

# Johnson&Johnson

## Nurses wear many hats. And we're celebrating *all of them.*



**You are the heart of healthcare, and we want to hear from you.** Share a short video about what being a nurse means to you.

From quick stories to heartfelt reflections, every clip adds to a bigger picture of what nursing looks like today.

Submit your video for a chance to be chosen and featured during National Nurses Month 2026 in Johnson & Johnson's digital celebration of nurses' creativity, compassion, and impact.



**Follow the instructions below to see how you can participate!**

### How to participate:

---

1.

**Choose a word from the below list:**

1. Advocate
2. Innovator
3. Leader
4. Problem solver
5. Visionary
6. Catalyst
7. Educator
8. Trailblazer
9. Team Player
10. Dot Connector

2.

**Record a short video (15 seconds) sharing:**

- **Who you are – First name only and role**
- **Which word you chose**
- **Why it describes your work or what it means to you.**

Example: "Hi, my name is Jane, and I'm a registered nurse in the ICU. I'm a problem solver because every day brings something unexpected, but we always find a way."

You are welcome to also send longer videos but please provide at least one 15 second version.

You can choose as many words and record as many videos as you like; just keep each video clip focused on one word only.

Review best practices before recording.

3.

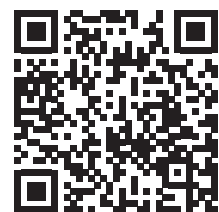
**Be sure to follow recording best practices:**

- Record on your phone vertically.
- Speak naturally, like you're sharing on social or talking to a friend.
- Wipe your camera lens before filming.
- Face a window or soft light source; avoid bright light behind or above you.
- Hold the phone steady or prop it on a stable surface.
- Remove logos before recording (badges, clothing, drink cups, etc.) and do not include any other people in video.
- Record somewhere quiet and neutral (avoid logos).
- Do not chew gum.
- Smile if it feels right, and be yourself!

4.

**When you are finished:**

Upload your videos here:  
<https://bpdadvertising.egnyte.com/ul/TL5EJTzBYN>



*If your video is selected, we will contact you to obtain the required permissions.*

## Need a little help getting started?

---

Use the examples below as inspiration. You do not have to follow a script or stick to these exact formats. Speak in your own words, in your own way. The best content is authentic – honest, unscripted, and from the heart.

- **I'm an [X], because [X]**  
*"I'm a **problem solver** because nothing ever goes exactly as planned in healthcare. You learn to think fast, stay calm, and figure it out, for your patients and your team. That's just part of the job."*
- **For me, being a nurse means being an [X], because [X].**  
*"For me, being a nurse means being an **inventor**, because we're always coming up with better ways to get things done, whether that's a new way to organize supplies or an idea for an app that saves time. We don't wait for perfect; we make it better right now."*
- **I never thought I'd be an [X], until [X].**  
*"I never thought I'd be an **advocate** until I realized how often patients need someone to speak up for them, or how much our teams need that too."*
- **Every day, I'm an [X], when I [X].**  
*"Every day, I'm a **inspirer** when I walk into a room and remind someone they're doing better than they think. Even tiny wins mean a lot in this work."*



## Usage and Permissions:

---

### How we'll use your submission

We're grateful for your willingness to share your story. By submitting a video, you acknowledge that Johnson & Johnson may contact you to obtain the required permissions to feature your content across its digital platforms, including social media channels, websites, and other communication materials, as part of initiatives celebrating the nursing profession, such as National Nurses Month.

Your participation is voluntary and intended to highlight the impact of the nursing community. While there is no financial compensation, selected videos will be used to honor and amplify nurses' voices as part of our broader mission to support and celebrate those who care for others.

If you have any questions, please reach out to [mberkery@its.jnj.com](mailto:mberkery@its.jnj.com)