

**VIDEO LAUNCH: PUBLIC HEALTH NURSING RESPONSE TO COVID-19 PANDEMIC**  
Sponsored by *The Council of Public Health Nursing Organizations*

**December 7, 2020 - A video entitled "*Public Health Nurses: The First Line of Prevention (COVID-19 Edition)*" highlighting the public health nursing response to the COVID-19 pandemic, launched on December 7.** Aiming to increase public health nurses' visibility in the United States, the video features interviews with public health nurses on the front line of the COVID-19 response, emphasizing the challenges facing public health nursing during this era.

**Video Link:** <https://youtu.be/X2uoIvrA8vc>

- **Public health nurses represent 20% of the public health workforce**
- **They always serve as the front line of prevention, especially during infectious disease outbreaks such as the COVID-19 pandemic**
- **Public health nurses are trusted licensed and trained professionals with advanced knowledge and skills**
- **Decades of cutbacks have caused them to struggle to keep up with rising demand**
- **Increased financial support and resources are essential to protect the public**

Staffing and financial constraints have created significant barriers for public health nurses during the COVID-19 response. The already limited number of public health nurses are being pulled away from their work with vulnerable populations to perform testing and contact tracing for COVID-19. **Public health nurses interviewed in this video discuss the implications of rerouting resources to combat the COVID-19 pandemic for the populations they serve.**

*"Public health nurses work in partnership with populations and stakeholders to create and maintain healthy communities. As the pandemic has shown, our work is more vital than ever,"* stated Lisa A. Campbell, chairperson of the Council of Public Health Nursing Organizations and immediate Past-Chair of the Public Health Nursing Section of the American Public Health Association.

This video project was sponsored by the *Council of Public Health Nursing Organizations* (CPHNO), as they seek to provide voice and visibility for public health nurses. The mission of CPHNO is to improve the health of communities through excellence in public health nursing education, practice, leadership, and research.

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