Global Nurses United with Shared Aspiration at the ICN Conference and CNR 2015 Seoul

The ICN Conference and CNR 2015 was held in Seoul on June 17-23, 2015 under the theme of “Global Citizen, Global Nursing.” The opening ceremony that took place at the Olympic Gymnastics Arena on June 19 was attended by some 13,000 nurses and nursing students from around the world. The ceremony began with the parade of national delegations who entered the venue in their traditional costumes. After the parade, President Geun-hye Park entered together with ICN President Judith Shamian, KNA President Oksoo Kim, WHO Director-General Margaret Chan, and Organizing Committee Chair Kyung-rim Shin. The distinguished guests included prominent politicians such as Saenuri Party Chairperson Moo-sung Kim, New Politics Alliance for Democracy Chairperson Jae-in Moon, and other National Assembly members as well as leaders of a wide range of healthcare and medical institutions.

ICN Conference and CNR 2015 Seoul Commemorative Stamp

KNA has issued an ICN Conference and CNR 2015 Seoul commemorative stamp. The stamp design is based on the event logo and poster image. The ICN Conference and CNR 2015 Seoul logo was created from the Great Ultimate symbol in red and blue. This is meant to represent the pursuit of the balance and harmony between yin and yang. The calligraphic style of “2015 Seoul” expresses Korea’s dynamism.
Hanbok Fashion Show in Celebration of the ICN Conference and CNR 2015 Seoul

KNA staged a hanbok fashion show at Renaissance Hotel Seoul on June 18, 2015 to celebrate the ICN Conference and CNR 2015. The show was attended by about 350 guests including ICN executives, national nursing association (NNA) representatives, former KNA presidents, and Korean nurses overseas. The runway featured uniforms of modern Korean nurses that were replicated for the show. In addition, hanbok designer Younghi Lee introduced new nurse uniform designs that adopted the unique charm of hanbok. Nurses and nursing students participated as the models. The ICN president, CEO, and other executives also walked the runway in modern hanbok designed by Younghi Lee.

KNA Promotion Exhibition and Photography Exhibition on Korean Nursing History

A special exhibition promoting Korean nurses was presented to the public during the ICN Conference period in front of Hall D of COEX on the third floor. The KNA Promotion Exhibition is comprised of six theme zones including “History,” “Empowering,” “Innovation,” “Trust,” “KNA Publishing,” and “KNA News.” The History zone introduced major milestones in Korea’s nursing history and showed KNA’s PR video. The Empowering zone introduced the nursing policy declaration ceremony, nursing policy vision and tasks, and nurses-turned National Assembly and local parliament members. In the Innovation zone, KNA member service portal NurseLife, RN Card, and KNA-brand nurse footwear were promoted. The Trust zone featured the RN insignia wearing campaign and nurse mascots as well as discussed nursing as one of the most favored professions among students. The photography exhibition chronologically displayed photographs of Korean nurses that were taken from 1903 when the first modern nursing school of Korea was established to today.

Approx. 800 Nursing Students from 32 Countries Attending the ICN Nursing Student Assembly

The ICN Nursing Student Assembly took place at Seoul COEX on June 19, 2015 under the theme of “Global Nursing Education: Challenge for Changes.” Some 800 nursing students from 32 countries participated. At this year’s Assembly, the nursing students discussed the current state of nursing education in their respective countries with a focus on field practicums, and shared opinions on how to improve the nursing practicums from the perspective of nursing students.
“Film Meets Nurses,” the Nursing Film Festival celebrating the ICN Conference and CNR 2015 Seoul

The Nursing Film Festival celebrating the ICN Conference and CNR 2015 Seoul was held at Megabox Sinchon on May 29-June 2, 2015. The Festival was sponsored jointly by KNA and the ICN Conference and CNR 2015 Seoul Organizing Committee, and organized by the Seoul International Women’s Film Festival authority. The Nursing Film Festival with the catch phrase of “Film Meets Nurses” took place as part of the Seoul International Women’s Film Festival, and six films were screened 15 times in total for five days. The six films were “Testament of Youth” (2014) by James Kent; “Florence Nightingale” (1985) by Daryl Duke; “Home from Home” (2009) by Seonghyeong Jo; “Shoot Me in the Heart” (1985) by Je-yong Moon; “Nurses on the Line: The Crash of Flight 7” (1993) by Larry Shaw; and “The American Nurse: Healing America” (2014) by Carolyn Jones.

KNA’s International Cooperation Project

Invited nursing leaders and students from developing nations

KNA operated a program aiming to support the advancement of nursing in developing nations during the ICN Conference and CNR 2015 Seoul period on June 17-23, 2015. KNA’s International Cooperation Project (KICP) is an ODA program designed to give back to the international community that provided aid to Korea in the past. KICP invited national nursing association (NNA) presidents, nursing leaders, and nursing students numbering 63 from some 30 countries. In particular, KNA offered the opportunity to participate in KICP as observers to NNA presidents of non-ICN member countries. These non-member NNA presidents took part in the opening ceremony and academic programs of the ICN Conference and CNR 2015 Seoul, and the nursing students attended the ICN Nursing Student Assembly. The KICP invitees also participated in a wide range of workshops, seminars, international conferences, exchange programs, and tours to nursing schools in Korea.

Volunteers during the ICN Conference and CNR 2015 Seoul

During the ICN Conference and CNR 2015 Seoul period, some 800 volunteers strive to facilitate the operation of the Conference in many different areas including the opening and closing ceremonies, CNR, academic seminars, transportation of the participants, tours to institutions, KICP, KNA Promotion Exhibition, and the Overseas Korean Nurses Convention. The volunteers made a significant contribution to the successful conclusion of the ICN Conference and CNR 2015 Seoul.
Signboard Hanging Ceremony for the KNA-ICN Center for Excellence for Nursing Leadership

The KNA-ICN Center for Excellence for Nursing Leadership to be established in Seoul is the first of its kind in the world, and will serve as an Asian hub for nursing leadership promotion. On June 23, 2015 ICN held the signboard hanging ceremony for the Center at the KNA headquarters. The KNA-ICN Center for Excellence for Nursing Leadership will

- support for nurses’ participation in nursing policy and decision making;
- nurture leaders in nursing, healthcare, and medical service areas; and
- run capacity building programs for next-generation nursing managers and leaders. KNA will form a preparation committee to develop operational strategies, leadership programs, and other necessary plans for the Center by 2018.

The 2nd Overseas Korean Nurses Convention

The 2nd Overseas Korean Nurses Convention organized by KNA in collaboration with the Overseas Korean Nurses Association (OKNA) and sponsored by the Overseas Koreans Foundation (OKF) was held in Seoul on June 17-20, 2015. The Convention was attended by some 240 participants including Korean nurses and nursing leaders working in the US, Germany and Australia. At the opening ceremony on June 18, the participants introduced OKNA’s regional chapters and discussed ways to promote a global network of Korean nurses. In addition, a video introducing the 60-year migration history of Korean nurses was shown and a choir from Southern California staged a congratulatory performance. During the Convention period, OKNA held its 3rd Annual General Meeting. KNA hosted the “Night of Friendship” program at the KNA Human Resources Development Center.

Media Attention to the ICN Conference and CNR 2015 Seoul

Korea’s major TV networks including KBS, MBC, and YTN aired news on the ICN Conference and CNR 2015 Seoul 20 times aggregately. News agencies such as Yonhap News and Newsis also covered the Conference on 26 occasions. In addition, daily newspapers including The Chosun Ilbo, The Dong-A Ilbo, and Munhwa Ilbo reported on the ICN Conference and CNR 2015 Seoul 75 times in total. The Korea Times, an English-language daily published in Korea, dealt with the Conference as a special topic nine times, while weekly news magazines such as The Weekly Chosun and healthcare and medical journals also reported on the ICN Conference and CNR 2015 Seoul in 186 articles.
Mongolian Nurses Association representatives’ visit KNA to Benchmark KNA’s Operational System

Mongolian Nurses Association (MNA) officials visited KNA on August 10, 2015 to benchmark KNA’s operational system. After listening to KNA’s briefing on its operational system, the 8-people delegation including Dean Ka-sil Oh of School of Nursing at Ulaanbaatar University (who is also an honorary professor of Yonsei University) and MNA Vice-President Dorj Tuyatsogt took a tour of the KNA headquarters accompanied by KNA President Oksoo Kim and KNA CEO Eun-ju Lee.

“Nurses on the Frontlines of the Fight for Life”

A special documentary aired on MBC in commemoration of the ICN Conference and CNR 2015 Seoul

MBC special documentary titled “Nurses on the Frontlines of the Fight for Life” was broadcasted at 1:10 am on August 8, 2015. The show featured Hyeon-a Kim, a registered nurse who did her utmost to care for Middle East Respiratory Syndrome (MERS) patients and keep the people healthy and safe during the recent MERS outbreak, highlighting the significant roles that nurses play as well as stressing the necessity of RNs. Also appearing on the show were Dr. Susie Kim, the first Doctor of Nursing Science (DNSc) in Korea who devoted her life in the development of Korean nursing, and Yeong-Woo Park, who as the Director of Nursing at Eulji Hospital is striving to improve the clinical reality of nursing. Finally, the documentary dealt with the nurse shortage, turnover, and other nursing issues that have emerged as social problems in the aftermath of the recent MERS epidemic.

Official Release of Nurse Mascots “Mideumi” and “Sarangi”

Representing nurses’ commitment to paying back the trust and love received from the public

KNA has officially released two new nurse mascots named “Mideumi” and “Sarangi.” KNA held a mascot design competition for nurses and nursing students on July 8-August 11, 2014. At the competition, the entry submitted by a nurse at Bundang CHA General Hospital was chosen as the winner. After being further developed by experts over eight months, the mascots have finally made their official debut as the new nurse mascots.
KNA Activity Highlights

Career Development Center for Nurses
: Anticipated to address the mismatch between demand for and supply of nurses

The Ministry of Health and Welfare (MOHW) announced on August 21, 2015 its plan to establish a Career Development Center for Nurses by December, 2015 with a budget of KRW 2.0 billion as a measure to promote nurses’ employment at small and medium-sized hospitals and reduce nurses’ turnover rate. KNA and the Korean Small & Medium Hospital Association (KSMHA) are commissioned by MOHW to form a consortium to jointly run the Center. The Center is comprised of one central office and six regional offices in Seoul, Gyeonggi, Chungcheong-Gangweon, Jeolla-Jeju, Gyeongbuk-Daegu, and Gyeongsang-Busan. The Career Development Center for Nurses will offer a full range of career services to nursing career seekers from training and education to employment counseling and placement. The Center’s training and education program is qualified as the refresher training that is required for nurse license registration. A nurse who enrolls in the training and education program receives a total exemption of the tuition.

KNA’s Donation to Korean Red Cross for Earthquake Victims in Nepal

KNA delivered a donation of KRW 30 million to the Korean Red Cross on June 2, 2015 for the earthquake victims and nurses in Nepal. The fund was raised by KNA, nurses and students in Korea on May 4-21. Earlier on April 28, KNA President Oksoo Kim conveyed Korean nurses’ words of consolation for the Nepalese people affected by the catastrophic earthquake in her letter to President Tara Pokhrel of the Nursing Association of Nepal.

Middle East Respiratory Syndrome (MERS) Response Education

KNA offered a MERS response education session on June 9, 2015 jointly with the Korean Medical Association. The education session was prepared for medical workers in Korea to reinforce their preparedness against MERS, and explained symptoms indicative of MERS, treatment protocol, and how to manage people exposed to MERS as well as proper ways of putting on and off protective gears to prevent the spread of MERS within a hospital.