



NATIONAL BLACK NURSES ASSOCIATION ANNOUNCES LAUNCH OF TWO GROUNDBREAKING CAMPAIGNS: 'RETHINK' AND 'RE:SET'

RETHINK Raises Awareness For Vaccines and RE:SET Offers Free Mental Health and Wellness Services to Support Black Nurses Fighting on the Frontlines of the COVID-19 Global Crisis

#NBNARETHINK
#NBNARESET

New York, NY -- December 8, 2020 –The National Black Nurses Association (NBNA) is excited to announce the launch of two new major campaigns for its members under its new wellness initiative, NBNA Resilient Nurse Resource™. **RETHINK**, launched yesterday, was created to build awareness around the importance of vaccinations, with a focus on influenza and pneumococcal. The goal of RETHINK is to debunk common myths surrounding vaccines and to inform Black nurses and the Black community on the benefits of vaccinations. The website features an interactive 'Test Your Flu IQ' quiz to test participants knowledge and understanding on the flu and vaccines. There is also a flu and pneumococcal vaccination locator to assist with identifying providers in nearby serving areas. Anyone interested in learning more about vaccines can visit www.nbnaRETHINK.com.

On December 15, 2020, the NBNA will also launch its mental wellness campaign, **RE:SET**. This new initiative offers members FREE counseling services, education webinars, wellness podcasts and more, to aid them in maintaining their mental wellness throughout the current COVID-19 crisis. The free counseling services are only available for existing and new NBNA members, and their families.

Unfortunately, there is a stigma in the Black community surrounding mental health. This, in addition to the lack of providers from diverse racial/ethnic backgrounds and culturally competent providers, contributes to only one-in-three African Americans receiving mental health treatment.

To provide the best patient care, nurses must be able to reset and recharge from the daily pressures and renew their resilience and strength. Creating tools for renewal and increased resilience is especially important as nurses have a high prevalence of anxiety and depression. With



this comprehensive resource, NBNA members will receive holistic tools and resources designed to give nurses the boost they need to promote mental wellness and wellbeing.

“We know how difficult this year has been for nurses everywhere, especially Black nurses who are faced with both the pandemic and the current racial uprising,” states Dr. Martha A. Dawson, NBNA President. “It is crucial that we protect our nurses’ physical and mental wellbeing during such an unprecedented time in our country. With RE:SET we are able to provide them with the tools necessary to recover from the daily stresses of exhausting working conditions and challenges. It is essentially PPE for their mental and emotional health, which will help to impact their physical health.”

RE:SET provides NBNA members and their families with easily accessible options for mental wellness – including:

- **RE:SET Support Line:** Available 24 hours a day, 365 days a year, members who need in-the-moment support, are connected with licensed clinicians for no-cost, confidential guidance and resources.
- **Free, Confidential Counseling:** The RE:SET program provides up to five free sessions with experienced and licensed clinicians. This service removes the cost, access and privacy hassles of getting professional emotional support when NBNA members face a problem or situation that is difficult to resolve.
- **Text Coach™:** Also known as ‘text therapy’ is available to NBNA members via mobile phone or desktop computer to help with non-acute concerns. Licensed clinicians will help nurses and their families boost emotional fitness and wellbeing by exchanging text messages, voice notes, tip sheets, videos and resource links.

To learn more about the RE:SET FREE tools and other resources, visit, www.nbnaRESET.com.

To become a member of the National Black Nurses Association and to gain access to the FREE counseling services, visit www.nbna.org.

About National Black Nurses Association (NBNA)

Founded in 1971, the National Black Nurses Association (NBNA) is a professional organization representing 308,000 African American registered nurses, licensed vocational/practical nurses, and nursing students in 108 chapters and 34 states. The NBNA mission is “to serve as the voice for Black nurses and diverse populations ensuring equal access to professional development, promoting educational opportunities and improving health.” NBNA chapters offer voluntary hours providing health education and screenings to community residents in collaboration with community-based partners, including faith-based organizations, civic, fraternal, hospitals, and schools of nursing. For more information, visit nbna.org. #NBNAResilient

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