

# PROSES IND 2021 CAMPAIGN

IND theme: Nurses – A Voice to Lead: A vision for future healthcare

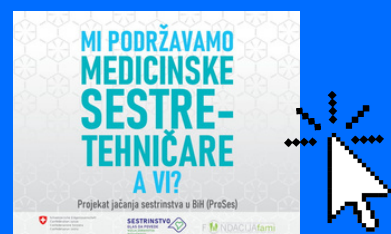
On the International Nurses Day (IND) on May 12th, the Strengthening Nursing in BIH Project (ProSes) organized with partners a country-wide campaign to support nurses, with the following message:

“Save one life and you are a hero.  
Save a hundred lives - you must be a nurse.”

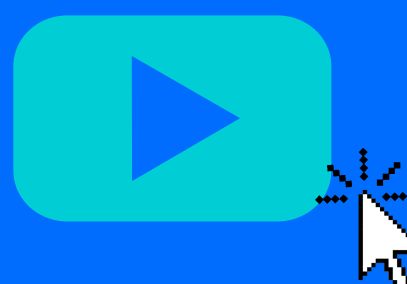
## THESE ARE THE RESULTS ACHIEVED:



Campaign material developed and shared with partners



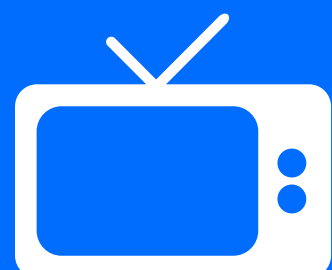
Supporting message displayed/projected in 11 BIH towns



Short video testimonials shared "Our Community Nurses, Our Heroes"



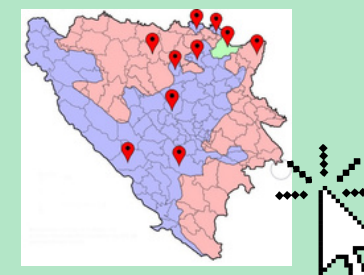
4 e-newsletters sent to 740 partners



RTRS Jutarnji program  
TVSA Večernji dnevnik  
TVSA Sarajevsko jutro  
RTRS Dnevnik 2  
RTRS U fokusu  
NI Novi dan  
RTV Zenica  
NTV Arena



IND2021 logo in BHS available on ICN site



Events organized by partners in 10 BIH towns



66,413 people reached  
7,428 post engagements  
113 page likes  
27 posts

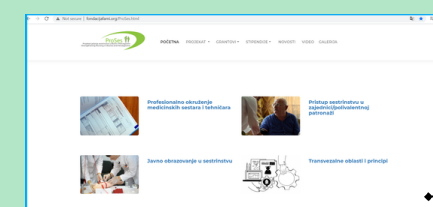


Photo gallery available at ProSes web page



[rtv-kd.com](http://rtv-kd.com)

[bijeljina.org](http://bijeljina.org)

[prnjavor.info](http://prnjavor.info)

[bl-portal.com](http://bl-portal.com)

[seemberija.info](http://seemberija.info)

[tomislavnews.com](http://tomislavnews.com)

[glassrpske.com](http://glassrpske.com)

[zenicainfo.ba](http://zenicainfo.ba)

[ekskluziva.ba](http://ekskluziva.ba)

[represent.ba](http://represent.ba)

[bljesak.info](http://bljesak.info)

[herceg.tv](http://herceg.tv)