

Client: New York State Nurses Association (NYSNA)

Spokesperson: Chief Executive / Union President

Key Public 1: New York City Patients & Families

Patients and families are directly impacted by hospital operations and public messaging around the strike. Their trust determines public support and influences political pressure on hospital systems. Maintaining credibility with this group is essential to protecting NYSNA's reputation and moral authority.

Core Message 1: This strike is about patient safety.

Secondary Message: Safe staffing ratios ensure every patient receives timely, attentive, and quality care.

- Research consistently links higher nurse-to-patient ratios with lower mortality and better outcomes.
- Chronic understaffing forces nurses to care for too many patients at once.
- NYSNA is seeking enforceable staffing standards—not temporary solutions.

Core Message 2: Nurses are fighting for long-term healthcare stability

Secondary Message: Temporary staffing keeps hospitals running, but permanent staff protects continuity of care.

- Mount Sinai reportedly brought in approximately 1,400 traveling nurses.
- Temporary staffing costs significantly more than investing in retention.
- Patients benefit most from experienced nurses who know their hospital and community.

Core Message 3: We are negotiating in good faith.

Secondary Message: Nurses returned to the bargaining table and have already reached tentative agreements on health coverage.

- Tentative agreements were reached to maintain current health benefits.
- Negotiations resumed after stalled talks, signaling progress.
- NYSNA remains committed to a fair and swift resolution.

Key Public 2: Political Leaders & Policymakers

Political leaders shape public accountability and potential legislative solutions related to staffing mandates and workplace protections. Their public support increases pressure for meaningful reform and timely resolution.

Core Message 1: Safe staffing is a public health issue.

Secondary Message: Healthcare workforce stability affects every New Yorker.

- Approximately 15,000 nurses are participating in the strike—the largest in NYC history.
- Staffing shortages contribute to burnout and workforce attrition nationwide.
- Political leaders have publicly urged both sides to reach a fair agreement.

Core Message 2: Investing in nurses protects New York’s healthcare system.

Secondary Message: Retention, safety, and fair compensation are essential to sustaining the workforce.

- High turnover increases system-wide costs and instability.
- Workplace violence protections are part of NYSNA’s demands.
- Competitive wages help retain experienced bedside nurses.

Core Message 3: NYSNA’s proposals are realistic and patient-centered

Secondary Message: The union’s priorities focus on enforceable staffing ratios, workplace safety, and fair compensation tied directly to care quality.

- Hospitals describe demands as unrealistic, but the nurses emphasize they are necessary for safe care.
- Progress has already been made on healthcare coverage.
- NYSNA remains at the bargaining table daily.