

**INDICES OF NURSING ADVOCACY AMONG HEAD NURSES
OF PRIVATE HOSPITALS IN ROXAS CITY**

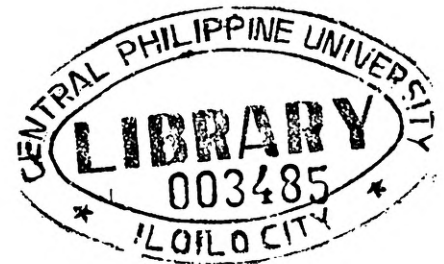
A Thesis

Presented to

The Faculty of College of Nursing Graduate Programs

Central Philippine University

Iloilo City



In Partial Fulfillment

of the Requirements for the Degree

Master of Arts in Nursing

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April 2019

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ABSTRACT

One of the roles of a nurse is to be an advocate, a person who pleads, defends, and supports a belief or an interest of another person or a group in the society (Amidei, 2010). Presently, studies about nurses performing advocacy towards the nursing profession is very limited. In the literatures, those nurses who are in authority are more likely to advocate for the profession and their fellow nurses. However, readings and reports on this phenomenon is very scarce. Hence, this study aimed to understand the advocating practices of head nurses and to elucidate the process of advocating for nursing profession. The participants were chosen purposively and saturation principles were applied in which ten participants who are in head nurses position were interviewed. Data were progressively analysed through the use of a computerized qualitative data management program for coding and constant comparative analysis to form concepts, categories, and discovery of the core concept. The main concept that had emerged is to advocate. The framework formed into a wing like structure that reflects the purpose of advocacy which is to uplift or improve nurses' general welfare. The theory described the process of advocacy with personal characteristics, process, advocating practices and the outcome of advocacy which is social justice.