

RESOURCE TOOLKIT

RECOGNIZING NURSES

POWER OF SOCIAL MEDIA

WORKING WITH THE MEDIA

GETTING A PROCLAMATION

RESOURCES

YOU MAKE A DIFFERENCE



Recognizing Nurses in May

The American Nurses Association is excited to commemorate the annual National Nurses Month. We are all indebted to nurses for their unwavering commitment to patients, their communities, and our health care systems. The Nurses Month theme, “You Make A Difference,” was selected to encourage nurses, individuals, employers, other health care professionals and community leaders to recognize and promote the vast contributions and positive impact of America’s nurses.

Celebrating and honoring nurses during the month of May provides an added opportunity to promote the value of nursing, advocate for the profession, conduct media outreach, and host virtual events. Connect your activities to the official Nurses Month tagline — *You Make a Difference* — recognizing nurses’ unparalleled impact on health and health care.



WEEK 1
SELF-CARE

MAY 1-7

The extraordinary stresses confronting you day-to-day takes a toll on your mental health and wellbeing, so it’s critical you are provided with authentic support systems and tools. Prioritize your self-care by engaging in healthy activities that target both your body and mind.

- ✓ Consider joining the **Healthy Nurse, Healthy Nation™ Grand Challenge**, an initiative to help you improve your health in six areas: physical activity, nutrition, rest, quality of life, safety, and mental health. Watch for Healthy Nurse, Healthy Nation™ communications and micro-challenges that aim to help you improve your health and well-being now and into the future. **[Follow this link for more details.](#)**
- ✓ Do a self-care assessment. What activities are you doing to benefit your health and reduce your stress? Plan a course of action by using the free apps and resources offered through the American Nurses Foundation’s **Well-Being Initiative**. Visit ANA’s organizational affiliate, the **National Association of Clinical Nurse Specialists**, to view the popular webinar series, ***Conquering Stress In Difficult Times***. The 8-session webinar series focuses on helping you understand the controllable causes of stress.
- ✓ “We must see and celebrate our nurses as whole humans, not a fictitious image of an all-powerful, all-resilient hero.” **Trusted Health** offers resources for emotional and mental health support for nurses, emphasizing the need for the topic of mental health to be present in the health care conversation.





WEEK 2 RECOGNITION

MAY 8-14

Raise visibility of the critical work nurses do and foster greater understanding of the diversity of the nursing profession by honoring exemplary nurses and engaging with your community.

- ✓ Request a proclamation from your mayor/governor declaring May 6 as National RN Recognition Day and/or declaring May as Nurses Month. (A [sample proclamation](#) is available in this toolkit [here](#).)
- ✓ Take the opportunity to educate state legislators about the role and value of registered nurses in the health care system. Visit [RN Action's advocacy toolkit](#) to learn how to voice your concerns about the nursing profession to Congress and stay up to date on the latest news and legislation from the Hill.
- ✓ Host a video news conference or informal virtual media roundtable and discuss nurses' response to major events and other important health care issues in your community. ([Tips for Working with the Media](#) is available in this toolkit [here](#).) Honor a registered nurse for a heroic act or bestow an honorary nurse title on a deserving elected official or civic leader.





WEEK 3 PROFESSIONAL DEVELOPMENT

MAY 15-21

As the largest group of health care professionals in the U.S., nurses provide care across all areas of the health care system and care settings. Focus on how you can excel and lead in your nursing career or inspire and help other nurses in their professional journey.


- ✓ Commit to participating in at least two free professional webinars. Look for webinars on current topics and those that will expand your skills like communication, teamwork, and problem solving. **Sign up** for this year's live virtual nurses event, "You Make a Difference," taking place May 18, 2022.
- ✓ Take a certification prep course from the American Nurses Association and prepare for a certification examination through the **American Nurses Credentialing Center** (ANCC).
- ✓ Volunteer as a professional mentor. Look for creative ways to share your nursing experience, such as through videos or social media to inspire the next generation of nurses. Visit **ANA's Mentorship Program** website to learn how you can connect with nurses and support them in their career.

A LIVE
NURSES
EVENT

YOU Make a Difference

ONLINE MAY 18, 2022

RECOGNIZE THE PROFESSION.
CONNECT WITH STORIES.
MAKE A DIFFERENCE.

 **NURSES MONTH**
AMERICAN NURSES ASSOCIATION

LEARN
MORE



WEEK 4 COMMUNITY ENGAGEMENT

MAY 22-31

Help promote nurses' invaluable contributions by engaging with your community and educating them on what nurses do. The vital role of nurses as leaders in their organizations, on **boards of directors** and as **elected officials** at the local, state and federal levels is making a difference in improving the nation's health.

- ✓ Pay tribute to a local nurse, or recognize all nurses who provide care every day, year-round. Write a letter or share a video from nurses. Share the tribute or a special thank you on social media using the hashtag **#ANANursesMonth**.
- ✓ Partner with other nursing and health care organizations in your area to sponsor a joint Nurses Month event. Consider a virtual fundraiser for the community, a blood drive, or online workshops aimed at reducing stress and building morale. (Use the resources listed in this toolkit to help get you started.)
- ✓ Discuss current and ongoing health care issues with elected officials at the local, state, or federal level. Elected officials should be visible and accountable for their positions on health care. This also offers good media coverage potential. Stay up to date with **ANA's Policy & State Government Affairs** program which monitors trends in nursing-related legislation in the states.



The Power of Social Media: Nurses Month Engagement Ideas

In our digitally connected world, we can share powerful thoughts and ideas faster than ever. Social media gives you the power to elevate the nursing profession and all you do. Nurses, you have the influence.

The following are some ideas on how you can engage and have your impact recognized during Nurses Month. Remember to Follow [ANA's Principles for Social Networking and the Nurse](#) when posting content.



Promote your nurse values.

Nursing is the most trusted of all professions, in part, because of the values nurses live by every day. Share a photo with a caption that explains which values are most important to you. Don't forget to tag us and use **#ANANursesMonth**.

Express your gratitude.

The proverb "It takes a village ..." still rings true today. Together, you have navigated countless challenges, and your nurse mentors, inspirational leaders, and the rest of your health care professional village all influenced your journey in some way. During Nurses Month, **APPRECIATE**, **RECOGNIZE**, and **THANK** them! Create a post on social media and tag individuals to let them know how they helped and empowered you. Use **#ANANursesMonth** so ANA can also appropriately recognize these individuals.

Inspire others by sharing your story.

Everyone has a story. Now it's time to share yours! Your voice matters. Sharing your experiences as a nurse, can potentially inspire the next generation of nurses. Amplify your voice this month by sharing your authentic nurse story on social media — take pictures, video, or write a special post using the hashtags **#MyYearMyStory** and **#ANANursesMonth**.

Tips for Working with the Media

Working with your local media will help build greater understanding and awareness of all nurses do, especially during a national health crisis, as well as generate publicity and recognition for the nursing profession. To obtain publicity, you will need to come up with ideas and work with reporters in advance. Set realistic goals to secure coverage of Nurses Month by identifying a specific number of print and/or broadcast outlets in your state or district. Here are some tips for working with local media to inform your community about Nurses Month.



1 Select a media relations liaison. Designate one individual to respond to media inquiries, pitch ideas to the media, schedule interviews and coordinate appearances. Ideally, your media relations liaison should have experience and expertise in working with the news media (i.e., background in public relations, media relations, and/or corporate communications). Your liaison should be clearly identified on any printed materials distributed to the media as the contact person, along with his or her phone number and email address.

2 Develop your materials. Consider creating and distributing fact sheets or backgrounders. Identify key points you want to make and keep your message clear and concise. If you want

to pitch a news story, make sure it is timely and newsworthy. If it is not new, different, timely, or unique, the media won't consider it news. Feature stories, on the other hand, do not have to be fast-breaking news. These are human interest stories, such as the heroics of a nurse or an initiative your organization is undertaking. Most importantly, make sure the news story that you pitch is relevant to the topics and issues the reporter covers and to the community.

Localize your information by including the number of nurses in your state. Share stories of nurse heroes on the frontlines of the pandemic. Identify examples of nurses who are leading innovative approaches to delivering or improving health and health care services in

your community. Showcase examples of how nurses advocate on behalf of patients and communities. Discuss how you are working to inform the public and policymakers about the value of nurses.

Be prepared to express nurses' views on the issues of safety, quality of care, and the need to increase access to care (especially nursing care), as well as various campaigns such as [#EndNurseAbuse](#) and the [Healthy Nurse, Healthy Nation™ Grand Challenge](#). Talk openly about what the nurses in your area are doing to promote safe, high-quality care. Also, have the facts about any health-related legislation initiated by your elected representatives. Provide statistics and data to support your story.

Remember to consider why these issues are important to the reader/audience.

3 Think like a journalist. As you develop your news and feature ideas to pitch to the news media, look for stories that are interesting, relevant, timely, unique, unexpected, heartwarming, inspirational, the first of its kind.

4 Identify your spokesperson(s). Identify local and regional nurses in various practice settings who can talk about their work and the impact their efforts have on the lives of patients and families. By working closely with local consumer groups, you can find people and political leaders who are willing to talk about how nurses changed their lives. Look for local leaders who will talk about their support of nursing and nursing issues.

The spokesperson(s) should be willing and available to respond to media inquiries. Obtain biographical data and photos of your spokesperson(s), as well as day and evening telephone numbers, email addresses, and professional schedules. Carefully choose the spokesperson(s) who project the image you intend to portray.



5 Brief the spokesperson(s). The spokesperson(s) should understand the overall message for Nurses Month. Provide them with fact sheets, talking points, and other helpful materials. Brief your spokesperson(s) to handle questions that may arise concerning controversial local issues. Spokesperson(s) should be prepared to respond with the official position and messaging of your association or organization.

6 Contact the media. Your first step is to create or obtain a list of reporters, editors, and producers from local television stations, radio stations, magazines, newspapers, and newsletters. Sometimes you can purchase local media directories or create your own. You can also hire a local public relations agency.

Create a news release and send it to online and print reporters and assignment editors in your area. Place a follow-up telephone call to key contacts to discuss local news and feature angles. Call well in advance of Nurses Month. Do not expect coverage if you wait until the last minute.

Increase the chance of coverage by tailoring your message to an issue that is receiving media attention or is of interest to your community. Be receptive and flexible to appropriate suggestions from news media representatives.

Even if your ideas don't receive immediate attention, consider this contact the beginning of a productive working relationship. Don't be afraid to make multiple contacts. Tap all available resources, such as the reporters and editors handling health care, consumer news, and community events.

Work with institutional and local officials to invite the media to attend any activities recognizing and honoring nurses by those outside the profession. The officials will welcome the opportunity to receive some positive public attention.

Host a meet-and-greet with local media. Discuss Nurses Month and other initiatives and issues important to nurses and how reporters can cover them.

When scheduling interviews, the media relations liaison should contact your spokesperson's employer, if appropriate, and work with the public relations staff at the facility to ensure a successful interview. Public relations professionals can be helpful in obtaining official photos or bios.

7 Monitor your coverage. Alert members of your organization to monitor the coverage you receive and urge them to notify their coworkers, families, and friends about upcoming coverage. Stress the importance of positive feedback to let the media know you appreciated the coverage. Positive consumer response tells the media that nursing's issues are important to the community and will help you obtain news coverage in the future. Share links to print and broadcast media coverage on your organization's social media channels and encourage colleagues and others to amplify this news on their social media channels.



Tips for Getting an Official Proclamation

Getting a proclamation is one of the most significant things your organization can do to draw local and national attention for Nurses Month, and it can be easy if you know how to do it. In many areas, a mayor or governor can issue a proclamation without action from the city council or state legislature.

GETTING A PROCLAMATION ISSUED WITHOUT LEGISLATIVE ACTION

- 1 Call your local mayor's or governor's office to determine how proclamations are issued.** Contact information can be found on the official's website.
- 2 Identify a city council member or mayor to sponsor the proclamation.** Your local mayor's or governor's office can direct you to a city council member who may sponsor your proclamation. If you already know a city council member, it should be easy to garner assistance. Have your materials ready when you call to ask for support, such as the [sample proclamation](#) in this toolkit.
- 3 Determine the approval process.** Work with your sponsor to determine a schedule for approving your proclamation. Offer letters of support or speakers if needed (see step 4).
- 4 Elicit support for your proclamation from other leaders in your city or state.** Ask your co-workers and fellow ANA or state nurses association members to contact their mayors, city council members, or local and state officials by writing letters or scheduling visits encouraging support of the proclamation.
- 5 Ensure your sponsor sees your proclamation through to the final stages.** Follow up with your sponsor throughout the process to make sure things are on track.
- 6 Express your thanks after the proclamation is issued.** Ask your sponsor to participate in any special events your organization is planning for Nurses Month. Remember to inform the media about Nurses Month and the recognition you receive. After the week is over, send thank-you letters to your sponsor and any city council members or staff who helped you through the process.

GETTING A PROCLAMATION ISSUED WHEN LEGISLATIVE ACTION IS REQUIRED

- 1 Start the process immediately if you need to work through the city council or state legislature to obtain a resolution.** You will know if you need legislative action after you call your local mayor's or governor's office.
- 2 Identify a sponsor for the resolution.** The sponsor must be a state representative or state senator. Find someone who is supportive of nursing or who has voiced an interest in health care issues.

This could also be an opportunity to educate a government official not familiar with the nursing profession or health care issues. Of course, it is always easier to work with someone with whom you have a relationship.

- 3 Determine how the legislation will move forward.** Keep in touch with your sponsor to ensure passage of the resolution. You may also be asked to send someone to speak on behalf of the resolution at a hearing. Have materials prepared and be ready to share insight about the contributions nurses make to their patients and the community.
- 4 Elicit support for your resolution from other leaders in your city or state.** Ask your co-workers and fellow ANA members or state nurses associations to contact their mayors, city council members, or local and state officials by writing letters or scheduling visits. The legislature will appreciate hearing from constituents and knowing they have their support on specific issues.
- 5 Follow up with your sponsor.** Legislators are busy with many issues each day. Stay in touch with your sponsor and identify other steps you can take to ensure passage.
- 6 Express your thanks after the resolution passes.** Ask your sponsor to participate in any special events your organization is planning for Nurses Month. Remember to inform the media about Nurses Month and the recognition you receive. After the month is over, send thank-you letters to your sponsor and any city council members or staff who helped you throughout the process.

[A sample proclamation is included on the following page.](#)

Sample Nurses Month Proclamation

Contact your mayor or governor to issue this proclamation about Nurses Month. In many areas, this is done without legislative approval. Make sure to review the tips to issue a proclamation in your area before you contact your governor or mayor.



YOU MAKE A DIFFERENCE

SAMPLE NURSES MONTH GUBERNATORIAL/MAYORAL PROCLAMATION

Whereas, registered nurses in the United States constitute our nation's largest health care profession, and

Whereas, the depth and breadth of the registered nursing profession meets the different and emerging health care needs of the American population in a wide range of settings, including the frontline of the pandemic, and

Whereas, the American Nurses Association, as the voice for registered nurses in this country, is working to chart a new course for a healthy nation that relies on increasing access to primary and preventive health care, and better utilization of all our nation's registered nursing resources, and

Whereas, professional nursing is an indispensable component of the safety and quality of care of hospitalized and non-hospitalized patients, and

Whereas, the demand for registered nursing services will be greater than ever because of the aging of the American population, emerging health challenges, the continuing expansion of life-sustaining technologies, and the explosive growth of home health care services, and

Whereas, more qualified registered nurses are needed in the future to meet the increasingly complex needs of health care consumers in this community, and

Whereas, the cost-effective, safe, and high-quality health care services provided by registered nurses will be an increasingly important component of the United States health care delivery system in the future, and

Whereas, along with the American Nurses Association, the [\[name of your state nurses association or organizational affiliate\]](#) has declared May as Nurses Month, with the theme "You Make a Difference," with appreciation for nurses' unparalleled impact during the pandemic, and their contributions to health care, and an open invitation to #ThankANurse for enriching our lives and the world we live in, therefore be it

Resolved, that I, [\[Governor's/Mayor's name\]](#), ask that all residents of this [\[state/community\]](#) join me in honoring the registered nurses who care for all of us, and be it further

Resolved, that the residents of [\[city/state\]](#) celebrate registered nurses' accomplishments and efforts to improve our health care system and show our appreciation for the nation's registered nurses not just during this month, but at every opportunity throughout the year.

Microsoft Word document

DOWNLOAD

As part of Nurses Month, ANA has developed resources to support engagement throughout May.

Download and use the assets included in this toolkit to craft a consistent message to your staff, fellow nurses, and the public.

These resources include:

- ✓ Thank-you card
- ✓ Certificate
- ✓ Email template
- ✓ Letterhead
- ✓ PowerPoint template
- ✓ Large display banner
- ✓ Online ads
- ✓ Logos
- ✓ Facebook frames
- ✓ Merchandise

CLICK TO JUMP TO DIFFERENT RESOURCES

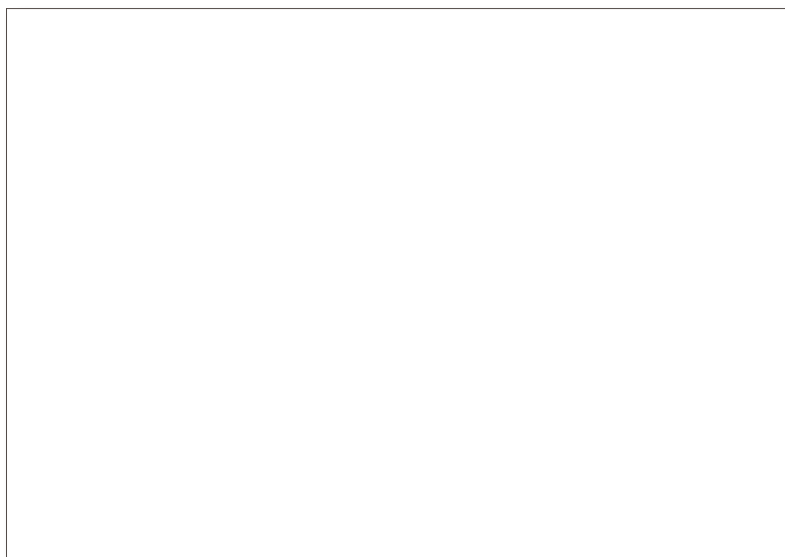
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THANK-YOU CARD

Use this professionally designed thank-you card to show the gratitude you feel for everything your nursing staff does. Use the files below to customize your card by adding personalized messages and your organization's logo.



5x7", fits standard A7 envelope, blank inside



High-resolution PDF or Adobe InDesign file

DOWNLOAD

[CLICK TO JUMP TO
DIFFERENT RESOURCES](#)

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CERTIFICATE

Print and distribute this Certificate of Appreciation to show your nurses how much you care about them.



High-resolution PDF

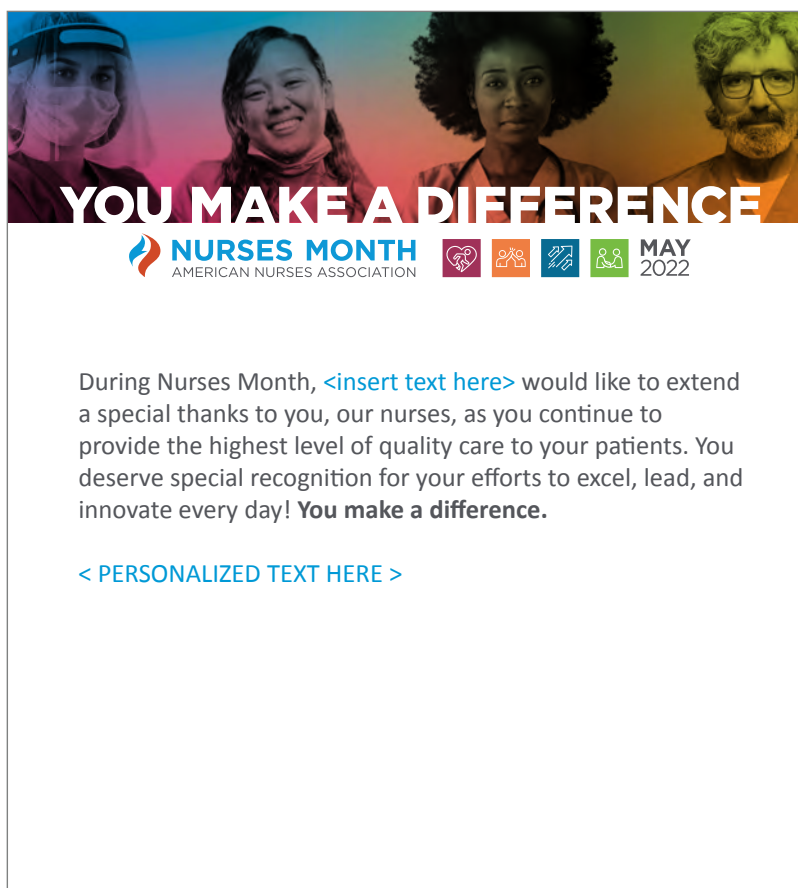
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EMAIL TEMPLATE

This Microsoft Outlook OFT email allows you to send a professionally designed email directly from your inbox to your staff and organization. We've included messaging you can use and personalize to make it your own.



Microsoft Outlook OFT

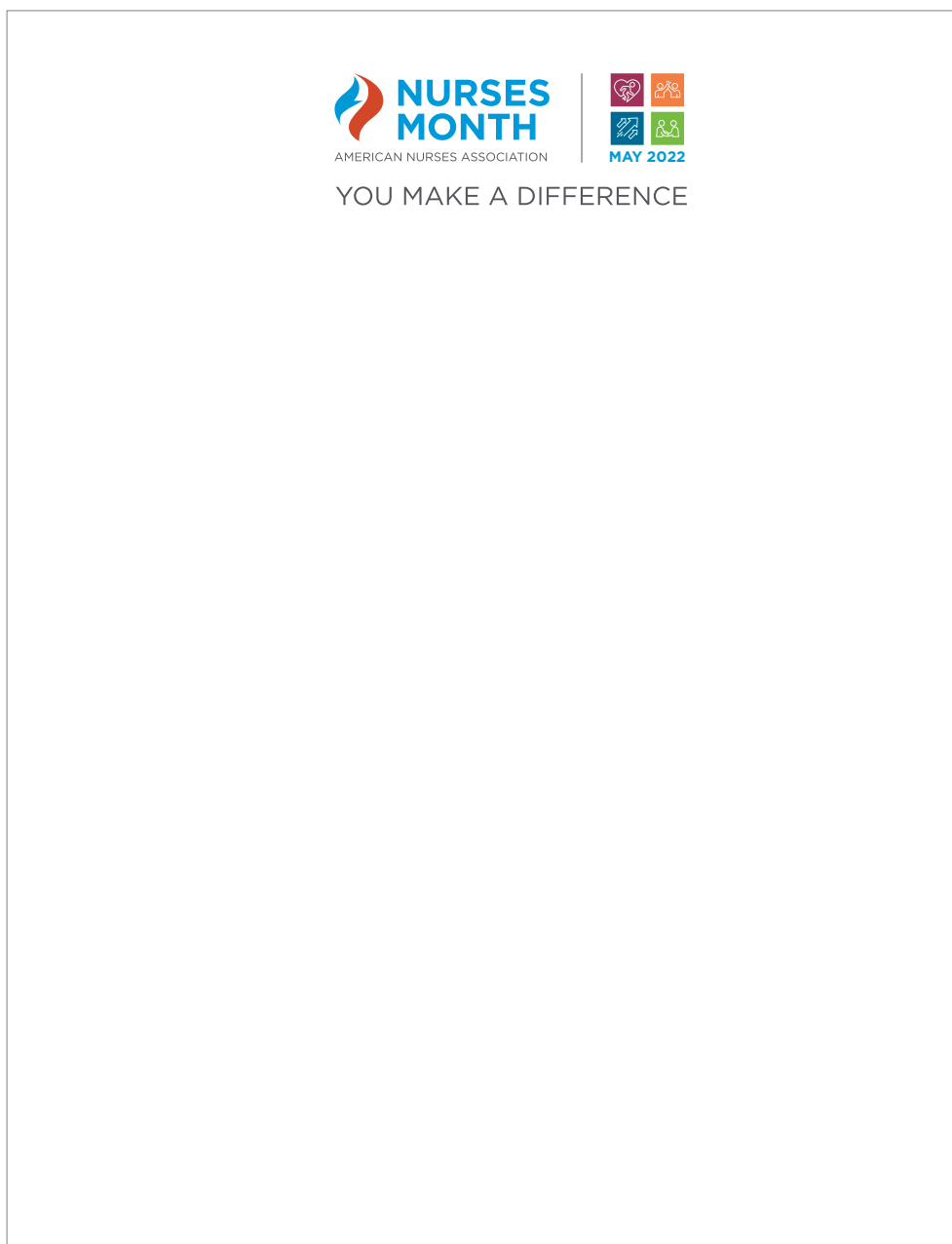
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LETTERHEAD

The Nurses Month letterhead may be used for your declarations, press releases, memos, and more.



Microsoft Word template

DOWNLOAD

CLICK TO JUMP TO DIFFERENT RESOURCES

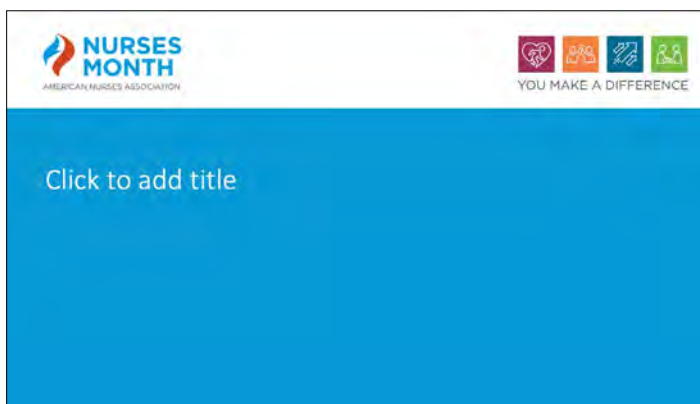
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POWERPOINT TEMPLATE

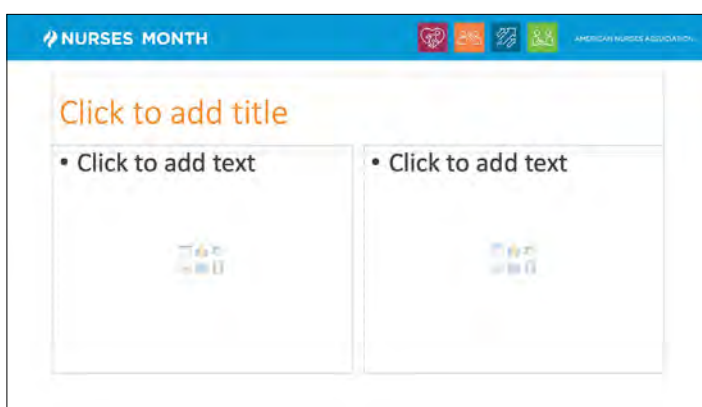
Are you planning a Nurses Month event in your organization that includes a presentation? Use this Nurses Month-branded PowerPoint template to help tell your story. The deck includes a cover slide, section divider slides, and a series of regular text slides to make your presentation celebratory and complete.



Title slide



Section divider slide



Text slide

Microsoft PowerPoint Template

DOWNLOAD

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LARGE DISPLAY BANNER

This large banner (2'x3') can be personalized with your organization's name and logo for display throughout your facility. Use your local vendor for printing. If using an online print vendor, upload a high-resolution PDF when prompted after selecting "upload your design."



High-resolution PDF or Adobe InDesign file

DOWNLOAD

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ONLINE ADS

ANA has created an ad series for you to use on your organization's website and social media platforms to promote Nurses Month. The series has these standard ad sizes:

- Social media newsfeed
- Social media square
- 728x90, leaderboard
- 300x250, rectangle
- 160x600, skyscraper
- 1600x600, hero



1600x600



Social media newsfeed



Social media square



300x250



728x90



160x600

PNG

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LOGOS

The Nurses Month logo was developed by ANA as the main visual graphic for this celebration. Use the full version or the partner lockup to help promote initiatives in your organization.



YOU MAKE A DIFFERENCE

LOGO USAGE

ANA allows organizations to use its Nurses Month logo in celebrations and activities only. To maintain brand integrity, please use the provided logo files only. The logo may never be altered in any way or used for the production of T-shirts, mugs, key chains, pins, or other gift items. Brandinc US Inc (brandinc.com) holds the exclusive rights for production and sale of these products. Order gift items featuring the ANA Nurses Month logo at shopana.org



EPS, PNG, JPEG, SVG

DOWNLOAD

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FACEBOOK FRAMES

Show your pride and appreciation for the nursing profession during Nurses Month.

- 1** Go to facebook.com/profilepicframes.
- 2** Search for “American Nurses Association” frames.
- 3** Choose one of the ANA Nurses Month frames from the search results. You may need to zoom in or out to fit your photo to the frame or choose another photo.
- 4** Click “Use as Profile Picture.”

Download the PDF instructions below and distribute to get your staff involved!



PDF instructions

DOWNLOAD

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MERCHANDISE

A celebration is not complete without some recognition gifts to show your appreciation for the nursing profession!

The ANA Enterprise Gift Shop has bundles to save organizations money on large orders as well as individual gifts for every price point. This year's merchandise will appeal to all types of personalities and needs.



VISIT SHOP

Brandinc US (brandinc.com) holds the exclusive rights for production and sale of these products.