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NOVEMBER 22, 2024

FLORIDA NURSES ASSOCIATION RECOGNIZES FLORIDA CENTER FOR NURSING

FCN receives 2024 Icon Award for communications

Tampa, FL — The Florida Nurses Association (FNA) recognized the Florida Center for Nursing (FCN) with the Communications Media Award at FNA's 2024 Icon Awards on November 21, 2024. The FCN is mandated under Florida Statute 464.0195 to "promote media and positive image-building efforts for nursing," and this award is recognition that FCN staff is advancing that goal.

[Rayna quote]

Nursing is still the most trusted profession in the U.S., according to [Gallup's 2023 Honesty and Ethics poll](#). However, the percentage of U.S. adults who believe nurses are honest and ethical (78%) decreased 7 points from its peak in 2020. In addition, FCN's [The State of the Nursing Workforce in Florida](#) report found an impending increase in the shortage of nurses, with a total of 108,546 job openings from 2022-2030.

Positive image-building through media and communications helps to advance FCN's vision to ensure that the health care needs of the residents and visitors of Florida are met by a competent and sufficient nursing workforce.

Florida Center for Nursing staff is grateful for this recognition, and will strive to continue increasing awareness and understanding of the nursing profession. Sign up for the FCN newsletter at flcntr.org/newsletter and connect with us on the following platforms:

- [LinkedIn — Florida Center for Nursing](#)
- [Instagram — @floridacenterfornursing](#)
- [Facebook — Florida Center for Nursing](#)

The Florida Center for Nursing is established to research and address issues of supply and demand for nursing, including issues of recruitment, retention, and utilization of nurse workforce resources. The vision of the FCN is to ensure that the health care needs of the residents and visitors of Florida are met by a competent and sufficient nursing workforce. Visit www.flcenterfornursing.org to learn more.

The Florida Center for Nursing is proudly headquartered at the University of South Florida College of Nursing

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