Welcome to the TNP 2016 NP Week Resource Guide

We hope this guide will be useful in helping you build awareness of the integral role nurse practitioners play in the healthcare system within Texas and beyond. The Texas healthcare system faces critical shortages—over 50% of Texas counties are health professional shortage areas, but we have over 15,000 NPs who are ready and willing to fill this gap.

NPs provide invaluable care to patients in primary care and specialized fields, and while we celebrate this week, we hope this guide will give you some ideas about how you can share your story with Texas.

Exciting highlights include:

• TNP is partnering with health systems across the state for the first time to share coverage of various NP Week activities, events, and NP provider spotlights. For more information, please see page 4 of our guide.

• NP Video Week Campaign: use your smartphone to record a 15-30 second video “I’m an NP because…” to share with others. These videos will provide others a glimpse of the compassionate patient-centered care NPs like you provide. See page 5 of our resource guide for more information.

• Did you know you can submit a Public Service Announcement to local radio stations for free? This is a great way to reach large and diverse audiences. See page 10 for more information on Radio PSAs.

Thank you for reading our guide. We would love to hear more about your successes and challenges as an NP and hope you use these ideas to share your experiences with your community. If you have any recommendations for celebrating NP Week 2016, please email erin@texasnp.org with your ideas.
TNP 2016 NP Week Resource Guide

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Top 10 Ways to Celebrate NP Week
November 13-19, 2016

1. Wear Your “I’m an NP, What’s Your Superpower” t-shirt or other NP-themed T-shirt, and send a photo to feature on Facebook to erin@texasnp.org.

2. Record a short 15-20 second video clip of yourself on your iphone completing the sentence: “I’m an NP because….”

3. Obtain a proclamation from your mayor, city council, or city manager. If you would like a sample, please contact TNP at erin@texasnp.org or see the example in our guide.

4. Help TNP partner with your hospital, health system, or practice to promote NP Week activities and media coverage. See a how-to in the guide for more on how to get started.

5. Engage local media. Contact your local radio, TV, or newspaper, and ask them to do an interview or run a piece on NPs. Remember the power of local media!

6. Write a “Letter to the Editor” regarding how NPs are a part of the solution for the primary care shortage. If you would like assistance, please contact Erin Cusack at erin@texasnp.org.

7. Post messages on Social Media sites to raise awareness about the NP role. Facebook: Texasnp or Twitter: @TNPAustin

8. Make a legislative visit with your representative in your home district or join us in Austin for our NP Week Capitol Day. If you would like to schedule a visit, contact erin@texasnp.org.

9. Become involved with your local group and attend a TNP Affiliate meeting in your area.

10. Give the gift of TNP membership! We will be offering a $50 membership discount for a limited time only during NP Week (promotion code: JoinNow16).
Texas Nurse Practitioners Partners with Health Systems for NP Week

This year, TNP is partnering with health systems across the state to share coverage of various NP Week activities, events, and NP provider spotlights. If you would like to help us connect with your hospital or practice, just follow the two simple steps below.

1. **Step 1: Contact your Communications Office**

   Find out who the Communications or Public Relations staff person is where you work. Either send their contact info to erin@texasnp.org, or send an introductory email with the pitch.

2. **Step 2: Make the Pitch**

   **Sample Pitch:**

   “As you may know, next month, November 13-19 is National NP Week. As an NP provider and an active member of my professional association, I wanted to invite you to partner with Texas Nurse Practitioners to share coverage of our clinic’s/hospital’s/etc. NP Week activities, events, and NP provider spotlights.

   This year TNP is partnering with hospitals and health care systems across the state to increase visibility and awareness of NP Week. For each of its NP Week partners, TNP will feature their NP Week activities through our website, social media, and association newsletters. This would be a great way to highlight your providers and our members, while also contributing to the NP Week appreciation events throughout the state.”

   If you’re interested in partnering with TNP for NP Week, feel free to reach out to erin@texasnp.org for more information.”
NP Week Video Campaign
#NPWeek2016 #NPVoicesCampaign

TNP invites you to be a part of our NP week video campaign. Videos are easy and effective ways to share your stories on social media with those in the community.

Here’s what you can do to help us create an NP Week Story Buzz:

• **Record yourself on your iphone** finishing the statement: “I’m an NP because…” To keep this clip brief and powerful, keep it between 15-30 seconds.

• **Upload your video** directly to Facebook or a video hosting site such as YouTube, Vimeo, and Dropbox. Shoot us a quick email to erin@texasnp.org with a link to let us know you’ve submitted it, and we’ll feature your stories all throughout NP Week on our Facebook, Twitter, and Youtube social media accounts.

• **Share and Repost the videos.** As we feature your and other videos on TNP’s social media, make sure you help us get the word out by reposting and using the hashtag, #NPWeek #NPVoicesCampaign.
Sample Tweets

Nurse Practitioners = 222,000 solutions to strengthening #healthcare in America and ~15,000 solutions in Texas. Celebrate #NPWeek Nov 13-19

Want to know if there’s a #nursepractitioner near you for meeting healthcare needs? Visit http://npfinder.com & search by zip. #NPWeek Nov 13-19

Happy #NPWeek to the 15,000 hardworking #nursepractitioners across the state of Texas! #NPsLead

Send your #NPWeek fun facts to @TNPAustin. #NPWeek may only be a week, but #nursepractitioners offer high quality care year-round. #NPsLead

#NPWeek fun fact: 50% of Texas counties have primary care shortages. Over 80% of #nursepractitioners are prepared in primary care. #NPsLead

#NPWeek fun fact: 14% of Texas counties (that’s 35!) have NO physicians of any kind. #Nursepractitioners are in all Texas counties #fullpracticeauthority

Harris County is home to the greatest concentration of #nursepractitioners in Texas. Where does your county stand? http://tinyurl.com/gv7ym2c #NPWeek

#NPWeek fun fact: NPs have equal or better cost and health outcomes compared to physicians. #NPsLead #healthcaregap

#NPWeek fun fact: NPs average 6+ years of academic & clinical preparation. On average NPs have 10+ years practice experience! #NPsLead

#NPWeek fun fact: NPs not only specialize in family care, but psychiatric, gerontological, women’s health, acute, emergency, and more! #NPsLead

Texas has the fourth highest number of #nursepractitioners in the country (and 41st for number of physicians) #fullpracticeauthority #NPsLead #NPWeek

Did you know Texas NPs must have State NP Licensure, Nat’l Board Cert, APRN grad degree, RN licensure, BSN, AND clinical experience? #NPWeek

“Decades of research support: when restrictions on #nursepractitioners are lifted, Americans benefit” #NPsLead #NPWeek http://bit.ly/2dJgOKi
Social Media Promotions

Want to spread the word on social media? Change your Facebook cover or profile picture to the images below, and encourage others to join the conversation during National NP Week.

Cover photo

![NATIONAL NP WEEK - Celebrating you!](image)

Profile Picture

![NATIONAL NP WEEK - Celebrating you!](image)
Sample Proclamation

Texas is home to over 15,000 highly skilled Nurse Practitioners with advanced graduate nursing education and clinical training. These dedicated professionals provide high quality, personalized health care to countless Texans, and their expertise and hard work are critical to the well-being of communities throughout the City/County of___________.

Among their many duties, Nurse Practitioners perform and interpret diagnostic tests, diagnose and treat acute and chronic conditions, and prescribe medications and other treatments. In addition to clinical service, they help patients make smarter health and lifestyle choices, focusing on disease prevention and health education and counseling.

Nurse Practitioners are highly valued members of Texas’ health care community, making 870 million patient visits annually across the state and country to ensure patients can access the care they need. Five decades of research demonstrates the high quality of care provided by Nurse Practitioners, quality that has been touted by leading policy and government entities such as the National Academy of Medicine, National Governors Association, and the Federal Trade Commission.

To raise awareness of Nurse Practitioners’ role in modern health care, a public awareness campaign will be conducted throughout the City/County of__________ during a week in November.

At this time, I encourage all Texans to recognize the immeasurable contributions Nurse Practitioners make to the health and well-being of Texans.

Be it resolved, THEREFORE, that I ______________________ hereby declare November 13 - 19, 2016, as

Nurse Practitioner Week

Signed: _____________________________________________
Date: ________________________________
Letter to the Editor

Don’t know how to get started writing a letter to the editor? Here are some helpful hints to guide you along the way.

• **Tip 1: Include Contact Information.** Include your name, title, and contact information. Your title and affiliation will give you credibility and increase the likelihood your letter will be published. Also, sign your letter. Editors will not publish anonymous letters.

• **Tip 2: Be Concise and Accurate.** Keeping it brief, yet punchy is the key. Typically, letters to the editor are 1-3 paragraphs or under 300 words. Short letters show confidence in your position. Also, always remember to fact check. The facts and evidence support NPs, but only if you cite them correctly.

• **Tip 3: Be Eye-Catching, Timely, and Relevant.** Capture the editor with a compelling first sentence or headline (this may be all they have time to read). If there is something in the headlines related to NP’s or health care, find a way to tie this into your article. For example, “the paper reported last week that Texas patients wait up to 8 weeks to see a primary care physician….”

• **Tip 4: Pitch a Local Angle.** Editors are more likely to print letters that talk about issues relevant to your local community. Make sure you include a local angle.

• **Tip 5: Put Yourself in the Letter.** Tell a personal story. For example, "As a Family Nurse Practitioner at [NAME OF HOSPITAL/PRACTICE], and member of Texas Nurse Practitioners, I know firsthand that…”

• **Tip 6: Avoid jargon.** Stay clear of nursing jargon and acronyms only known to your profession (e.g. AACN or DNP). Also, be sure to always check for grammar and spelling. Editors are more likely to print a letter if it is well written and doesn’t require extensive editing.

• **Tip 7: Avoid personal attacks.** Show respect for the opposite opinion. Being rude takes away from the strength, persuasiveness, and professionalism of your position.
Radio Public Service Announcements

Are you looking to spread the word about your service, practice, or association? Radio spots are a great venue for getting your message straight to the listener’s ear. Stations even offer Public Service Announcement (PSA) spots for free.

- **Step 1:** Identify your local radio stations (Tip: if you live in a town with a university, college, or community college, they usually have student-run radio stations, too).

- **Step 2:** Prepare your pitch. Know what you want to get across in your message and what it’s for.

- **Step 3:** Locate the contact person and information for Community Outreach or Community Education. Give that representative an email or a call.

- **Step 4:** Make your pitch! Keep in mind most PSAs are between 10-20 seconds. Having trouble getting started on your pitch? Here’s an example script:

  Hello! I’m Erin from Texas Nurse Practitioners and I’m looking to publish a public service announcement about Nurse Practitioner Week. We’d like to say: “November 13-19 is Nurse Practitioner Week. Texas is home to over 15,000 Nurse Practitioners providing high-quality, patient-centered care. NPs are bridging the healthcare gap. For more information and events across Texas, visit texasnp.org.”

Things to Remember:

- PSAs do not contain specific organization names and are meant for increasing public awareness on a certain topic or event.

- If you’re looking to purchase an ad spot for your practice, nonprofit, or business, you can search for and contact an advertising representative.

- Radio stations host **Community Event Calendars**. Search “Community Calendar” on the radio website and add your event. Simply fill out the form request. This is a free service and any community member may add their organization’s event to the calendar. (There is a 3-4 day turn around between submitting the form and seeing it on the calendar).