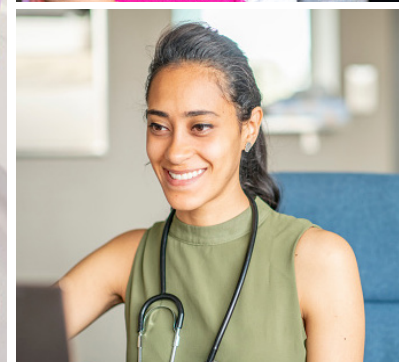


# NATIONAL NURSE PRACTITIONER WEEK RESOURCE GUIDE 2021



## NPs: GOING THE EXTRA MILE

**#NPWEEK** | NOVEMBER 7-13, 2021

# LETTER FROM THE PRESIDENT

Dear Colleagues,

Each year, I look forward to celebrating National Nurse Practitioner Week (NP Week), a week set aside to highlight the countless positive contributions nurse practitioners (NPs) make as they improve the health of patients. Now, more than ever before, NPs are going the extra mile to ensure patients have equitable access to high-quality, compassionate health care. Please use the resources in this guide as inspiration to help you prepare for the November 7-13 recognition of NP Week. Together, we can increase awareness of the NP role, honor NPs who are making a critical difference in the lives of their patients, remove barriers that impede patients' access to care and make this the best NP Week yet!

Although the COVID-19 pandemic continues to evolve, the dedication of our nation's health care professionals — and its more than 325,000 NPs — inspires hope that we will emerge from this challenge stronger and more resolute in our commitment to end health care disparities. NPs deliver care where patients need it most: on the front lines of the pandemic; in clinics, homes, acute care and long-term care settings; via telehealth; and by administering vaccinations door-to-door.

During these unprecedented times, NPs continue to help patients make educated health and lifestyle choices that increase their physical and mental well-being. As your focus remains on the health of your patients, know that the American Association of Nurse Practitioners® (AANP) is dedicated to supporting your well-being and is focused on equipping you with the tools and resources you need to continue addressing the needs of your patients and advancing the NP role.

Inside this guide, you'll find creative ideas, useful tips and media outreach templates to help you promote the NP role locally and nationwide. Use these resources to reach legislators and community members, plan and promote NP Week activities and get the word out to local media. Thank an NP who has made a meaningful difference in your life — and ask your patients to do the same — by sharing stories, photos and videos at [aanp.org/thanknps](https://aanp.org/thanknps). Yours may be among the stories selected to help highlight the NP role.

Thank you for everything you do to improve the health of patients in your community. This NP Week, let's work together to amplify *The Voice of the Nurse Practitioner*® and increase awareness of the lifesaving care NPs provide. AANP looks forward to showcasing — locally and nationwide — why millions of patients choose NPs!

Sincerely,

April N. Kapu, DNP, APRN, ACNP-BC, FAANP, FCCM, FAAN  
AANP President



During these unprecedented times, NPs continue to help patients make educated health and lifestyle choices that increase their physical and mental well-being.

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Emphasize your message and media outreach during interviews and speaking engagements by using the official, AANP-approved talking points.

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Customize your media outreach by inserting your area's NP facts and NP Week activities into this sample news release.

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Craft an impactful article announcing your local NP Week activities. Send your letter to local newspaper and magazine editors.

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As you engage in NP Week discussions on social media, through media interviews or by writing an opinion editorial for your local newspaper, please keep these discussion topics in mind.

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Are you giving interviews in support of your NP Week activities? Use this guide to control the message and share with your community information about the high-quality care NPs provide.

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## Radio Public Service Announcements

Send these ready-to-use public service announcements to local radio and television stations to help amplify your message and spread the word about your local NP Week activities.

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Check out AANP's television commercials and share them on your social channels.

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## Posters

Use these free, downloadable posters to share electronically or to print and display in celebration of NP Week!

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## NPs: GOING THE EXTRA MILE

For more than half a century, NPs have been leading the charge to reduce health disparities and ensure that high-quality, person-centered health care is readily accessible to people in communities nationwide. During the COVID-19 pandemic, NPs have been on the front lines, leading efforts to test, diagnose and treat patients and to prevent the spread of the virus. NPs provide care to those who need it most — in their homes; in primary, acute, specialty and long-term care settings; and via telehealth — meeting patients where the need is greatest. With a focus on health maintenance and disease prevention, NPs play a key role in meeting the growing need for chronic, mental health and primary care. This NP Week, AANP joins with a grateful nation in recognizing NPs for their leadership, putting the health of patients ahead of their own and going the extra mile in service to patients. We thank you!



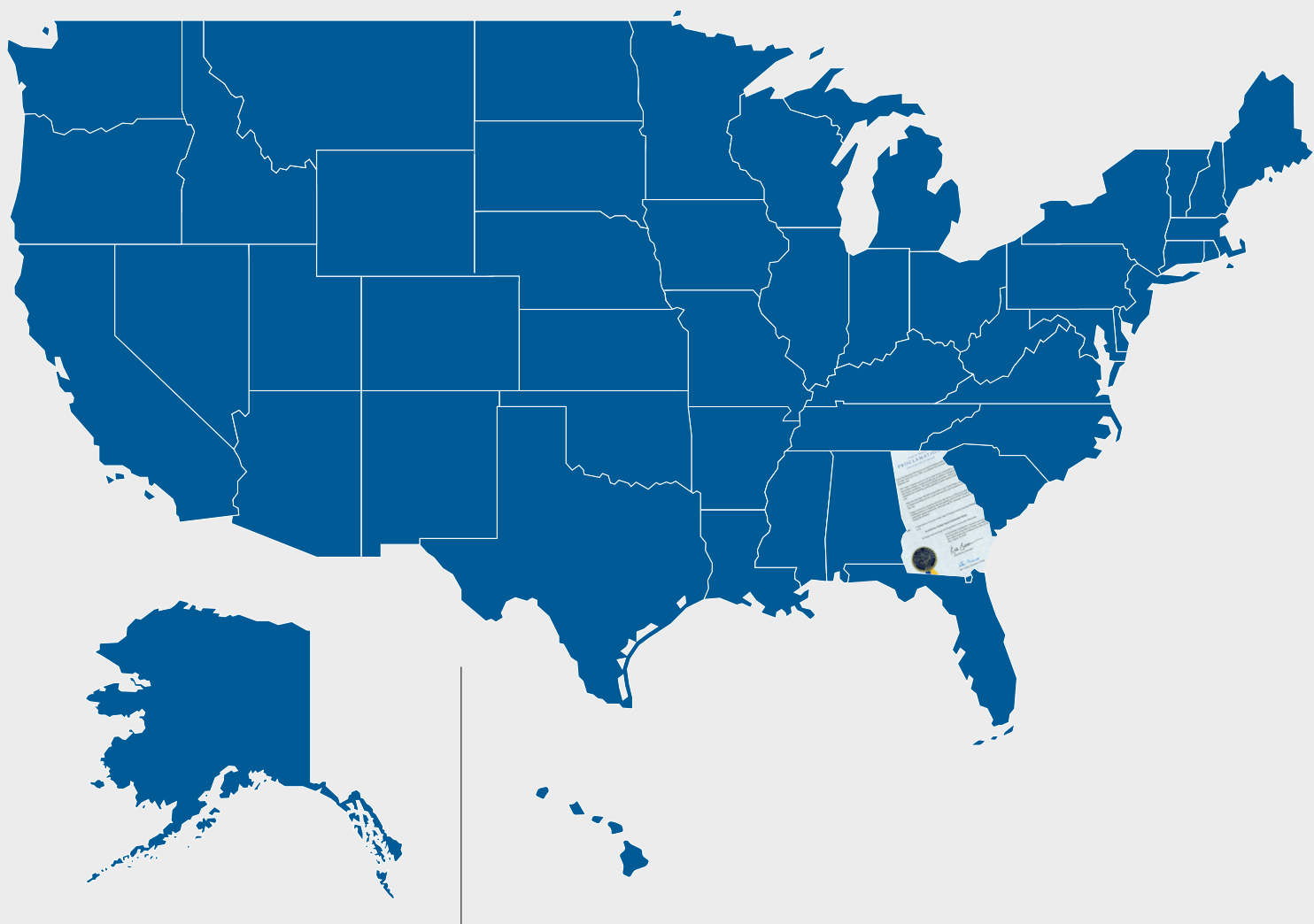
# IDEAS FOR LOCAL ACTIVITIES



- **Identify** flu clinics or other places and events to share NP Week and We Choose NPs materials. When possible, speak to attendees and answer questions about the role of NPs and the ways patients can access their care locally.
- **Invite** local, state and federal elected officials to tour your practice site and share a day in the life of an NP.
- **Encourage** a local authority (e.g., mayor, city council manager) or state official (e.g., governor, senator) to issue a proclamation designating November 7-13 as NP Week. Call respective offices to determine the necessary submission procedures and include additional information, such as the NP Fact Sheet, along with details about other relevant NP Week activities.
- **Write** an editorial (letter to the editor or opinion editorial) about the significance of NPs locally or the impact of NPs on our health delivery system. Keep your piece timely and relevant and be up front about your expertise and why this issue is important to you. Be sure to follow specific publication requirements, which typically include a word count and submission procedures.
- **Contact** a veterans' group and explore opportunities to celebrate Veterans Day in conjunction with NP Week, focusing on NP care for military families.
- **Encourage** your practice to sponsor a community event, such as a health fair at a shopping mall or another public venue. When possible, look to include your state NP group to help maximize resources and exposure.
- **Identify** career days, fairs and other similar opportunities to speak at schools about NP as a career choice.
- **Connect** civic groups (e.g., rotary clubs, chambers of commerce, PTAs, girls' and boys' clubs, etc.) to schedule a presentation about the many benefits of seeing an NP and different ways an NP can improve patient health.
- **Contact** media outlets (print, TV and radio) and ask them to run a public service announcement about NPs and the important work they do in the community. Provide audio or written copy to stations, per their submission requirements.
- **Pitch** an NP segment on radio or TV and offer to participate as an expert guest. Make your story ideas timely and relevant to the local community and include other NP guests as appropriate.
- **Display** NP posters, distribute NP brochures and share other available NP Week resources at local hospitals, schools, libraries and health centers.
- **Start** a conversation on Twitter using the #NPWeek and #WeChooseNPs hashtags, and post messages on other social media sites.
- **Write** a blog post for your practice's or health system's blog discussing the role of NPs in health care today.

# PROCLAMATION MAP

AANP State Representatives and NP Organization members are working diligently to secure NP Week proclamations signed by elected officials recognizing the outstanding care NPs provide to patients in each state. Proclamations signed by governors and other elected officials will be showcased in green on AANP's annual NP Week Proclamation Map — or even better — filled with pictures of NPs who were present for the signing or an image of the proclamation itself. Congratulations to NPs in Georgia for submitting the first NP Week proclamation of 2021, signed by Governor Brian Kemp!



DOWNLOAD THE PROCLAMATION





# FACTS ABOUT NPs



There are more than  
**325,000**  
NPs licensed in  
the U.S.<sup>1</sup>



More than  
**36,000**  
new NPs completed  
their academic programs  
in 2019–2020.<sup>2</sup>



**88.9%**  
of NPs are certified in an  
area of primary care, and  
70.2% of all NPs deliver  
primary care.<sup>3</sup>



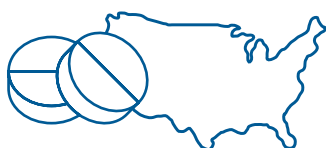
**81%**  
of full-time NPs are seeing  
Medicare patients, and  
**78.7%** are seeing  
Medicaid patients.<sup>3</sup>



**42.5%**  
of full-time NPs hold  
hospital privileges;  
12.8% have long-term  
care privileges.<sup>3</sup>



**96.2%**  
of NPs prescribe  
medications, and those  
in full-time practice  
write an average of 21  
prescriptions per day.<sup>3</sup>



NPs hold prescriptive privileges,  
including controlled substances, in all  
**50 states and D.C.**



The average  
age of NPs is  
**49**.<sup>3</sup>



In 2020, the median base  
salary for full-time NPs was  
**\$110,000**.<sup>3</sup>



NPs have been in  
practice an average of  
**11 years**.<sup>3</sup>



The majority of  
full-time NPs (**59.4%**)  
see three or more  
patients per hour.<sup>2</sup>

Distribution of NPs by Primary Certification Area<sup>3</sup>

Certification*	Percent of NPs
Family^	69.7
Adult^	10.8
Adult-Gerontology Primary Care^	7.0
Psychiatric/Mental Health	4.7
Acute Care	4.1
Pediatrics-Primary Care^	3.2
Adult-Gerontology Acute Care	2.9
Women's Health^	2.9
Gerontology^	1.8
Neonatal	1.0
Pediatrics-Acute Care	0.7

\* The sum of all percentages is greater than 100% because some NPs have more than one certification.

^ Indicates a primary care certification.

<sup>1</sup> AANP National Nurse Practitioner Database, 2021.

<sup>2</sup> American Association of Colleges of Nursing (AACN). (2021). 2020-2021 Enrollment and Graduations in Baccalaureate and Graduate Programs in Nursing. Washington, DC: AACN.

<sup>3</sup> 2020 AANP National Nurse Practitioner Sample Survey.

Updated May 2021



The following news release can be modified with specific details and shared with your local news outlets. Remember to provide your contact information in case the media have any questions or would like to pursue a story.

FOR IMMEDIATE RELEASE

Contact: (Your Name)  
(Your Email Address)  
(Your Telephone Number)

## During Pandemic, Nurse Practitioners Prove They Go the Extra Mile to Provide Lifesaving Care

*2021 National Nurse Practitioner Week Celebrated November 7-13*

**CITY, STATE (Date)** — Every day, nurse practitioners (NPs) are saving lives and improving the health of our friends and family. The worldwide COVID-19 pandemic has elevated awareness of how NPs are essential to our health care system. To honor their heroic efforts, communities nationwide are joining [insert your city] in recognizing the critical role of NPs as part of the annual National Nurse Practitioner Week (NP Week) celebration, held November 7-13 this year. NPs provide a wide range of care to America's patients in more than 1 billion visits annually. This year, the NP Week theme is “**NPs: Going the Extra Mile**,” which offers patients the opportunity to [share their story](#) about the positive difference an NP has made in their life.

NP Week recognizes the contributions more than 325,000 licensed NPs make to the health of patients nationwide. These health care professionals practice in clinics, hospitals, emergency rooms, urgent care centers, nursing homes and private practices across the country — wherever patients are in need — and continue to provide front-line care during the COVID-19 pandemic. NPs assess patients, order and interpret tests, make diagnoses and provide treatment, including prescribing medications. As clinicians who blend clinical expertise with an added emphasis on disease prevention and health management, NPs are the health care provider of choice for millions of Americans.

“NPs play a critical role in educating patients on ways to improve their mental and physical well-being,” said April N. Kapu, DNP, APRN, ACNP- BC, FAANP, FCCM, FAAN, president of the American Association of Nurse Practitioners® (AANP). “As our nation continues to face the unprecedented challenges of COVID-19 and works to eliminate health care disparities illuminated by this pandemic, NPs strengthen our ability to ensure patients have equitable access to high-quality care.”

*[Insert local activities and ways NPs in your area go the extra mile to care for patients.]*

To access a wealth of timely health care resources, explore ways to protect your health during the COVID-19 pandemic and learn more about NPs or locate an NP near you, visit [wechoosenps.org](https://wechoosenps.org).

###

# PREPARING A PERSUASIVE LETTER TO THE EDITOR



A letter to the editor (LTE) is a great way to share your point of view about a topic of interest to you, and likely the readership of a publication. It can be both persuasive, and in the case of NP Week, an excellent opportunity to educate your community about NPs and their importance to the health care system.



## PRO TIP

Publications typically specify procedures for drafting and submitting LTEs that include word count and submission protocol. Be sure to follow these guidelines. Submissions that are too long or in the wrong format may be eliminated from consideration.



### IDENTIFY YOURSELF

Include your full name, city, state and phone number. Generally, anonymous LTEs are not accepted.



### BE RELEVANT

Write timely letters that relate to current events or that are in direct response to recent articles, usually within a day or two.



### GET TO THE POINT

Stick to one main point and address it quickly, as LTEs should be fewer than 200 words.



### BE FACTUALLY CORRECT

Verify your data before submitting your letter. Letters should reflect a viewpoint, but they must be based on fact.



### MAKE IT PERSONAL

Be sure to convey why you care about NPs and share personal stories about your experiences that have shaped your perspective.



### TIE IT BACK

Relate your personal NP experiences to broader NP Week messaging to add important context to your letter.



### SHARE RESOURCES

Provide links to [aanp.org](https://aanp.org), [npscombatcovid.org](https://npscombatcovid.org) and [wechoosenps.org](https://wechoosenps.org), so readers can access more information.



### CHECK YOUR WORK

Review your letter for typos and grammatical mistakes before you submit!



## BECOME AN AANP MEMBER DURING NP WEEK

Thank you for going the extra mile for your patients! Join AANP during NP Week, November 7-13, using code **NPWEXTRA** at [aanp.org/npwextra](https://aanp.org/npwextra) to save \$21 off the NP Member rates.



## JOIN THE CONVERSATION

NPs have built a vibrant community of colleagues on social media, where they engage in professional, collegial conversations about trending health care topics, connect with colleagues and patient advocacy groups, and share emerging health care resources and research. During NP Week, conversations that include the #NPWeek hashtag may reach more than 40 million people. It's the perfect time to join in the fun on Twitter, Instagram, Facebook and LinkedIn. We want to hear from you!

As excitement for this year's celebration builds, begin highlighting upcoming NP Week events and activities by adding your unique voice and insights to the digital dialogue. Engaging in #NPWeek conversations — early and often — will help you connect with your NP colleagues, industry professionals, media, policymakers and patients.

To access the most current NP- and health-related news, make new connections and keep up with leading voices in health care, visit the social media channels below. These are the best places to support NPs and patients this week and all year long. Don't forget to share your NP Week photos and experiences by adding the #NPWeek tag to your posts!

### FACEBOOK

With more than 100,000 followers, AANP's presence is among the largest for health care professionals and provides timely updates on the most important issues facing you and your patients. Like AANP's Facebook page to stay in the loop about continuing education activities, conferences, legislative changes and more. Explore the AANP President and We Choose NPs pages while you're there!

### LINKEDIN

The AANP LinkedIn group is a great place to connect with other NPs and discuss issues and trends relevant to the NP field. Be sure to follow AANP's LinkedIn page and increase your professional network.

### TWITTER

Follow @AANP\_News to access the most current updates, resources and opportunities for NPs. AANP uses the #NPsLead hashtag year-round, and during NP Week, the #NPWeek tag will be trending. To join the conversation, search for #NPWeek and include that tag in your posts! Be sure to follow @PresidentAANP and @WeChooseNPs as well.

### INSTAGRAM

For visual content that promotes the NP role, follow @AANP\_News, tag us in your posts and use the #NPWeek hashtag to join the NP Week conversation. New this year, the @PresidentAANP Instagram account will share timely updates from the AANP President.



#### PRO TIP

**Professionalism is the key to social media success. Promptly report negative or inaccurate information about an NP, the NP role or AANP by using AANP's Report Now Tool at [aanp.org/reportnow](https://aanp.org/reportnow). Do not interact with negative posts.**



## Sample Tweets



**AANP @AANP\_NEWS**

#ThankNPs during National #NPWeek! Do you know an NP who has gone the extra mile to ensure your health care needs were met? Has an NP mentored you, educated you or even saved your life? Share your story: [aanp.org/thanknps](http://aanp.org/thanknps). #NPsLead

This National #NPWeek, Nov. 7-13, join me and @AANP\_News in celebrating the more than 325,000 nurse practitioners who go the extra mile every day for patients. [aanp.org/npweek](http://aanp.org/npweek) #NPsLead

NPs are on the front lines of health care, treating patients where the need is greatest. Thanks to all my NP colleagues for going the extra mile to provide high-quality, compassionate health care to patients. [aanp.org/npweek](http://aanp.org/npweek) #NPWeek #WeChooseNPs #NPsLead



Nov. 7-13 is National #NPWeek! Please help me and @AANP\_News honor the nation's more than 325,000 NPs — and the patients who choose us. [wechoosenps.org](http://wechoosenps.org) #WeChooseNPs

Joining your national NP association is important, so this #NPWeek, Nov. 7-13, @AANP\_News is honoring NPs for going the extra mile by offering \$21 off when you join as an NP Member using code NPWEXTRA at [aanp.org/npwextra](http://aanp.org/npwextra). #NPsLead

I'm proud to be a #nursepractitioner. NPs deliver high-quality, person-centered primary, specialty, acute and long-term care to patients nationwide. Celebrate NPs during #NPWeek Nov. 7-13: [aanp.org/npweek](http://aanp.org/npweek) #NPsLead #WeChooseNPs

## Sample Facebook Posts



**American Association of Nurse Practitioners**

It's National Nurse Practitioner Week! Join me November 7-13 as we celebrate the contributions of the nation's more than 325,000 NPs who go the extra mile to provide lifesaving care to their patients in more than 1 billion visits each year. Thanks to my NP colleagues — and the millions of patients who choose an NP. [aanp.org/npweek](http://aanp.org/npweek).

It's National Nurse Practitioner Week November 7-13! Did you know that NPs order, perform and interpret diagnostic tests; diagnose and treat acute and chronic conditions; prescribe medications; and educate and partner with patients in making healthy lifestyle choices? I'm proud to be an NP. Visit [wechoosenps.org](http://wechoosenps.org) to learn more about this important role.

Happy National Nurse Practitioner Week to all my NP colleagues! November 7-13 we're celebrating the meaningful difference that more than 325,000 NPs are making, going the extra mile to ensure all patients receive the high-quality health care they deserve. If an NP has made a positive impact on your life, share your story at [aanp.org/thanknps](http://aanp.org/thanknps). Learn more at [aanp.org/npweek](http://aanp.org/npweek).

I'm excited to share a special @AmericanAssociationofNPs discount with my NP colleagues in honor of National Nurse Practitioner Week, November 7-13. Save \$21 when you join AANP as an NP Member using the NPWEXTRA discount code. Learn more about this special week and why joining your professional organization is so important: [aanp.org/npwextra](http://aanp.org/npwextra).



Like



Comment



Share



# CONVERSATION STARTERS

With a spotlight on NPs Sunday through Saturday, NP Week brings an opportunity to highlight the breadth and depth of the NP role, the critical difference NPs make in the lives of patients and the leadership NPs demonstrate as they advocate for positive change. As you engage in NP Week discussions on social media, through media interviews or by writing an opinion editorial for your local newspaper, please keep the following discussion topics in mind.

**Sunday, November 7** — This year's NP Week theme is NPs: Going the Extra Mile. Please join NPs, patients and legislators in expressing your gratitude for an NP who has made a positive difference in your life. Share your story of NP leadership, mentorship or clinical excellence at [aanp.org/thanknps](https://aanp.org/thanknps). Recognize NP excellence during media interviews, by writing blogs or articles and by posting on your social media channels.

**Monday, November 8** — NPs are working diligently to address social determinants of health, achieve health equity and increase access to health care for patients nationwide. Share ways that NPs are uniquely positioned to reduce health care disparities.

**Tuesday, November 9** — Help AANP celebrate the variety of roles NPs hold by sharing where you practice, teach or lead. What patient population do you serve and in what setting? What inspired you to become an NP and what motivates you to continue partnering with patients to provide high-quality, compassionate health care year-round?

**Wednesday, November 10** — NP Week is the ideal time to celebrate the high-quality health care NPs provide through more than 1 billion patient visits each year. With data-driven insights from 50 years of research studies, it is clear why millions of Americans choose an NP as their partner in health.

**Thursday, November 11** — This Veterans Day, we pay tribute to all veterans, including NPs and their patients who are current or previous members of the U.S. uniformed services. It is an honor for NPs to care for our nation's service members and their families. Join AANP in recognizing veterans today!

**Friday, November 12** — As the COVID-19 pandemic continues to unfold, the importance of NP-delivered care becomes increasingly clear. With more than 50 years of evidence supporting the positive outcomes associated with NP-delivered care, what might the future hold for NPs and their patients?

**Saturday, November 13** — AANP is *The Voice of the Nurse Practitioner*®, advocating for NPs and their patients wherever important health care decisions are being made. How do you choose to use your NP voice? On social media, please use the #NPWeek and #NPsLead hashtags to share which causes are most important to you and what actions you are taking to effect positive change.

Media interviews provide a tremendous opportunity to spread NP Week messaging and generate important exposure for NPs in your area. Below are recommendations for delivering your message persuasively and effectively in the media.

1. **Prepare.** Practice delivering your message clearly and concisely in front of a mirror, with friends and in mock interviews. Make sure you are comfortable with your words and your delivery.
2. **Be personable.** Smile and engage in a conversation that builds rapport with the interviewer. Remember, you are the expert, and they are asking you questions about something you care about, so let your passion and your personality shine.
3. **Get to the point.** State your main message at the beginning of the interview so you are sure to get it on record.
4. **Use personal anecdotes.** Personal stories and relatable comparisons make talking points more memorable and shareable.
5. **Keep it short and sweet.** Brevity is essential, so make your point, but don't go overboard.
6. **Master the art of bridging.** Sometimes questions can lead an interview off track, but bridging or giving a brief response to a question and then steering the conversation back with a transition, like "which is why ...," can help refocus the conversation.
7. **Have a favorite sound bite.** Some interviews come down to a single catchy sound bite that frames the whole conversation, so have a go-to statement that makes the interviewer's job easy.
8. **Avoid NP jargon.** Focus the interview on the positive impact of NPs, but don't get into the weeds with health care lingo that takes the emphasis away from the big picture.
9. **Emphasize important points.** Before you make an important point, flag the sound bite with phrases, like "the most important takeaway is ..."



10. **Tell the truth.** Everything you say will be considered a proof point for your position, so make sure you share defensible facts.
11. **It's okay not to know.** Don't speculate if you don't know the answer to a question. It's always better to follow up with the right answer than to give a potentially wrong answer.
12. **It's not just what you say.** Body language communicates just as much as words, so pay attention to your posture, tone and facial expressions during the interview.
13. **Be an information source.** Direct the interviewer to [aanp.org](http://aanp.org), [wechoosenps.org](http://wechoosenps.org), NP Week resources and other available sources of information for additional context and follow-up information.
14. **Make yourself available.** Interviewers often have follow-up questions, so share your contact information and make yourself accessible for additional comment.
15. **Say thank you.** The best interviews are between people who like and respect one another, so be gracious and respectful. Say thank you in person and follow up to reiterate the sentiment after the interview is complete.



# HOW TO LOOK YOUR BEST ON CAMERA

- A fitted dress or blazer is ideal. Both are flattering and allow ample room for a microphone.
- Stick to solid colors. Saturated blues and greens are best. Reds tend to bleed out on screen, black absorbs surrounding color and whites glow under harsh studio lights.
- Avoid busy patterns or distracting logos. Stripes, herringbone, checks and small patterns are especially problematic on screen.
- Keep jewelry to a minimum and avoid pieces that move or make noise.
- Wear matching socks that cover your entire calf.
- Wear non-reflective glasses to avoid a glare or opt for contacts.
- Wear makeup to offset the lights. Matte foundation can tone down a shiny face, and blush can help you avoid appearing washed out. Avoid glossy products, and don't forget to powder a bald head!
- Avoid shiny hair products that will reflect camera lights.

## Quick Tips

- Unbutton your suit jacket while seated, and button it while standing.
- Add a belt to an oversized top to avoid a baggy, wrinkled look.
- Sit on the back of a suit jacket to create a wrinkle-free line and prevent bunching.
- Contact AANP Communications at [communication@aanp.org](mailto:communication@aanp.org) before giving an interview to receive guidance and talking points on the interview topic.



## INTERVIEW DON'Ts: SIX THINGS TO AVOID

- 1 Don't disparage other health care providers.
- 2 Don't guess. Stick to what you know.
- 3 Don't be sarcastic. You may be misinterpreted.
- 4 Don't exaggerate. Only use defensible facts.
- 5 Don't be intimidated. You're the expert.
- 6 Don't lose your cool. Patience speaks volumes.

# PUBLIC SERVICE ANNOUNCEMENTS

# ON AIR

A public service announcement (PSA) is a free announcement made by a media outlet on behalf of a community organization or individual to help promote a worthy event or cause. Typically, PSAs are designed to inform and educate community audiences, rather than sell a product or service, and because the content is deemed important for the greater community, the outlet provides this service for free.

Given that access to quality health care is a hot-button issue for many communities, NP Week provides a great backdrop for media outlets to educate audiences about the important work being done by NPs, particularly in clinics, urgent care centers and other points of service where access may be a challenge for residents.

Each station typically has its own PSA submission criteria, so be sure to adhere to their guidelines. The following scripts can be customized as needed.



## Script 1 | 60 seconds

### NPs: Going the Extra Mile

Almost 80 million Americans lack access to primary health care [or insert your state numbers here]. Our nation must do better, and there is a solution for our neighbors in need.

Every day more than 325,000 nurse practitioners go the extra mile to provide better health care in communities nationwide. In fact, patients choose NPs in more than 1 billion visits each year.

NPs provide high-quality health care — from primary care to acute and specialty care for all types of patients. In every state, NPs assess patients, order and interpret tests, make diagnoses and provide treatment — including prescribing medications.

During National Nurse Practitioner Week, [COMMUNITY] is celebrating the outstanding contributions of nurse practitioners in [STATE] and across the country. This week, be sure to thank NPs for delivering care patients trust — and consider an NP for your health care needs.

To learn more about NPs, visit [aanp.org](https://aanp.org).



## Script 2 | 60 seconds

### NPs: Celebrate the Solution

Choosing the right primary care provider is an important first step in managing your health, but for many Americans, finding a health care provider to meet their needs can be a challenge.

Today, America's nurse practitioners represent 325,000 solutions to improving patient health. In fact, NPs are the health care provider trusted by millions of Americans, and 80% of adults have been treated or know someone who has been treated by an NP.

In all 50 states, NPs assess patients, order and interpret tests, make diagnoses and provide treatment — including prescribing medications. Most importantly, as clinicians who blend clinical expertise with an added emphasis on disease prevention and health management, NPs bring a comprehensive perspective to patient care.

As we celebrate National Nurse Practitioner Week, learn how NPs are going the extra mile to treat their patients. If you are considering an NP for your health care, visit [npfinder.com](https://npfinder.com) to find an NP near you!

To learn more about NPs, visit [aanp.org](https://aanp.org).



## Script 3 | 30 seconds

More and more Americans (Texans, Oklahomans or customized for your state) are making the healthy choice to see a nurse practitioner for their health care. In fact, more than 80% of adults have seen an NP or know someone treated by an NP. With outstanding health outcomes and patient satisfaction rates, NPs emphasize healthy living through education, counseling and disease prevention. Your health matters. Choose an NP to see firsthand how NPs are going the extra mile for your care.

To learn more about NPs, visit [aanp.org](https://aanp.org).





**Lifesaving NP Care**  
31 Seconds



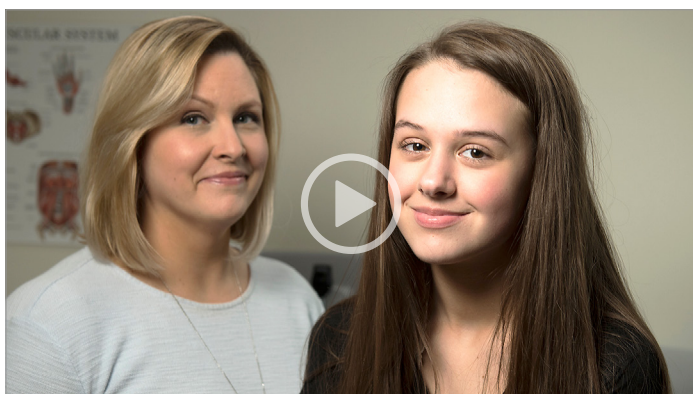
**NPs Combat COVID-19**  
31 Seconds



**We Choose NPs**  
31 Seconds



**Charlene's Story**  
31 Seconds



**Molly's Story**  
31 Seconds



**David's Story**  
31 Seconds



**View all  
We Choose NPs videos »**

Print, post and share one or all of the posters below to use in NP Week celebrations and to help educate the public about the NP role. Simply click on the images or visit [AANP's NP Week webpage](https://www.aanp.org/np-week) to download the posters. Email [socialmedia@aanp.org](mailto:socialmedia@aanp.org) for access to higher resolution files.




## WE CHAMPION HEALTH. WE CHAMPION YOU.

As nurse practitioners (NPs), we're committed to giving every patient the opportunity to reach their full health potential. That's why the nation's 325,000 NPs deliver lifesaving care in more than 1 billion patient visits each year – from urban centers to rural communities and every town in between. No matter where you live; who you love; your race, ethnicity or religion, know that NPs proudly champion you, your health and your right to access equitable, high-quality health care.

#NPWEEK | NOVEMBER 7-13, 2021

Visit [aanp.org](https://aanp.org) to learn more.






## NPs: GOING THE EXTRA MILE DELIVERING LIFESAVING CARE – EVERYWHERE.

During National Nurse Practitioner Week, we honor our nation's more than 325,000 nurse practitioners (NPs) and their commitment to go the extra mile – delivering patients high-quality care in more than 1 billion visits each year. From the cities to the suburbs to rural America, NPs diagnose and treat millions of patients, ordering tests, prescribing medications and managing their chronic conditions. As clinicians who blend clinical expertise with an added emphasis on disease prevention and health management, NPs bring a comprehensive perspective to health care. Thank you to our nation's NPs for going the extra mile, delivering lifesaving care – everywhere.

#NPWEEK | NOVEMBER 7-13, 2021

Visit [aanp.org](https://aanp.org) to learn more.





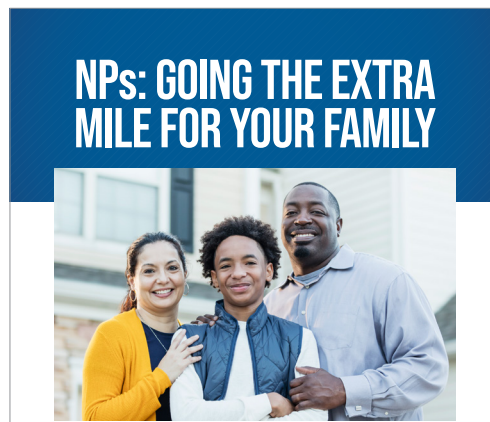
## GET YOUR COVID-19 VACCINATION TODAY!

The COVID-19 vaccine is safe, effective and available to patients ages 12 and older. Not only does vaccination protect you, it helps our entire community stay safe from COVID-19. To find out if the COVID-19 vaccine is right for you and your family, ask your nurse practitioner.

#NPWEEK | NOVEMBER 7-13, 2021

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## NPs: GOING THE EXTRA MILE FOR YOUR FAMILY

### Honoring Nurse Practitioners for Combating COVID-19 and Ensuring Patient Health

#NPWEEK National Nurse Practitioner Week  
November 7-13, 2021

Visit [aanp.org](https://aanp.org) to learn more.



## CELEBRATING AMERICA'S 325,000 NPs AND THE PATIENTS WHO CHOOSE THEM

#NPWEEK  
November 7-13, 2021

Nurse practitioners (NPs) provide high-quality, personalized health care that patients want and America needs.

- ADVANCED DEGREE, NATIONAL BOARD CERTIFICATION
- PRIMARY, ACUTE AND SPECIALTY CARE PROVIDERS
- ORDER, PERFORM AND INTERPRET DIAGNOSTIC TESTS
- PRESCRIBE MEDICATIONS AND OTHER TREATMENTS

WeChooseNPs.org • AANP.org NPs: Patient-centered, accessible, high-quality health care.



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