

HPN Awareness Week

Clinicians/professionals/industry: Ideas to help you promote HPN Awareness Week

Before HPN Awareness Week (materials available at oley.org or 800-776-6539)

- arrange for an HPN consumer to speak at an in-service (Oley has speakers bureau list)
- contact health editors at local TV stations and newspapers with HPN news to see if they'll do an interview; coordinate the interview to include an HPN consumer (drug shortages are a hot topic)
- organize a jeans day at work, or other local or online fundraiser (ie, walk, bake sale, "bagels for breakfast" sale) to raise awareness and donate proceeds to Oley
- create videos for Oley to post on Oley YouTube page (see suggested themes below)
- use HPN Awareness Week widget

During HPN Awareness Week

- distribute and wear HPN Awareness Week buttons (available through Oley)
- use HPN Awareness Week logo as Facebook profile photo; join discussions on Oley FB page
- have a social gathering for your HPN consumers and an Oley staff member or Ambassador (please call Oley office for availability and scheduling)

Sunday, *Awareness: explain what home parenteral nutrition is and how it has helped your patients/ the benefits of*

- tell your friends, family, associates
- post on Web sites, blogs

Monday, *Outreach*

- share Oley information packets (available through Oley) and oley.org with other clinicians

Tuesday, *Advocacy: drug shortages, insurance issues, etc.*

- send letters to elected officials; write to local media (samples at oley.org)
- write a letter to the editor

Wednesday, *Education: how to travel with HPN, share some facts about HPN and/or Oley, etc.*

- post on Web sites, blogs

Thursday, *Networking: explain how knowing others on HPN has helped your patients, introduce Oley (and RCs), how to connect to others*

- share Oley information packets with patients (available through Oley)

Friday, *Understanding: address misconceptions (HPN can be administered at home, can help one feel stronger, etc.)*

- letter to editor
- talk to family, friends, co-workers

Saturday, *Awareness: share a positive experience you have experienced because of HPN, and what made it positive*

- post on Oley FB page

After HPN Awareness Week

- Send your HPN Awareness Week stories to Oley

Questions or suggestions? Contact Lisa Metzger, The Oley Foundation, (518) 262-5079/(800) 776-6539 or metzgel@mail.amc.edu