

NURSEDECK

Issue 4 | September 9, 2021

THE INSIDER'S PERSPECTIVE OF NURSING

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ETI ROSENBERG

AN EXCLUSIVE INTERVIEW: HOW
NURSING HAS CHANGED IN ISRAEL
SINCE THE OUTBREAK OF COVID-19

#100 OUTSTANDING WOMEN NURSES
2020 BY WORLD HEALTH
ORGANIZATION

nurse+deck

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A COMMUNITY OF RESOURCES BUILT FOR REAL NURSES.

Where nurses share stories, resources & guides to help inspire and motivate.

“When you’re a nurse, you know that every day you will touch a life or a life will touch yours.”
—Unknown

NEVILLE GUPTA

Founder/CEO

As a strong advocate for the union between humanity and technology, Neville's focus leans toward tech influence on creating highly desirable working environments encompassing altruism, autonomy, human dignity, integrity, honesty and social justice.

GABRIELLE DIDATO

Head of Influencer Marketing & Partnerships

LAKESHIA BATES

Community Engagement Manager

DESTINY GORDON

Brand Marketing Specialist

PODCAST HOST



CHRISTINE DILTZ (OLSON) RN, BSN
SHARING STORIES, RESOURCES &
GUIDES TO HELP INSPIRE AND
MOTIVATE THE NURSEDECK
COMMUNITY.

CHRISTINE DILTZ (OLSON) RN, BSN

Christine is a registered nurse who is specialized in Neonatal and Pediatric Critical Care. She has had a successful career as a NICU nurse and travel nurse and is a key player in shaping the travel nurse community. She provides guidance and is a mentor to those who seek entry into the travel nurse industry. Her approach is effective in supporting individual nurses so they can successfully transition into travel nursing and have a rewarding experience.

"We just wanted to be heard, and we wanted to be involved in decision-making, which is the biggest thing. I think many times, it's being missed or overlooked that we want to be involved, that you are there, you are present, I think it speaks volumes."



FEATURED STORY

ETI ROSENBERG

AN EXCLUSIVE INTERVIEW: HOW NURSING HAS CHANGED IN ISRAEL SINCE THE OUTBREAK OF COVID-19

By NurseDeck

Eti Rosenberg is the first-ever nurse in Israel awarded the Top 100 Outstanding Nurses and Women 2020 title by WHO, WIGH, and the United Nations. Eti has been a nurse for over 30 years. She was the head nurse of one of the largest hospitals in Israel and executive of the biggest district in the Tel Aviv area. She is currently heading the Department of Policy at Clalit Health Organization, established in 1911, the most significant health organization in Israel with 14,000 nurses in 14 hospitals and 25K clinics throughout the country.

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Take care of the whole profession. Be an ambassador of what it is that we do altogether to give the world health.

ND: I'm curious, how did you get your start in healthcare?

ER: I was born and raised in a very traditional family and I was the eldest of five daughters. My father has this image of me being a merciful nurse and you know, he was talking about it constantly when I was in high school and at the time of my decision on what to pursue in university. I listened to him and I fell in love with the profession. I fell in love with the mission that I got through nursing school. But I was really spotted on our early years to a leadership roles. I've been in the clinic area, not that many years, but then in leadership, most of my career.

ND: Here in the States, nursing leadership is highly regarded, but we are also dealing with a lot of nursing issues here. And I'm curious to know if you're dealing with the same kind of issues in Israel that we are here.

ER: Israel is very well organized in some issues that are now very much in front of the USA and all around the world, such as safe staffing and of course paycheck and everything.



In Israel, its more like we do have safe staffing and an organized union for all the nurses in Israel. But we're not that happy with the safe staffing, we could do more and of course we are not happy with our paychecks. Nurses think rightfully that we deserve more than what we get. And of course I think, what I've seen in Israel and I'm not sure if you have seen it in the States, is how we are recognized by the public. It's is really something that is debatable. From one side, we are the most trusted professionals in Israel, absolutely, just like the Gallup in the US 19 years ago.

But on the other side, the public doesn't know what it is that we do. You can ask someone what is a nurse, someone who just makes her cry during her injection, drawing blood, and taking care of people. But it's not like the public really knows who we are and this has to do with how well we are respected. So I think we have similar issues but also different issues.

ND: How has nursing in Israel changed because of COVID-19?

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So I think, it made us so powerful and nurses felt a lot of responsibility together with the burnout of course.”



ER: “I think it changed a lot. It allowed the nurses to show what they really can do in elastic kind of way. Decisions were made in the morning and they have to implement them in the evening and everyday was different days of decision by the government of course.

And we have to change everything we've done in regards to infection, disease, connection to patients, to keep looking forward in the community, to take care of patients in the community. I think what it showed the nurses is that there is nothing you can't do in nursing. We can do actually everything. So they were very elastic in kinds of decision, adapting to changes, implementing things and really going from day to day. I think everybody knew that actually 24/7 with the COVID unit and ICU, there were nurses.



Other professions, physicians and the rest of them went in and out but the nurses were there, holding the patients lots of time. Just the nurse and the patient who is dying. So I think, it made us so powerful and nurses felt a lot of responsibility together with the burnout of course.”

ND: It’s really important to have a variety of genders within the profession. I’m curious, would you contribute the leadership that you and your team provide to bringing in nurses and really changing the profession over there in Israel?

ER: “Yes, I think, we are doing a lot of effort for that. That we’re gonna have a variety in our profession, which means for generations, working together and not nurses eating their young of course!”

Every place when you work together, veterans and young girls, it’s kind of an army kind of thing, but we are working on that a lot. We are also working on the variety of people from all origins and all religions. Because we really do believe that, this is what it means to be in nursing. Your background doesn’t have to have any similarity, we are all people and respect other people. So I think, the more variety, the better surroundings for nurses and for the patients of course. We also see that if we have a village that is Arabic, we’re not gonna put someone who does not speak the language of course, it has to be safe for everybody.

ND: You mentioned that you guys are doing a lot of things to create an environment where there isn’t a whole lot of nurses eating their young or their own. What does that look like?

ER: "So first, there's this Facebook community that we describe for young nurses and the idea of veteran and novice nurses for everyone, so we are trying to hold everybody together. But we also kind of plan for entering the profession, mentoring each other. So you'll see the veterans mentoring the young ones. We really make sense of being together. It's actually in the atmosphere of the organization in everything we do. You're not gonna see just a group of young nurses or just old nurses, it's gonna be always both."

ND: That is actually a really great idea. You have mentioned, mentorship, kind of preceptorship. A lot of us are feeling a little bit burnt out and so being able to appropriately mentor is a struggle. Are you finding that in your organization as well, and how are you guys counteracting with that, or dealing with that problem?

ER: We see burnout all over, especially now with the 4th wave with Delta Variant, crushing our people. I can sense them, I can feel them, they talk to me, 1 year and a half we are working round the clock. Some of them are not allowed on vacation or to leave the country because we need them. So there's a lot of frustration inside the profession, in dealing with patients that are dying, but also the frustration over the population that did not take the vaccine, we have over 1 million people who wouldn't do it.

And it's like that feeling that we let you have something that can really help us, publicly help us and you are not taking it so there's a lot of frustration comes from all around. We are not dealing with that with the best of our ability,



I mean we are doing all kinds of little things to help like we did all kinds of focus group and mentoring through teams and zoom meetings, let them talk, let them vent, let them discuss going out of the field and garden of the hospital. Sometimes we put a therapy dog with them.

ND: Since NurseDeck is a multi-channel community and resource for nurses, how can we help spread the word or be a resource for nurses there in Israel?

ER: So I looked at NurseDeck, and I really want to congratulate you on that beautiful work that you do. I was so fascinated by the material and resources you put in and I felt like it's a real great home, a virtual home for nurses. You are doing a great job, really, I think you should keep on doing it. Because what we see there is a profile, something to feel like "I am not alone. I am not in this alone.

There's so many nurses really that have the same feeling that I have and sharing ideas and talking about the hard stuff that we struggle with. I think just keep on doing what you are doing, it's a way to help nurses. Nurses need support, virtual support, reading material support and the fact that they can have it in their iPhone or you know cellphone.

ER: So easy, that 10 mins break, 2am in the morning, they will log on to NurseDeck and read something really makes them feel better about themselves, for me it's everything.

ND: How is building community among nurses being integrated into nursing schools in Israel?

ER: "At the very beginning, of the group, of the community. We decided that nursing students can be part of the group so that they could be inspired by nurses and can ask questions and everything. It is open to every nursing student, from the first year to the last year and we are sharing their stories as well and it's like when you have the board exam,

in Israel, it's usually in September. So I am putting out that idea of how you can help someone get ready for their board exam, what was your advice as nurses do that. And we also share first experiences in the wards, the first day they go in with their white uniform and everything. So they are very well in to the group and also the faculty of teachers as well.



Everybody is there, so if there is a big occasion or something is happening, I could go and tell the nurses faculty "Hey there's a special day today would you kindly do something, take a picture, show something, so everybody are involved, you know, we are celebrating all these ceremonies that there are, of course not everybody is in zoom and MS teams but in nurses world ceremonies are still important, I think we should celebrate them.

ND: How do you still maintain that real life experience that you can relate to, and do you keep yourself current?

ER: First of all, it's true. I haven't been in the field for a while and I am in leadership role but I choose to visit every hospital, I choose to visit every community center. And during the vaccination efforts, I am going from places to places, I take pictures, I talk to them. And of course I am not that close to what is happening and I can't say I know the burden as well as I used to, but I am trying to understand and to listen and you know, once you listen to nurses, this is all they need.

They don't want me to go inside and help them and I don't think it's really gonna work. I still feel that talking to nurses and listening to nurses and accepting their burden and their difficulties, and not saying "It's not true."

There will always be someone who would say "You don't know, how it is for real." I know, this is true, this is absolutely true, I'm not trying to be in their place, but I'm trying to be compassionate and I have it, it's empathy to the situation."

ND: We can't thank you enough. You really gave us great insights about nursing and healthcare has evolved in Israel. Just a last question for you: if you could have a nursing student or someone who aspires to become a nurse, what kind of advice would you give them?

ER: I would say 2 things, this profession is about professionalism and compassion. If you wanna be high-tech but have a high touch, this is the right place for you. But I also want to say that coming into this profession, and not taking care of the nursing profession is not enough.

So when you get to nursing school, just know inspiring people and influence is a muscle that we can all develop. Go here, go there, be the nurse you want to be. Take the mission of your life. It's a way of life, Nursing.

Don't be just in the doing part of things, take care of the whole profession. Be an ambassador of what it is that we do altogether to give the world health.



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