



CHEROKEE Presents

A NURSE I AM

A Nurse I Am Film & Scholarship Program *Backgrounder*

DESCRIPTION:

“A Nurse I Am” consists of two films that celebrate the art and science of nursing and salute those whose intellect, critical thinking and compassion facilitate healing.

Educational Film: A 32-minute instructional film features four nursing role models who are competent and compassionate and have a deep commitment to their patients and to their profession. All of them are recipients of the Cherokee Inspired Comfort Award (an annual award sponsored by Cherokee Uniforms). This film presents nurses in real-life situations in varied settings interacting with real patients, students and colleagues to highlight key points for a successful nursing career.

More than 39,000 students watch the film annually at more than 400 schools of nursing across the U.S.

Documentary: This 62-minute film chronicles the personal and professional lives of three nurse-recipients of the Cherokee Inspired Comfort Award. This documentary reveals what motivates these professionals to pursue excellence in every aspect of their clinical practice and shows how these nurses maintain personal balance in the midst of high-stakes, pressure-filled workdays.

MISSION:

Cherokee Uniforms is so concerned about nurses leaving nursing within their first years of service that it awarded a grant to Emmy Award-winning filmmaker David Hoffman to create a film to encourage, inspire and instruct new nurses, nursing students and experienced nurses. Cherokee invites every nursing education program and healthcare employer in the U.S. to make “A Nurse I Am” a permanent part of educating and inspiring nursing staff and students.

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SCHOLARSHIP:

Cherokee Uniforms funds up to 10 scholarships of \$2,000 each for nursing students who watch either version of the film and submit an essay described below. The application and essay must be postmarked by March 1, 2012, and mailed to: Cherokee Uniforms A Nurse I Am Scholarship, 9800 De Soto Ave., Chatsworth, CA 91311. *The application and important details are available at www.ANurseIAm.com.* Individuals selected for awards will be notified by letter or e-mail by May 30, 2012.

Applicants must address the following questions in their essay:

1. Patients base their perceptions of the healthcare they receive on their experience with the medical personnel they interact with. Describe how TWO nurses in the film "A Nurse I Am" contributed to their patient's satisfaction and well-being by providing an accurate perception of genuine concern, safety, and excellence.
2. How will you ensure that you provide your patients with excellent care and a positive healthcare experience?

IN 2012:

To improve the viewing experience, Cherokee Uniforms will stream the two films online at www.anurseiam.com.

**STRATEGIC PARTNERS,
INC. PROFILE:**

Strategic Partners, Inc. (www.strategicpartners.net) is a recognized national leader in the design and manufacturing of medical, school, and footwear uniform categories. It distributes medical apparel under the labels of Cherokee, Dickies, Baby Phat, Skechers and Disney, among others. The company supports nurses and other healthcare professionals by sponsoring: the Cherokee Inspired Comfort Award (a national awards program for nurses and other healthcare professionals) scholarships for students enrolled in nursing schools; an inspirational film for nurses ("A Nurse I Am" – www.anurseiam.com); the DAISY Foundation (DAISY stands for Diseases Attacking the Immune System), which provides nurses with national recognition programs and funds nursing research in the treatment of auto-immune diseases and cancer; and *Scrubs* magazine (scrubsmag.com), the nation's first lifestyle magazine and website for nurses. The corporation's home office is in Chatsworth, Calif., with a state-of-the-art distribution center in Dallas, Texas.

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