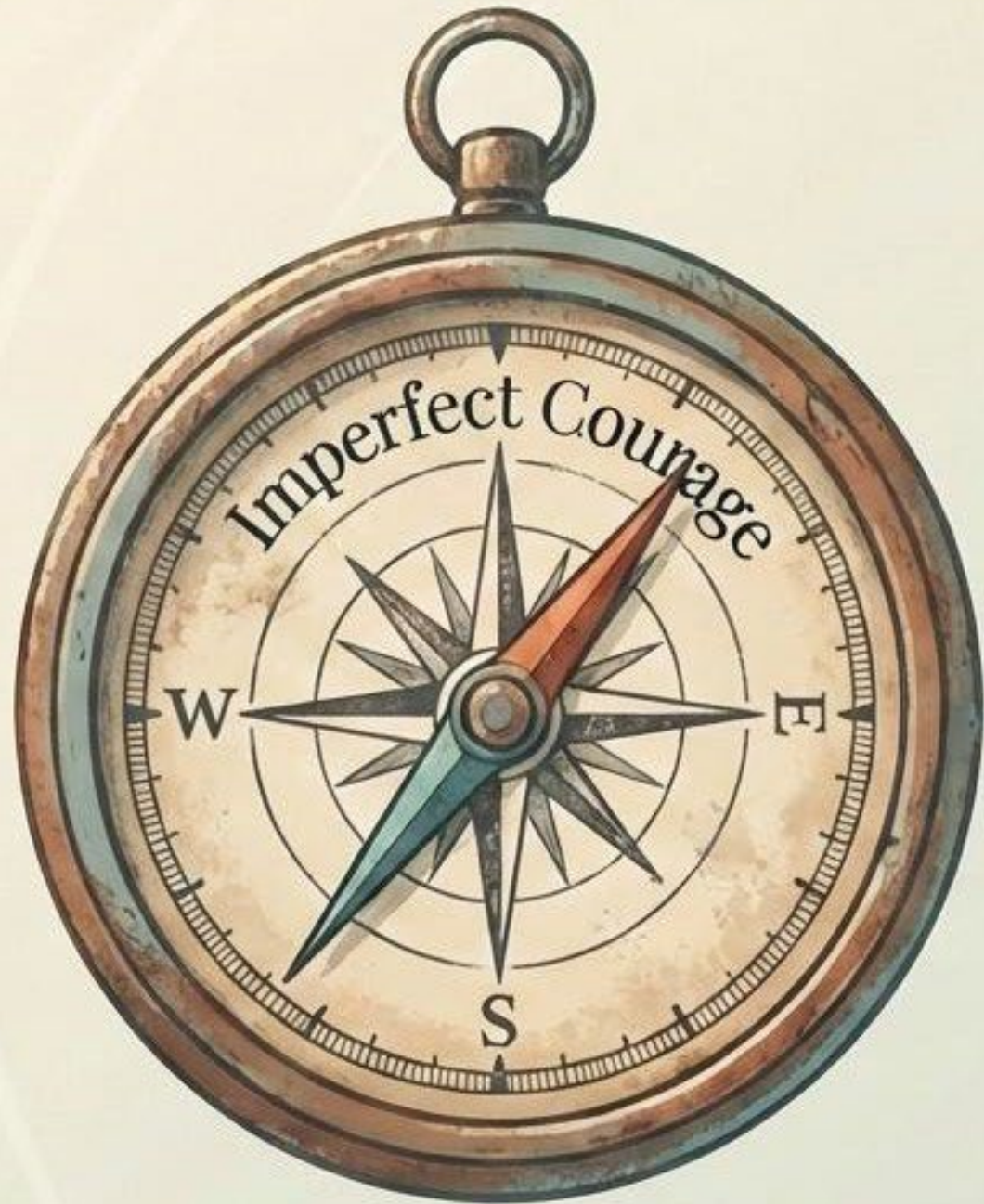


## COMING SOON

- Maps an evidence-based response to one of today's most significant public health challenges
- Translates science into actionable strategies—practically and nonpolitically
- Empowers nurses to leverage their trusted expertise to safeguard the health of individuals, families, and communities

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# Imperfect Courage

Navigating from Internal Values  
to External Impact

# You Already Know How to Advocate



Call a Legislator



Testify



Serve on a Board



Organize

What matters to you, why does it matter, and what gets in the way of making it happen?

Every act of advocacy is anchored in a core value.



*Which of these speaks to you in this exact moment of your life?*

# Detaching from the Outcome.

The tricky thing about courage is that using it does not guarantee the outcome you want. How we measure success depends on our expectations.

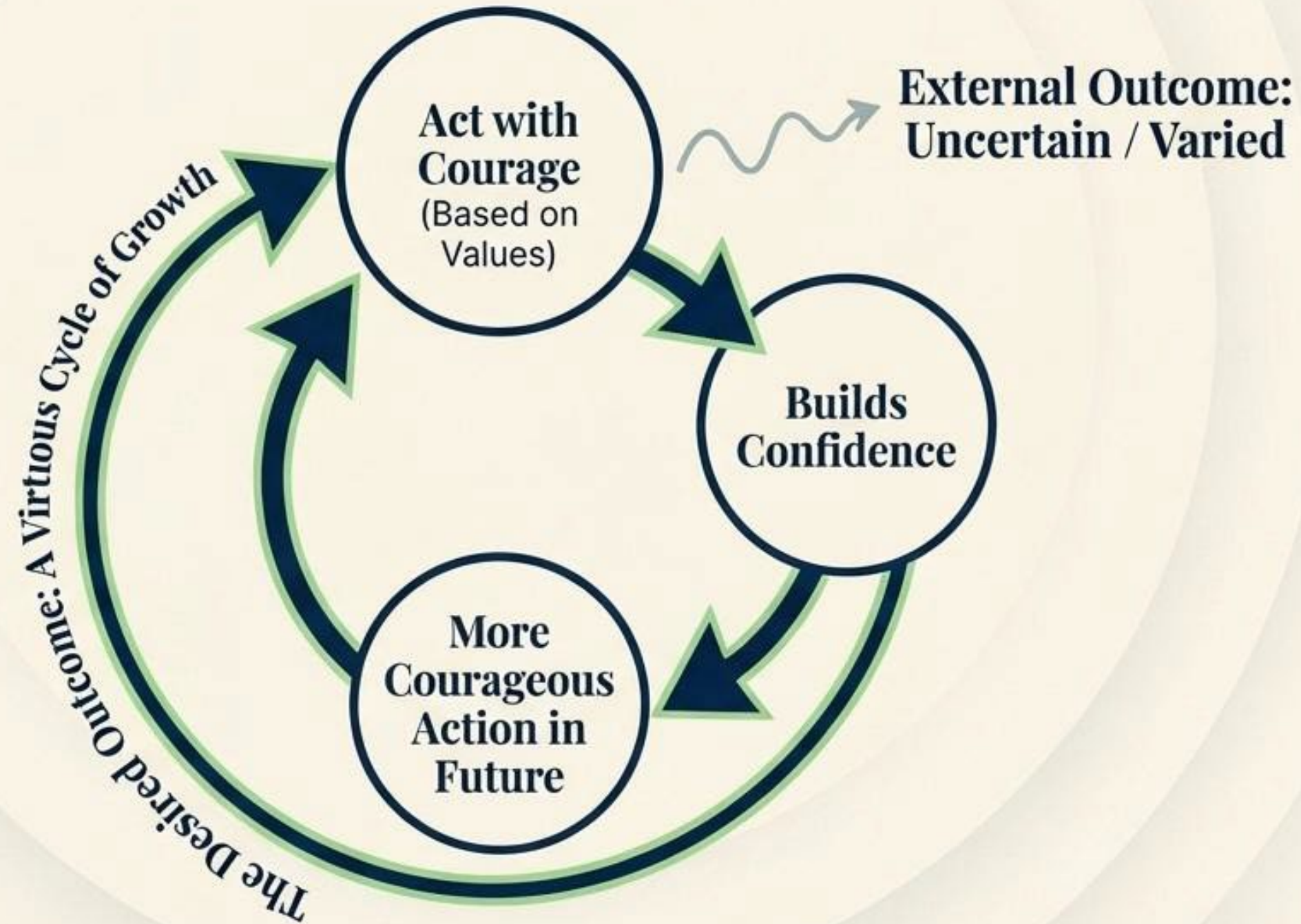
## Outcomes-Driven Action

- **Focus:** Winning or getting exactly what was wanted.
- **Success Metric:** Binary (Win/Loss).
- **The Trap:** Leads to hesitation if the outcome is uncertain.

## Values-Driven Action

- **Focus:** Acting in alignment with your personal true north.
- **Success Metric:** Internal self-respect and integrity.
- **The Superpower:** Action happens despite uncertainty.

**Courage requires acting in alignment with your values, regardless of the outcome.**



# Acknowledging the internal friction that stops us at the threshold.



Even when an action aligns perfectly with our values, the 'shitty committee' in our heads works overtime to tell us why we shouldn't act.

# Courage is allowing the weight of your values to overcome the friction of your fears.



If the task seems impossible, break down the timeline.

Reconcile your conscience by scaling the action.

Don't pick up the phone to call a legislator today—just jot down notes on what you *\*might\** say.

## The Man In The Arena:

“It is not the critic who counts; not the man who points out how the strong man stumbles, or where the doer of deeds could have done them better. The credit belongs to the man who is actually in the arena, whose face is marred by dust and sweat and blood; who strives valiantly; errs, who comes short again and again, because there is no effort without error and shortcoming; but will actually strive to do the deeds; who knows great enthusiasms, the great devotions; who spends himself in a worthy cause; who at the best knows in the end the triumph of high achievement, and who at the worst, if he fails, at least fails while daring greatly, so that his place shall never be with those cold and timid souls who neither know victory nor defeat.”

— Theodore Roosevelt

# Shaping care beyond the bedside is not a question of “if,” but “when and how.”



## Civic & Policy Presence

We must be in policy conversations at every level—organizational, local, state, and national.



## Embedded Education

Advocacy education must be integrated into every nursing program so graduates enter prepared to shape care, not just deliver it.



## Unifying Focus

We stay the course on advancing health, strengthening the workforce, and reducing disparities—even when progress feels like one step forward and two steps back.

# Your voice is backed by an unprecedented mandate of public trust.

24 Consecutive Years: Nursing as America's Most Trusted Profession.



24 Consecutive Years:  
Nursing as America's  
Most Trusted Profession.

During a time of institutional decline, our integrity, honesty, and voice matter more than ever.

It is our ultimate currency.

**“Don’t Look Behind or  
to the Side of You to  
Get the Job Done.  
It’s You Now.”  
“Start Leading!!”**

**Don’t look around for someone else to fix what you know needs fixing. Complaining without acting is a disservice to your values.**



# When we act with courage, we transform institutional headwinds into tailwinds.

The 80%  
BSN in 10  
Initiative

Overcame skepticism by uniting associate programs and 4-year colleges to prove the impact of baccalaureate degrees on patient care.

**Result:** The majority of the workforce now holds a BSN.

Saving  
the NINR

When the administration proposed dissolving the National Institute of Nursing Research, the nursing community spoke with one unified voice.

**Result:** Congress fully funded the NINR.

We must never be a profession that gives in to headwinds.

# Your turn: Transitioning from an internal value to a concrete commitment.

## The Commitment Bridge

### Your Voice & Advocacy

#### Your Chosen Value

(Courage,  
Compassion,  
Equity)

Call a legislator.

Mentor a student.

Join a board.

Publish an op-ed.

Protect research  
funding.

Launch a workplace  
well-being initiative.

Before you leave today, choose one measurable action to deepen your involvement.

Our times call for courage—not loudness, not perfection. Just the courage to act.



Success is not final,  
failure is not fatal: It is the  
courage to continue that counts.

— Winston Churchill

Together, let's use our voices—grounded in trust, driven by **values**,  
and sustained by one another—to **usher in the future of nursing.**