



## **Lippincott Professional Development Series advertisement.**

[s.l.]: [s.n.], 1984

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# for top instructional results...

## Discover the Lippincott Professional Development Series!

Designed for both pre- and in-service education.

See how this audiovisual series can add new dimensions to your teaching. These important AV programs are especially designed for group instruction. Allowing for discussion time, each program can be made the basis of a single instructional period. You will appreciate the clarity and brevity of the presentations. Instructor Guides include overview, objectives, activities, discussion topics, and post-tests for each program. No workbooks are required. Completely practical in approach, these LPDS audiovisual programs are readily applicable to major practice or curriculum areas.



### NURSING PROCESS A Systematic Approach to Care

This presentation shows the nursing process—the cognitive foundation of nursing—in action. An especially important title in the *Lippincott Professional Development Series*, this five-part program is designed for group instruction and can be used for either pre- or in-service education. Each filmstrip and discussion is designed for a 40 to 50 minute session to allow time for discussion by participants before and/or after each program is viewed. Mini-case studies are used in a variety of settings to add interest and credibility to the explanations of the basic principles and procedures of the nursing process. Five filmstrips/audiocassettes cover: *Overview and Client Assessment*; *Formulating Nursing Diagnoses*; *Writing Objectives and Planning Nursing Actions*; *Implementing Nursing Actions and Evaluating Client Response*; and *Nursing Process in Action: A Case Study*. In short, this AV program explains the Nursing Process in theory and demonstrates it in practice.

1st prize, *Society for Technical Communication*, medical/health category, 1985.

3rd place, *HeSCA*, outside production, 1985.



### THE PROFESSIONAL IMAGE Appearance: Guidelines & Rationales

A fast-paced and entirely objective presentation, this AV program is designed to encourage both nursing students and practicing nurses to present a professional appearance through appropriate dress and behavior. The program gives the professional rationales for choice of style, care and fit of uniforms, and for personal hygiene and grooming for women and men as well as safety precautions. By actually showing nurses in a variety of patient-care activities, viewers can readily see what's appropriate or inappropriate for the working nurse. This *visual demonstration implants mental images* that will reinforce the positive approach to achieving the best professional image far better than mere words. Covering what is usually considered a sensitive topic, this filmstrip/audiocassette serves as an excellent teaching tool for both pre- and in-service use.

An Award-Winning Series!



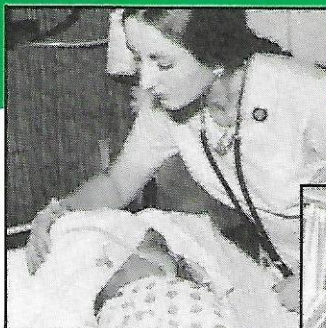
### CARDIAC ARREST! Are You Ready?

This AV presentation—a five-part filmstrip program—is designed to provide the basic knowledge needed to give safe, efficient and effective advanced life support. The first program—*Responding to the Arrest*—is a clinical dramatization of a cardiac arrest in a hospital setting and outlines the roles and responsibilities of each team member. Each of the next four programs focuses on a specific aspect of advanced life support management: *The Crash Cart*, placement of supplies on the cart according to tasks, regular inventorying of supplies, periodic testing of equipment, etc.; *Ventilation Adjuncts*, giving the rationale for the use of each; *I.V. Medications*, including special considerations when administering and monitoring their effects; and *Cardiac Monitoring and Defibrillation*, including a step-by-step approach on preparing for the procedures of emergency defibrillation and cardioversion.



### PATIENT TEACHING: A Nursing Process Approach

This completely practical audiovisual program demonstrates *how to teach patients effectively in any setting*—hospital, home, school, clinic, and workplace—on any topic, using a nursing process approach. A five-part program, *PATIENT TEACHING* is designed for group instruction—each filmstrip and discussion is tailored to fit a single instructional session. It teaches *principles, concepts, problem-solving, and strategies*. Its content throughout deals with the principles of good teaching and shows—through mini-case studies—how these principles are applied in situations where nurses must be teachers and patients are learners. The program gives detailed instruction in setting and writing objectives, assessment of learner's needs and abilities, and evaluation and documentation of teaching. It emphasizes relationships between care planning, discharge planning, and teaching. Five programs cover: *Introduction to Patient Teaching*; *Assessment of Learning Needs*; *Planning of Teaching and Learning*; *Implementation of Teaching*; and *Evaluation of Learning*.



◀ NEUROLOGICAL NURSING

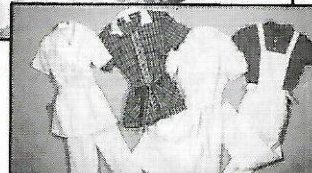
PATIENT TEACHING ▼



▲ CARDIAC ARREST



▲ NURSING PROCESS



▲ THE PROFESSIONAL IMAGE



### NEUROLOGICAL NURSING: Building a Knowledge Base

Each of the eight AV programs in this presentation is designed to provide the basic knowledge and specific skills that nurses need to become effective in caring for neurological patients. Each program presents principles of neurological nursing, emphasizing their application in everyday nursing practice. The first filmstrip, *Establishing a Baseline*, reviews the general functioning of the brain, and how to assess a neurological patient to establish a baseline; it also demonstrates the Glasgow Coma Scale, an internationally-used method for evaluating the patient's progress or deterioration.

Other filmstrips in this series deal with:

- **Increased Intracranial Pressure**—major problems encountered
- **Impaired Consciousness**—causes and nursing needs of patients
- **Cerebrovascular Accident**—risk factors, common syndromes, nursing interventions and rehabilitation efforts for patients
- **Seizures**—international classification; and special nursing observations and care needs of seizure patients
- **Spinal Cord Injury**—common causes, nursing priorities, and common complications
- **Craniotomy**—the complete cycle of nursing care required by a patient
- **Laminectomy**—nursing priorities with patients undergoing either a lumbar or a cervical laminectomy