication were shared on social media, creating a narrative about them during the struggle against COVID-19.[15]

CONCLUSIONS

We hypothesized that there would be a correlation between public views and attitudes towards nursing and the image of nursing in the aftermath of the COVID-19 epidemic, so that when there is a spike in positive public opinion, there would be an increase in the positive image of nursing. The hypothesis was fully supported.These findings back up previous research on the image of nursing during the pandemic. The extreme problems and suffering caused by COVID-19 were widely covered in the press and other media around the world, on national, community, family, and individual levels, as was the distinctive response and commitment of nursing and other medical teams. Across the world, there has been widespread praise, thanks, and sympathy for nurses and the nursing profession. The critical role that nurses played in controlling and caring for patients throughout the pandemic was not ignored. COVID-19 improved the image of nursing, according to the findings. It is vital to continue investigating the factors that affected and changed the image of nursing throughout the pandemic, as well as to develop measures to sustain the better image of nursing among the general population on an ongoing basis.

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