



The Relentless School Nurse

- Be Relentless in Your Practice, Whatever it is. -



Robin Cogan, MEd, RN, NCSN

Relentlesschoolnurse.com

@RobinCogan

Learning Outcomes

- **Identify resources and strategies to support school nurses getting their messages out**

“Envision how things would be if the voice & visibility of the nursing profession were commensurate with the size & importance of the nursing profession.”

-Buresh & Gordon *From Silence to Voice*

Let's Amplify the Impact of School Nurses



Woodhull Revisited



MORE OF THE SAME OVER TIME: REPLICATION OF ORIGINAL WOODHULL STUDY 1998 VS. 2017

NURSES AS SOURCES IN HEALTH NEWS*



* Difference between 1997 and 2017 is not statistically significant.

NURSES RARELY MENTIONED IN HEALTHCARE NEWS STORIES



13%
nurses
mentioned
in articles



Woodhull Revisited: Conclusion

- Nurses remain invisible in health news stories, with no progress being made during the past 20 years.
- Improving health reporting is dependent upon addressing the barriers to using nurses as sources.
- Doing so requires actions by newsrooms, journalists, communications/PR staff in healthcare organizations and universities, and nursing organizations.
- And doing so requires actions by YOU!

Influence IS Nursing Practice

“As nurses and academics, we have a duty to engage with the public through [twitter] & embrace this technology as a means to improve our work and enhance our impact”



The Relentless School Nurse



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[Edit profile](#)

Robin Cogan

@RobinCogan

Nationally Certified School Nurse

I believe in science, democracy, vaccines & power of community

[#WearAMask](#) 🧐 [#JNJFellow](#) [#SesameHero](#) [#LockYourGuns](#)

📍 New Jersey, USA [🔗 relentlesschoolnurse.com](#) 🗓️ Born June 28, 1960

📅 Joined February 2009

7,240 Following **8,566** Followers

February 14, 2018

2:35 pm

Parkland, Florida



carly @car_nove · Feb 15

This is my grandpa. When he was 12 years old, he hid in a closet while his family was murdered during the first mass shooting in America. Almost 70 years later, I also hid in a closet from a murderer. These events shouldn't be repetitive. Something has to change. #douglasstrong



924 92K 269K



Guest Editorial

Why I Became a School Nurse Activist

Robin Cogan, MEd, RN, NCSN

ON SEPTEMBER 6, 1949, a terrified 12-year-old boy hid in a closet as his entire family – mother, father, and grandmother – were murdered, along with 10 other people, by a deranged neighbor with a semi-automatic weapon. He survived what was then deemed to be the first mass murder in history – where 13 people were killed in a shooting spree in Camden, NJ – by hiding in a closet. That boy was my father, and while he physically survived the killings, his mind and spirit were haunted all of his remaining days. Ironically, my father was buried on September 6, 2009, the 60th anniversary of the murders.

Fast forward to February 14, 2018. This time it is my niece who survives a mass murder, by another killer with a similar semi-automatic gun, by hiding in a closet. She, along with her 17 classmates and brave teacher, huddled in a closet inside their classroom until they were freed by the authorities. Seventeen students and staff were killed, 15 were injured, and a



A Public Health Crisis

In those 2 hours of hiding, Carly became an activist and an advocate for gun control. She and her peers at Stoneman Douglas are leading the way. The media has taken note of this articulate, activist group of teens. Instead of getting ready for prom and graduation, they planned and participated in a march in Washington, DC, on March 24, in a #MarchForOurLives event. They have appeared on MSNBC, and countless other outlets. Some have met with President, rallied at their state capitol in Tallahassee, participated in a 2-hour town hall meeting, and wrote a song in memory of fallen peers and teachers.

funerals and vigils, written blog posts, created content that have gone viral, and published reports in the school newspaper.

I am a school nurse, a relentless one who advocates for the First Aid Kit, Stop the Bleed, Mental Health First Aid, crisis counseling, but that day I felt betrayed, and exhausted from the cycle of violence. Nothing has changed between September 6th of the



Parkland, Florida school shooting survivor Carly Novell and her aunt, Robin Cogan talk about the generational impact of gun violence. Credit: Matt Skoufalos.

The Power of Social Media on Health

Via Cleco Webex
7:11 Hill, NJ
7:11 PM ET

CORONAVIRUS PANDEMIC
GLOBALLY
TOTAL CASES 12,988,624
DEATHS 570,397
IN THE UNITED STATES
TOTAL CASES 3,336,154
DEATHS 135,400
SOURCE: JHANS HOPKINS UNIVERSITY

NEW DEVELOPMENTS
COGAN: IT FEELS LIKE WE'RE PLAYING RUSSIAN ROULETTE WITH OUR KIDS AND OUR STAFF

LIVE
CNN
3:33 PM ET

ORMOUS RE-EDUCATION CAMPS SINCE 2015 ▶ CNN HAS ALSO REPORTED NEWSROOM

YOU'RE WATCHING THE ROAD TO A VACCINE LIVE

The New York Times

"I'm just going to say it: It feels like we're playing Russian roulette with our kids and our staff," said Robin Cogan, a nurse at the Yorkship School in Camden, N.J., who serves on the state's committee on reopening schools.

Sunday, July 12, 2020

7:30 PM ET

CORONAVIRUS CRISIS
FAUCI: "WE SHOULD TRY AS BEST AS POSSIBLE" TO OPEN SCHOOLS

Robin Cogan | School Nurse, Camden, NJ School District

LIVE
CNN
S&P ▲ 42.30

OPINION

The New COVID-19 First Responders? School Nurses | Opinion

DARA KASS AND ROBIN COGAN

ON 8/7/20 AT 10:09 AM EDT



THE DEBATE



Religious Freedom Is Under Attack Like Never Before
 BY KELLY SHACKELFORD

VS

Preserve Our Traditions of Religious Freedom and Church-State Separation

BY MELISSA ROGERS



Current Trauma Reports (2019) 5:178-186
<https://doi.org/10.1007/s40719-019-00179-1>

GUN VIOLENCE (P MASIAKOS, SECTION EDITOR)

School Nurses Share Their Voices, Trauma, and Solutions by Sounding the Alarm on Gun Violence

Robin Cogan¹ • Donna M. Nickitas¹ • Donna Mazyck² • Sunny G. Hallowell³

Published online: 22 November 2019
 © Springer Nature Switzerland AG 2019

USA TODAY COVID-19 Expert Q&As

FEATURED Hidden Common Gro... AUGUST EDITORIAL CARTOON Editorial cartoons o...

News Sports Entertainment Life Money Tech Travel [Opinion]

VOICES | Opinion This piece expresses the views of its author(s), separate from those of this publication.

I'm a New Jersey school nurse. 'Fingers crossed' is not an acceptable reopening strategy.

When communities won't buy in to practices that can keep everyone safe from COVID-19, how can we expect schools and students to be on the front lines?

Robin Cogan Opinion contributor

Published 7:00 a.m. ET Aug. 26, 2020



PBS NewsHour EXTRA Zoom Recap - School Staff COVID C...

MORE VIDEOS

LIVE

White House press secretary Jen Psaki briefs reporters



Our children will suffer if adults can't get school Covid precautions right

Opinion by Comilla Sasson and Robin Cogan

🕒 Updated 2:54 PM ET, Mon August 2, 2021



Source: CNN

More from CNN



Kathy Griffin announces she has lung cancer



This woman has the largest mouth in the world, according to...

Ad

Ooni Pizza Ovens



Letter to the editor: Masking the only safe option for starting school

Most kids don't yet qualify for inoculations, so let's begin the year with face coverings and see where things go.

Share

13 COMMENTS

The conversation surrounding masking in schools is taking up a lot of time and creating a lot of stress for school districts and families. Let's put the subject of universal masking in the context of the recent recommendations from the federal [Centers for Disease Control and Prevention](#) and the [American Academy of Pediatrics](#), which is that students should wear masks in school, regardless of vaccination status. Why in the world would we be asking superintendents and school boards to make this decision?

Judy Doran, R.N.

Eliot

HOW TO SEND A LETTER TO THE EDITOR

Maine Voices Columns

Maine Voices columns (600-700 words) should include the author's name, address and daytime phone number. They may be emailed to: mainevoices@pressherald.com. Columns may be edited for length and content.

When School Nurses Are Not Enough

There is no better time than now to bump up the health resources for children in schools, experts say.



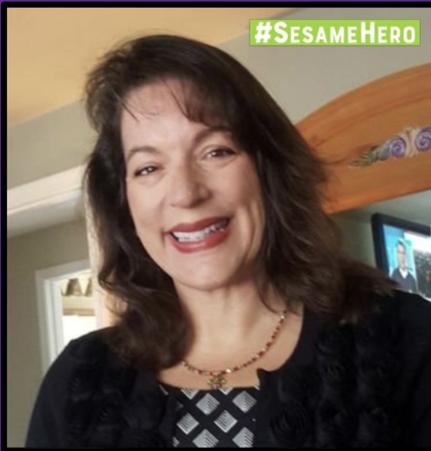
By Jane E. Brody



Aug. 9, 2021



So, this is how I got started...
We all have stories to share!



Sesame Street in Communities
 Page Liked · November 1, 2017 · 🌐

"I use something called a community café to meet with parents in small groups and really understand some of the challenges they're facing. I knew, as a school nurse in Camden, that if I sent a student home, instead of seeing a pediatrician their parents most often would go right to the emergency room. So there wasn't continuity of care happening. We needed to find out what the barriers were, and i... See More

👍❤️👏 78 19 Comments
 30 Shares

👍 Like 💬 Comment ➦ Share 👤

Most Relevant ▼

 **Robin Cogan** I am very honored to be a #SesameHero. To celebrate, my family is

 Write a comment...





Sesame Street and School Nurses Join in a “Circle of Care”

Jeanette Betancourt, EdD
Robin Cogan, MEd, RN, NCSN

Collaboration with community school health partners is a valuable tool assisting school nurses with a strategy referred to as developing a “circle of care.” The strategy involves surrounding children with nurturing adults in their lives, individuals in schools and communities who regularly support children with comfort and care. One example of a school health partner contributing to providing a “circle of care” is the program titled “Sesame Street in Communities.” The program has three main priorities—military and veteran families, supporting children with autism, and supporting resiliency in

Figure 1. Jeanette Betancourt and Friends



Community Cafés and included a video clip about our project.

Within a few minutes, Jeanette had responded again! It turned out that she was stuck on a train and had been able to view the video clip in my follow-up message during her train delay. Her enthusiastic response was authentic, and she generously offered to schedule a phone call to discuss how *Sesame Street in Communities* could support the work we were doing in Camden. She also wanted to learn more about school nurses and how we affect our communities.

Question: Jeanette, can you

Art for Life

Camden school nurse whose relatives have escaped mass shootings leads effort to paint desks to inspire end to violence.

By **Melanie Burney**
STAFF WRITER

When gun violence struck her family for a second time, two mass shootings a half-century apart, Robin Cogan felt compelled to do something to send a message to stop the carnage.

A Camden school nurse, Cogan had an idea to create a grassroots arts campaign — “No More Empty Desks” — at Charles Brimm Medical Arts High School that she hopes will catch on around the country to drive home the message. The desks and the messages painted by students symbolize the countless young lives lost and the hopes of an outspoken generation trying to change the grim statistics.

So far, two desks have been completed — one painted by Christian Moreno, a senior, with a simple but haunting message, “I saved a seat for you,” and another



Philadelphia Inquirer Article: Jan 28, 2019





Play (k)



2:10 / 9:32



The FUTURE of NURSING 2020-2030

Robin Cogan, Med, RN NCSN, School Nurse,
Camden City School District (Yorkship Family School)

Philadelphia Town Hall
University of Pennsylvania School of Nursing
July 24, 2019

#FUTUREOFNURSING
National Academy of Medicine
National Academy of Medicine

#FUTUREOFNURSING
Philadelphia Town Hall
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NATIONAL ACADEMY OF MEDICINE

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NATIONAL ACADEMY OF MEDICINE





The **Future** *of* **Nursing** **2020-2030**

**Charting a Path to
Achieve Health Equity**



*The National
Academies of*

SCIENCES
ENGINEERING
MEDICINE





 **American Academy of Nursing** <fellowselection@aannet.org>
to robin.cogan ▾

Fri, Jul 2, 1:47 PM ☆ ↶ ⋮



July 2, 2021

Dear Robin Cogan,

We are pleased to inform you of your selection for Fellowship in the **American Academy of Nursing (Academy)**. Please accept our sincere congratulations! This is a significant acknowledgment of your outstanding contributions and impact on health and health care. Please note that your sponsors, Susan Hassmiller and Patricia D'Antonio, received notifications of your acceptance as well.

The **Academy** looks forward to welcoming you into the organization during the 2021 Health Policy Conference. You will officially become an **Academy** Fellow and can utilize the FAAN credential after participation in the Induction Ceremony, which will be held on the evening of Saturday, October 9, 2021 in Washington, D.C. The Induction Ceremony will also be livestreamed virtually to provide an accessible format for all inductees and guests.

Please carefully review the [instructions](#) for specific details on how to confirm your acceptance, public announcements, and other details for this recognition.



A Late Night Twitter Message Tells a Story

Robin

I have one child left



What should we do about school?

Jul 23, 2020, 11:24 PM

Only one of their children survived Sandy Hook. Now school posed a new threat: The virus.

After losing their 6-year-old daughter in a mass shooting, can Isaiah Marquez-Greene's parents bear to let him return to high school during a pandemic?



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