



PHILIPPINE NURSES ASSOCIATION, INC.
(PAMBANSANG SAMAHAN NG MGA NARS NG PILIPINAS, INC.)
Member, INTERNATIONAL COUNCIL OF NURSES

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LETTER TO THE EDITOR

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**PHILIPPINE NURSES ASSOCIATION DEMAND DUE RESPECT
FOR THE WORTH AND DIGNITY OF NURSING PROFESSION**

The health and life of millions of Filipinos across all ages, from newborn to elderly, have been the central focus of our caring and committed Filipino nurses. They are one of the major pillars behind delivery of basic health services in the communities, home settings, clinics, hospitals, health care institutions, schools and workplaces. These Filipino nurses are the largest workforce in the health sector saving the ailing economy of the country, especially those working as Overseas Filipino Workers. It is also the assertion of many nursing leaders that have pushed for better health policies that will enable poor Filipinos to access basic public health services.

Thus, the Philippine Nurses Association (PNA) vehemently condemns the outrageous disrespect of some local advertisers and television programs in destroying the worth and dignity of nursing profession. The recent advertisement of WINROX product by Wellmade Manufacturing Corporation and the disgusting behaviour of actress comediane POKWANG while wearing the nurse uniform in the January 25, 2008 episode of Wowowee are classic examples of irresponsible acts degrading the dignity of nurses.

Secretary Ronaldo Puno of the Department of the Interior and Local Government (DILG) issued Memorandum Circular No. 2006-144 last October 26, 2006 directing all DILG Regional Directors and local government officials to prohibit the improper display or use of nurses' uniform which demands the image and integrity of the nursing profession.

The re-elected National President of the Philippine Nurses Association (PNA), Dr. Leah Primitiva G. Samaco-Paquiz, emphasized that only registered nurses can wear such nursing uniform as a symbol of purity, commitment and service to mankind.

Nurses all over the country call on the administration of Honorable President Gloria Macapagal-Arroyo, who is also an **Honorary Nurse** conferred by the National League of Philippine Government Nurses, to protect them against all forms of abuse, exploitation and senseless acts that destroy image of nursing profession. Beyond the nurses' uniforms are their innate human rights to decent work, living wages, just treatment and professional growth and development.

The Philippine Nurses Association appeals to the Advertising Board (Adboard), Philippine Nurses Association of National Advertisers (PANA) and the Kapisanan ng mga Brodkaster sa Pilipinas (KBP) to ensure morally responsible marketing, advertising, entertainment and media broadcasting. Adboard, PANA and KBP must immediately STOP THE AIRING OF WINROX and all other television programs THAT DESECRATE THE NURSING IMAGE!

Filipino nurses deserve due respect for their worth and integrity!

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