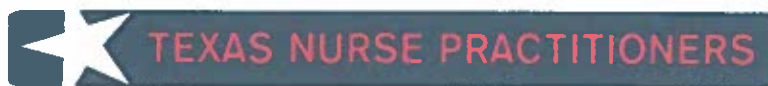


Top 10 Ways to Celebrate NP Week **November 8-14, 2015**

1. Make a legislative visit and reinforce that NPs offer high-quality, cost-effective, patient-centered healthcare.
2. Obtain a proclamation from your mayor, city council or city manager. If you would like a sample – please contact TNP at admin@texasnp.org.
3. Invite local or state elected officials to your practice site to tour and become aware of the many healthcare services that an NP provides.
4. Obtain patient support letters (sample available on TNP website) or encourage your patients to send letters of support to their legislators and newspapers.
5. Plan a reception with other NP groups or healthcare facilities recognizing the good work of nurse practitioners.
6. Write a “Letter to the Editor” regarding how NPs are a part of the solution to 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: www.facebook.com/Texasnp or Twitter: [@TNPAustin](https://twitter.com/TNPAustin)
8. Make yourself more visible by talking to local groups such church groups, nursing homes, schools, etc. on an area where you consider yourself a specialist.
9. Become involved with your local group and attend a TNP Affiliate meeting in your area.
10. Wear a red-and-white ribbon to build awareness about the important role that NPs play in the delivery of healthcare in Texas.



Sample Press Release

FOR IMMEDIATE RELEASE

CONTACT:

National Nurse Practitioner Week – Texas Celebrates 50 Years of NP Excellence

CITY, STATE (Date) This week Nurse Practitioners (NPs) across Texas will be celebrating National Nurse Practitioner Week (November 8 – 14, 2015) and the fiftieth anniversary of the first NP program in the United States. 50 years after the University of Colorado established its NP program, there are now more than 205,000 NPs licensed to practice in the United States and approximately 13,000 in Texas alone. Especially in the context of growing primary care workforce shortages, the role of NPs as modern healthcare providers is more important than ever.

“All across the country, Nurse Practitioners are on the frontlines of providing high quality, cost-effective healthcare,” said Jan Zdanuk. “This year, Governor Abbott has issued a proclamation recognizing the important work of Nurse Practitioners throughout the state and the vital role they play as healthcare providers in the community. We hope friends, legislators, and employers join us in honoring Texas Nurse Practitioners and the important milestone of our 50th anniversary year.”

(Insert a personal story and quote here from a local area Nurse Practitioner)

NPs like [insert name here from local story] have a long record of providing patient-centered, quality care that has been recognized repeatedly throughout the past 50 years in peer-reviewed research. Despite this fact, Texas remains one of the most restrictive states for NP practice and continues to impose onerous requirements for physician delegation and supervision. Barriers like these are costly and discourage NPs from opening private clinics. They also drive up patient costs and limit access to care, often forcing patients to turn to the emergency room for basic primary care services in rural and underserved areas.

National Nurse Practitioner Week is a time to celebrate exceptional, but often underutilized healthcare providers like [insert name here]. It is also a time to remind lawmakers of the importance of removing outdated barriers to practice so that NPs will be allowed to practice to the full extent of their education and training and ensure greater access to quality healthcare for Texans.

###



Sample Tweets

Nurse practitioners = 13,000 solutions to strengthening #healthcare in Texas. Celebrate #NPWeek Nov 8-14

Happy #NPWeek to >13,000 nurse practitioners in Texas who provide high-quality #healthcare to thousands

21 states plus D.C. have granted full practice authority to NP's . Let's make Texas the 22nd state! #NPsUnite #NPWeek #Txlege

Two out of three patients support legislation for greater access to NP services. #FullPracticeAuthority #NPWeek #Txlege

NPs hold prescriptive privilege in all 50 states and D.C., with controlled substances in 49. Guess who's missing (hint: Lone Star)? #NPWeek #TXLege

We're sharing fun facts about NP's for #NPWeek. Help us spread the word! Did you know that 86.5% of NPs are prepared in primary care?

There are 18 Texas state universities preparing primary care APRNs, and these schools graduated 1,029 primary care APRNs in 2013. #NPWeek

Another fun fact for #NPWeek. Did you know that most NP's have been in practice an average of 10 years? #NPsLead #healthcare

Send us your fun facts for #NPWeek. We have another one for you: 84.9% of NPs see patients covered by Medicare & 83.9% by Medicaid.

More NP fun facts for #NPWeek. Help us spread the word! Did you know that the majority (69.5%) of NPs see three or more patients/hour?

Patients whose primary care providers are NPs have fewer emergency room visits and shorter hospital stays. #NPsLead #NPWeek

Tarrant County has the greatest concentration of nurse practitioners. Where does your county stand? <http://bit.ly/1GwNwmt> #NPWeek

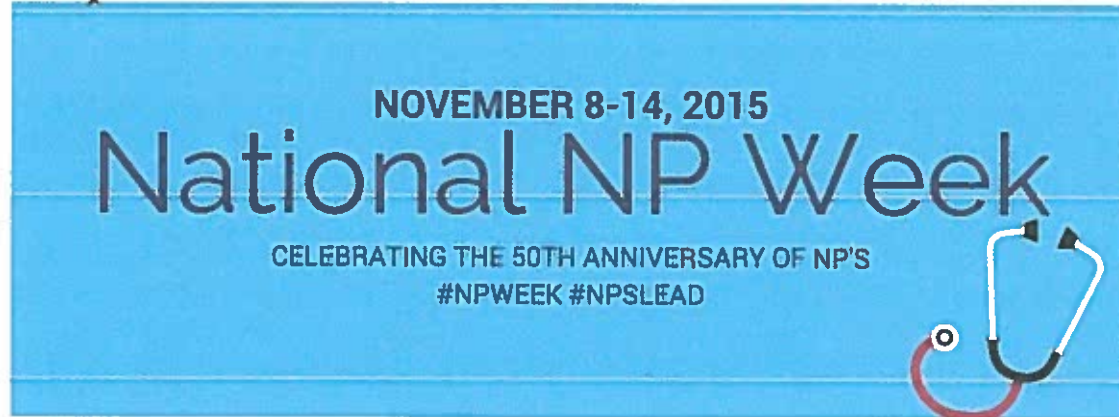
Many counties in Texas have ZERO psychiatric or mental health NP's. NP's are needed to fill this access gap: <http://bit.ly/1GwNwmt> #NPWeek



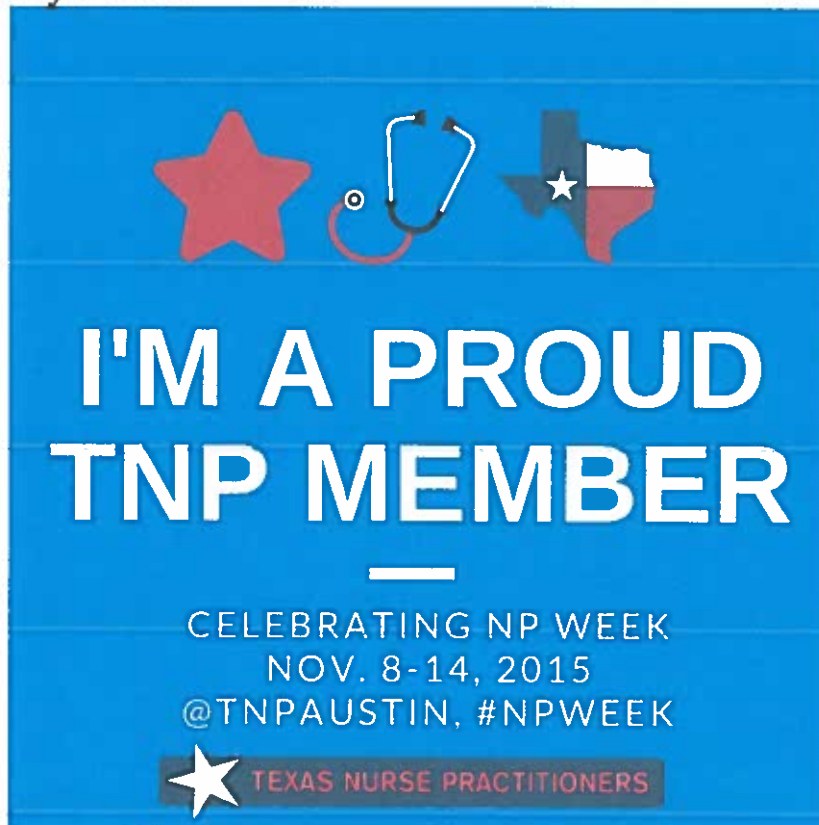
Facebook Memes and Graphics

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

Cover photo



Profile Picture





Sample Proclamation

Texas is home to thousands of highly skilled nurse practitioners with advanced medical 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 Lone Star State.

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 diseases prevention and health education and counseling.

Nurse Practitioner work under rules and regulations enforced by the Texas Board of Nursing and are valued members of Texas' health community. To raise awareness of NPs' roles in modern health care, a public awareness campaign will be conducted throughout the Lone Star State 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 8 – 14, 2015, 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 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 healthcare, 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 to target your story to a local audience and local media outlets.
- **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 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.

NP Week 2015 Red-and-White Ribbon Campaign



Texas Nurse Practitioners (TNP) is celebrating National NP Week in style this year by wearing and distributing red and white awareness ribbons to the community during the week of November 8th-14th. Symbolic of the candy striper nursing origin of the NP profession, we will be using these ribbons as a way to increase awareness, visibility, and knowledge of the profession to those who may not be familiar with what a nurse practitioner does or what their role is as a modern healthcare provider.

TNP will be sending red-and-white awareness ribbons to your local nurse practitioner affiliate organization. If you are interested in buying more, please complete the following steps:

- Go to Ribbon Factory at:
http://www.ribbonfactory.com/store/display_item/1248.html
- Select the “Red Taffy” awareness ribbon, pin type, and amount.
- The cost is around \$20.00 for 250 ribbons.

Wear your ribbon loud and proud during NP Week 2015. Don’t forget to snap a picture of yourself sporting your new ribbon so we can share it on our social media (email Stephanie@texasnp.org).