

## **BROADCAST- Videos seek to create empathy between patients, families and nurses**

### **Anchor Lead in**

The Bureau of Labor Statistics says health care workers are five times more likely to experience workplace violence than workers in other industries. Nurses are particularly vulnerable, with an estimated 80% experiencing some form of violence during their careers. OSF HealthCare has partnered with the University of Illinois, Chicago on a grant project to create videos to promote empathy for nurses, patients and their families.

### **VO or Radio Package**

The animated black and white short videos show the same encounter to offer insights into both sides of the same nurse-patient interaction after a patient has landed in the hospital. The family member waits for a nurse after hitting a call button.

(Play video or audio) :35 Visual with just sound effects)

The final message that flashes reminds viewers everyone is stressed, let's help each other. Hospitals can download the videos and QR codes to the videos to be put in patient rooms or to play on screens throughout hospital facilities.