

**Symmons, J.** (2001). *Public relations and hospitals: How public relations departments are dealing with the nursing shortage*. Ryerson University, Toronto, Ontario.

#### Abstract

Public relations departments in hospitals have many responsibilities, including employee and external communications along with reputation management; however, hospitals in the City of Toronto are not using PR resources and skills at hand to deal effectively with the shortage of nursing staff. This paper draws conclusions from a survey of hospital PR departments ( $n = 8$ ) and makes recommends on process that health care PR practitioners can implement to better serve internal and external audiences, while improving or maintaining the hospital's reputation with respect to the nursing shortage. Recommendations include increased internal and external research into nursing issues, developing measurable public relations programs, and becoming proactive to nursing issues. This study should be valuable to all PR practitioners, specifically those employed in the Toronto care field.