

National Nurse Practitioner Week



AANP

American Association of
NURSE PRACTITIONERS™



November 13 - 19, 2016

#NPWeek

aanp.org

2016 NP Week President's Letter

Welcome to the 2016 NP Week Resource Guide. We hope you will find material that will be helpful in building awareness of the vital role that NPs have in the health care of our country. Last year, the NP role celebrated the 50th anniversary of the first NP program. Since that auspicious beginning, there are now more than 350 programs around the country, graduating approximately 20,000 new NPs into the workforce over the past year, with approximately 222,000 NPs currently licensed in the U.S. These statistics, in and of themselves, tell a compelling story, and we hope this guide will give you some additional ideas on how to bring recognition to the many benefits of having an NP as the health care provider of choice for millions of patients.

This year, NPs have continued to show a strong leadership position, making the NP voice heard loud and clear on many vital issues such as support of the VA's proposed rule that would give veterans direct access to care provided by NPs and other APRNs in VA facilities. Through the more than 60,000 comments submitted to the federal register, you and your colleagues helped bring visibility and awareness to a high quality health care solution for our veterans. We encourage you to continue this support with your congressional members to enlist their help in urging that the VA publish and implement this proposed rule.

Now is an opportune time to visit with the congressional delegation during their recess while they are in your state. Invite them to your practice site so they can see first-hand the superior care that NPs provide.

NP Week holds numerous opportunities to help educate lawmakers and the general public about the benefits of NP-delivered health care. With 21 states and the District of Columbia already giving patients direct access to NP care, this week is another way to demonstrate the benefit of all states having this access. More states will be reviewing access legislation during 2017. Your help in delivering the NP value message will help educate state legislators about the NP role.

The AANP online resource guide contains:

- Sample Proclamation
- Sample News Release
- Community Activity Ideas
- NP Week Talking Points
- NP Fact Sheet
- Guidelines for Writing a Letter to the Editor
- Media Interview Guide
- Radio Public Service Announcements
- Posters and Graphics

Let us know how you celebrate NP Week 2016. We would love to share your successes with the rest of the NP community. Showcase the NP role. The Future is Now!

Cindy Cooke, DNP, FNP-C, FAANP
President

2016 NP Week Resource Guide Contents

I. Media Resources

- A. Sample News Release** – Customize your release with local nurse practitioner news and information and send it to news outlets, including local newspapers, magazines, television and radio stations.
- B. NP Week Talking Points** – Key message points to emphasize during media interviews and speaking engagements.
- C. NP Fact Sheet** – NPs by the numbers! This document includes important data points about NPs for lawmakers and the public.
- D. Guidelines for Writing a Letter to the Editor** – Use these handy tips to write an effective letter to the editor announcing your local NP Week activities. Send your letter to local newspaper and magazine editors.
- E. Media Interview Guide** – Get in front of that camera or microphone and tell the world about the great work NPs do! This document helps you be in control of the message.
- F. Radio Public Service Announcements** – Educate radio listeners about the important role of NPs. Ready-to-read public service announcements provide clear and easy solutions.
- G. Radio, TV and Print Ads** – Perfect for use by your local radio station, television station or newspaper to educate the public about the roles and responsibilities of NPs.

II. Get Involved

- A. Sample Proclamation** – Document for your elected officials to sign in recognition of the valuable role nurse practitioners play in America's health care system.
- B. Proclamation Map** – Don't let your state be blue! Ask the governor of your state to sign an NP Week proclamation. Send images to socialmedia@aanp.org for inclusion in the map.
- C. Social Media Suggestions** – Join the #NPWeek conversation on your favorite social media networks by using the messaging provided or posts of your own.
- D. Activities** – Recommended activities and events to make NP Week 2016 a success in communities nationwide.
- E. Posters** – Free, downloadable posters for you to share electronically or print and display in celebration of NP Week.

The following news release can be modified as you see fit and used to highlight NP Week in general and your local activities in particular. Be sure to double-space the news release and provide your contact information in case the media have any questions or wish to follow-up with a story.

Contact Name
Contact Phone Number
For Immediate Release

Your Partner in Health - The Nurse Practitioner

CITY, STATE (Date) - The role of the nurse practitioner (NP) will be showcased November 13 - 19, 2016, as NPs across the country celebrate more than 50 years of practice during National NP Week. In the United States, this distinguished group of health care professionals number approximately 222,000 strong with an additional 20,000 NP students graduating each year.

Events held in communities around the country will acquaint local citizens with the role of NPs as providers of high-quality, cost-effective, personalized health care and will highlight the value of choosing an NP as Your Partner in Health®. NP practice offers a unique combination of nursing and health care service to patients. Focusing not only on diagnosing and managing acute and chronic illnesses, NPs integrate health promotion, disease prevention, counseling and patient education to help patients understand their complete health picture.

In a population that is aging, with baby boomers becoming seniors in growing numbers over the next ten years, having choices about health care providers will become even more important. National NP Week brings visibility to the role of the NP, helping consumers make wise choices when selecting their health care provider.

(Insert local information.)

The American Association of Nurse Practitioners (AANP) is the largest professional membership organization for nurse practitioners (NPs) of all specialties. It represents the interests of more than 222,000 NPs, including approximately 70,000 individual members and 200 organizations. AANP provides legislative leadership at the local, state and national levels, advancing health policy; promoting excellence in practice, education and research; and establishing standards that best serve NP patients and other health care consumers. As The Voice of the Nurse Practitioner®, AANP represents the interests of NPs as providers of high-quality, cost-effective, comprehensive, patient-centered health care. For more information, visit aanp.org. To locate an NP in your community, go to npfinder.com.

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2016 NP Week Talking Points

- Nurse practitioners, also known as NPs, are expert clinicians with advanced training who provide primary, acute and specialty health care.
- NPs offer high-quality, cost-effective, patient-centered health care.
- 21 states and the District of Columbia have granted full practice authority to NPs, giving patients more direct access to the primary, acute and specialty care services that NPs provide.
- NPs provide a full range of services, such as ordering, performing and interpreting diagnostic tests; diagnosing and treating acute and chronic conditions; prescribing medications and treatments; and managing overall patient care.
- There are more than 222,000 NPs licensed to practice in America today, providing solutions to the health care provider crisis.
- NPs have master's degrees, and many have doctoral degrees, as well as advanced education and clinical training.
- NPs are licensed and can prescribe medication and other treatments in all 50 states and the District of Columbia.
- Patients whose primary care providers are NPs have fewer emergency room visits and shorter hospital stays, resulting in lower out-of-pocket costs.
- Two out of three patients support legislation for greater access to NP services.
- An estimated 20,000 new NPs completed their academic programs in 2014-2015.
- NPs emphasize the health and well-being of the whole person in their approach, including helping patients make educated health care decisions and healthy lifestyle choices.
- The confidence patients have in NPs is demonstrated by the more than 870 million visits made to NPs each year.

2016 NP Week Nurse Practitioner Facts

There are more than 222,000 nurse practitioners (NPs) licensed in the U.S. ¹

- An estimated 20,000 new NPs completed their academic programs in 2014-2015 ²
- 96.2% of NPs have graduate degrees ³
- 83.4% of NPs are certified in an area of primary care ³
- Nearly three in four NPs are accepting new Medicare patients, and 77.9% are accepting new Medicaid patients ³
- 49.9% of NPs hold hospital privileges; 11.3% have long term care privileges ³
- 95.8% of NPs prescribe medications, and those in full-time practice write an average of 23 prescriptions per day ³
- NPs hold prescriptive privileges, including controlled substances, in all 50 states and D.C.
- In 2016, the mean, full-time base salary for an NP was \$102,526 ³
- The majority (60.7%) of NPs see three or more patients per hour ³
- Malpractice rates remain low; only 1.9% have been named as primary defendant in a malpractice case ³
- Nurse practitioners have been in practice an average of 12 years ³
- The average age of NPs is 49 years ³

Distribution, Top Practice Setting & Clinical Focus Area by Area of NP Certification ³

Area of Certification	Percent	Top Practice Setting	Clinical Focus Area
Acute Care	7.7	Hospital Inpatient Clinic (27.3%)	Cardiology (20.8%)
Adult*	16.8	Hospital Outpatient Clinic (16.3%)	Primary Care (32.6%)
Adult-Gerontology Primary Care*	4.0	Hospital Outpatient Clinic (14.5%)	Primary Care (40.5%)
Family*	55.1	Private Group Practice (13.9%)	Primary Care (47.6%)
Gerontology*	2.7	Long-Term Care Facility (20.7%)	Primary Care (51.8%)
Neonatal	1.7	Hospital Inpatient Clinic (44.9%)	Primary Care (15.3%)
Pediatric - Primary Care*	6.4	Hospital outpatient Clinic (25.4%)	Primary Care (57.8%)
Psychiatric/Mental Health - Adult	2.4	Private NP Practice (19.5%)	Psychiatric (96.1%)
Psychiatric/Mental Health - Family	3.0	Psych/Mental Health Facility (18.1%)	Psychiatric (87.2%)
Women's Health*	5.8	Private Group Practice (26.0%)	OB/GYN (72.6%)

**Primary Care Focus*

Sources:

1. AANP National Nurse Practitioner Database, 2016
2. Fang, D., Li, Y., Trautman, D.E., & Stauffer, D.C. (2016) 2015-2016 *Enrollment and Graduations in Baccalaureate and Graduate Programs in Nursing*. Washington DC: AACN
3. 2016 AANP National Nurse Practitioner Sample Survey

Additional information is available at the AANP website: aanp.org.

2016 NP Week Letter to Editor Guidelines

Do you have a strong feeling about something you read or just want to make a comment about a relevant topic? Write a letter to the editor. Letters provide a forum for public comment or debate. A letter to the editor is meant to express your opinion or point of view.

Helpful Tips

- **Be timely.** Write your letter within a day of the article's publication date.
- **Include contact information.** Include your full name, city, state, phone number, email address (many news organizations will call to verify you really wrote the letter - most will not print anonymous letters).
- **Be clear.** Make one main point.
- **Be concise.** 1-3 paragraphs, 3-8 sentences, 40-100 words. Short letters show confidence in your position.
- **Be accurate.** Letters that are factually inaccurate are not printed.
- **Be interesting.** Get your readers' attention, and keep it to the end of your letter. Open with an interesting fact or strong statement, and keep your points as interesting as possible.
- **Avoid personal attacks.** Show respect for the opposite opinion. Being rude may cause people to disagree with you on principle.
- **Proofread.** Re-read your letter. Check for grammar and spelling mistakes. If possible, ask another person to read your letter to ensure accuracy and clarity.
- **Don't worry if your letter is not printed.** Even if it is well-written, your letter may not be printed, especially if it addresses the same issue as letters already printed.

How to Format

Format your letter to the editor using the example on the right. Be careful to follow all submission instructions provided by the publication you are contacting.

Read several letters to the editor published by the publication you are addressing. This will give you an idea of the types of letters that the editors are likely to print.

Good luck!

To the Editor:

Re: "Title of Article," Month day of
publication: First paragraph of content.

Include up to 3 paragraphs of content in your letter.

Your Full Name
City, State

2016 NP Week Media Interview Guide

Things to Remember

- Interviewers and interviewees usually have very different goals.
- Interviewers (reporters) want all their questions answered so they can tell a compelling and complete story.
- Interviewees (you as a source) want to take full advantage of an audience to tell your story and further your goals.

**Be aware of the reporter's goals -
accomplish yours.
You are an authority on your topic!**

Interview DO's

- Be confident, friendly and helpful - be yourself
- Project your commitment to educating patients and the public
- Drive the conversation back to the point - control the flow of information
- Have a sound bite, i.e.: NPs are highly qualified health care providers who diagnose, treat and prescribe (see talking points)
- Prepare - identify the story, and own it
- Answer, then explain
- Maintain eye contact with the reporter, not the camera
- If an untrue statement is made, refute it immediately and politely
- Confirm and clarify with the reporters
- Close the deal: "I'm always happy to help answer your questions. Please call me anytime," or "For more information, people can go to..."
- Control the interview by steering reporters back to relevant topics - "What is most important is..." or "The main thing your audience needs to know is..."

Interview DON'T's

- | | |
|-----------------------------------|------------------------------------|
| • Use jargon | • Speak "off the record" |
| • Be intimidated | • Answer with a guess |
| • Lose your temper or argue | • Make light of a serious question |
| • Say "no comment" | • Lie or exaggerate |
| • Speculate or guess at an answer | |

How to Look Good for the Camera

- Men: Wear a dark suit, pastel or blue shirt with a conservative tie
- Women: Avoid solid black or white or busy patterns, and dress conservatively
- Both: Jewelry should be small and discreet; avoid anything large or flashy
- If you are being interviewed in "your space," create the appropriate background

2016 NP Week Radio Public Service Announcements

Script 1

Question: Did you know that there are 222,000 solutions to the primary health care shortage facing the United States today?

Answer: Yes - there are 222,000 nurse practitioners licensed in the U.S., and NPs have been providing primary care for more than 50 years.

NPs are proven, expert, patient-centered clinicians, and they are the health care providers of choice for many people because of their unique combination of medical and nursing expertise and skills.

NPs diagnose and treat acute and chronic conditions such as diabetes, high blood pressure, infections and injuries; they order, perform, interpret and supervise diagnostic tests such as lab work and x-rays; and they prescribe medications and other treatments. In addition, NPs partner with their patients, providing health education and counseling, thus guiding patients to make smarter health and lifestyle choices, which ultimately may lead to reduced health care costs.

November 13 - 19 is National NP Week. If you're already seeing a nurse practitioner, please take a moment this week to say thanks. If you are not already seeing an NP, visit npfinder.com to locate an NP in your area. You'll be glad you did.

Your Partner in Health, the Nurse Practitioner

Script 2

Looking for an experienced health care provider - one who spends time with you and offers both high-quality care and health counseling? Now you can find that perfect provider by going to npfinder.com. More and more people are choosing nurse practitioners (or NPs) as their primary, acute and/or specialty health care provider.

NPs partner with their patients - assisting them in making better lifestyle and health care decisions. NPs are different from other health care providers - they focus on the whole person when treating specific health problems, and they educate their patients on the effects those problems will have on them, their loved ones and their communities.

Find out for yourself how an NP can be your partner in health. Visit npfinder.com to locate an NP in your area. You'll be glad you did.

Your Partner in Health, the Nurse Practitioner

Script 3

Do you know where to turn when your child is sick? When you're planning a family? For health education? When your parents need care? Turn to a nurse practitioner. An NP diagnoses, treats, prescribes and manages medications and treatments and provides a wide range of preventive and acute health care services to individuals of all ages.

If you're already seeing an NP, please take a moment during National NP Week to say thanks. If you are not already seeing one, visit npfinder.com to locate an NP in your area. You'll be glad you did.

Your Partner in Health, the Nurse Practitioner

Script 4

Does your health care provider examine, diagnose, prescribe, treat, counsel and educate – all in a way that is caring and dependable for you and your family? NPs do all this and more! NPs are dedicated professionals who provide high-quality, cost-effective, personalized health care to diverse populations in rural and urban settings.

If you're already seeing an NP, please take a moment during National NP Week to say thanks. If you are not already seeing one, visit npfinder.com to locate an NP in your area. You'll be glad you did.

Your Partner in Health, the Nurse Practitioner

Script 5

At one point or another in our lives we all find ourselves in need of health care assistance, so please take a moment and listen to this message.

Did you know that a nurse practitioner can examine, diagnose, prescribe, treat, counsel and educate you about health care needs? NPs provide compassionate, high quality health care for individuals and families – people of all ages.

If you're already seeing an NP, please take a moment during National NP Week to say thanks. If you are not already seeing one, visit npfinder.com to locate an NP in your area. You'll be glad you did.

Your Partner in Health, the Nurse Practitioner

2016 NP Week Television, Radio and Print Ads

The following components of AANP's NP Awareness Campaign are available to help educate the public about the important care NPs provide their patients:

- The television spot aired on stations throughout the United States during 2016. The video is available on AANP's YouTube and Facebook pages, and it is a great resource to share with your legislators and social networks during NP Week.



- The radio segment aired in selected cities throughout the United States and is available in AANP's YouTube library.



- The print ad is downloadable by clicking below. It is formatted to print or to share on social media.



Nurse Practitioners:
222,000
solutions to strengthening
health care for America

Nurse Practitioners (NPs) are leading the charge, providing quality health care to millions of Americans. In fact, an overwhelming 64 percent of patients have seen an NP for their health care needs.

ADVANCED DEGREES
NATIONAL BOARD CERTIFICATION

PROVIDING ACUTE &
SPECIALTY CARE PROVIDERS

ORDER, PRESCRIBE &
INTERPRET DIAGNOSTIC TESTS

PRESCRIPTIONS &
OTHER TREATMENTS

AANP American Association of
NURSE PRACTITIONERS™

NPs: Patient-centered, accessible, high-quality health care
To locate an NP in your area, visit NPfinder.com
www.aanp.org

2016 NP Week Proclamation

Whereas, nurse practitioners (NPs) are advanced practice registered nurses (APRNs) who have advanced clinical education and training building upon their initial registered nurse preparation; and

Whereas, there are 222,000 licensed nurse practitioners in the United States, and (STATE NUMBER) in (STATE NAME) providing primary, acute and specialty care to patients of all ages and walks of life; and

Whereas, nurse practitioners diagnose, treat and prescribe medications and other treatments to patients through a caring, patient-centered, holistic model of care; and

Whereas, citizens of our state and nation have great trust in the high-quality care nurse practitioners provide, resulting in more than 870 million patient visits annually to NPs across the country; and

Whereas, five decades of research demonstrates the high quality of care provided by nurse practitioners; and

Whereas, 21 states and the District of Columbia have implemented Full Practice Authority for nurse practitioners, granting patients full and direct access to the outstanding care offered by these health care providers; and

Whereas, better utilization of nurse practitioners through modernized state laws and improved system policies creates a more accessible, efficient, cost-effective and higher quality health care system; and

Whereas, leading governmental and policy entities including the National Academy of Medicine, National Council of State Boards of Nursing, National Governors Association and Federal Trade Commission have taken notice of the benefits of nurse practitioner Full Practice Authority and have endorsed such a regulatory model; and

Whereas, (STATE, COUNTY OR CITY NAME) is proud to recognize and honor the service of nurse practitioners to our state;

Be It Resolved, therefore, that I (GOVERNOR NAME OR ELECTED OFFICIAL NAME) hereby declare November 13 – 19, 2016, as

Nurse Practitioner Week in (STATE NAME OR COUNTY/CITY NAME, IF MAYORAL OR COUNTY-LEVEL PROCLAMATION)

in recognition of the countless contributions that nurse practitioners have made over the past half century and will continue to make to the health and well-being of citizens in our state.

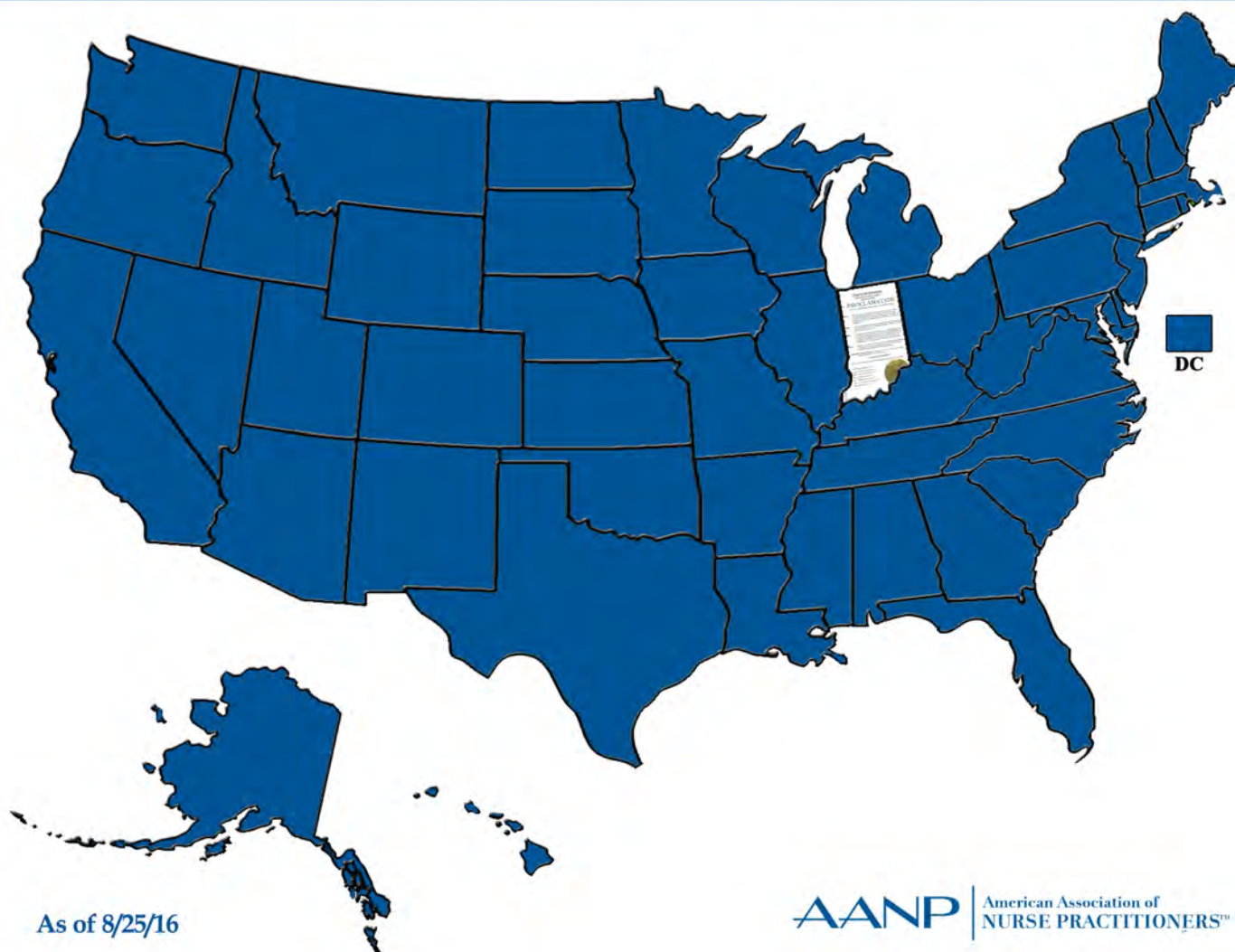
Signed: _____

Date: _____

2016 NP Week Proclamation Map

A record number of National NP Week proclamations were received in 2015, with 39 governors recognizing the outstanding contributions of nurse practitioners in their states. *Don't let your state be blue in 2016!* States that receive proclamations signed by their governors will be colored green, or even better, highlighted with pictures of nurse practitioners who were present for the signing or an image of the proclamation itself. Email your proclamations and photos to socialmedia@aanp.org so they can be shared with your colleagues across the nation. Congratulations to NPs in Indiana who submitted the first NP Week proclamation of 2016, which is displayed in the sample map below.

2016 National Nurse Practitioner Week Proclamations



Social Media

The NP community is thriving on AANP's social networking sites, and *thanks to your support, messages supporting the nurse practitioner role were viewed by more than 16 million people during NP Week last year*. AANP invites you to join your colleagues in engaging conversations by visiting the sites listed below. Participating in social media is a great way to connect with other NPs and industry professionals, stay current with the latest NP and health care news and keep in touch with AANP. We want to hear from you and look forward to seeing you online soon!

Join AANP's LinkedIn Group – The AANP LinkedIn Group is a great place to connect with other NPs and to discuss issues and trends relevant to the NP field and the health care industry in general. The group is restricted to ensure that members are related to the NP profession.

Like AANP's Facebook Page – With approximately 63,000 page likes, AANP's presence is one of the largest in the industry. Keep information about AANP happenings and the NP role at the top of your news feed. Visit AANP's Facebook Page and hit the "Like" button!

Follow AANP on Twitter – Follow @AANP_News for the latest AANP updates and other items of interest to NPs. Join the NP Week conversation by including the hashtag #NPWeek in your posts.

Share AANP's Videos and Graphics – Be sure to visit AANP on YouTube, Instagram and Pinterest to access videos and graphics that you can share with your social networks.

Sample Facebook Posts

Happy National NP Week to more than 222,000 nurse practitioners who provide patient-centered, accessible, high-quality health care to millions of patients nationwide. Did you know that 2 out of 3 patients support legislation for greater access to NP services? Learn more about NPs and the care they provide at <http://aanp.org>. Locate an NP in your area at <http://npfinder.com>. #NPWeek

Happy National Nurse Practitioner Week! Did you know that nurse practitioners offer 222,000 solutions to strengthening health care for America? NPs are the health care providers of choice for millions of Americans each year, thanks to the high-quality, patient-centered primary, acute and specialty care they provide. NPs order, perform and interpret diagnostic tests and can prescribe medication and other treatments. Learn more about NPs and the services they provide at <http://aanp.org>. Locate an NP in your area at <http://npfinder.com>. #NPWeek

Sample Tweets

Nurse practitioners = 222,000 solutions to strengthening #healthcare. Celebrate #NPWeek Nov 13-19

Happy #NPWeek to >222,000 nurse practitioners who provide high-quality #healthcare to millions

#DYK nurse practitioners order, perform & interpret diagnostic tests & prescribe medication? #NPWeek

#DYK nurse practitioners prescribe medication in all 50 states + DC? #NPWeek

Community Outreach

- Invite local, state and federal elected officials to your practice site to tour and become aware of the many health care services that NPs provide.
- Obtain a proclamation from your local authority (mayor, city council, city manager) or state official (governor, lieutenant governor, senators, representatives) proclaiming November 13-19, 2016, as National Nurse Practitioner Week. Call their office to find out the procedures for obtaining a proclamation. When you send in the proclamation, it is suggested that you send in back-up information such as the NP Fact Sheet. Also include information about local NPs and planned activities in recognition of NP Week. (See sample proclamation.)
- Create and distribute NP Week news releases. (See sample news release.)
- Write a letter to the editor extolling the virtues of the many services provided by NPs to their patients and the communities they serve. Find out the newspaper's requirements for considering letters and comply with them – e.g. should it be typed, double-spaced, maximum length? Keep the focus relevant, timely and local. Identify your special expertise as an NP.
- Contact local media (print, TV and radio), and ask them to run a public service announcement (PSA). Provide audio or written copy to radio stations, depending on their preferred format. (Radio, TV and print ad provided.) Volunteer to guest on a talk show to spread the word about NPs.
- Encourage your practice or local/state NP group to co-sponsor a community event, such as a health fair at a shopping mall or other public venue, to capture the attention of the general public who may be unfamiliar with NPs.
- Plan a special reception with other NP groups in your area to recognize the good works of nurse practitioners. Co-host with a larger group of health care providers in a collaborative event.
- Contact your local hospitals, schools and libraries to ask about setting up NP posters, distributing NP brochures and other information showcasing National NP Week and any future opportunities at these locations.
- Inquire about speaking opportunities at schools to let students know about the nurse practitioner – can do this during career day also. Even elementary students could be a target audience. Conduct a coloring contest at the elementary school level about their perceptions of what a nurse practitioner is and does.
- Host a fun-run with proceeds going to a local charity.
- Coordinate activities with your local veteran's group celebrating Veteran's Day, NP Week, and NP support of military families through Joining Forces.
- Contact local civic groups such as rotary clubs, chambers of commerce, PTAs, girls and boys clubs, etc. to get on the agenda to present a program on health care in general and NPs in particular. It is never too early (or too late) to spread the word about NPs.
- Create a chat on Twitter or post messages on social media sites to raise awareness of the NP role. Use the hashtag #NPWeek to join the conversation on Twitter.

Information to Share with Your Patients during National NP Week

Acetaminophen Awareness Coalition - Know Your Dose Campaign

The Know Your Dose Campaign educates patients and consumers about the safe and effective use of acetaminophen. The campaign is organized by the Acetaminophen Awareness Coalition – a group of consumer organizations, health organizations, and health care provider organizations. Because hundreds of medicines contain acetaminophen, it is important to educate consumers and encourage them to always read and follow labels. Learn more at KnowYourDose.org.

Adult Immunization

The National Vaccine Advisory Committee (NVAC) revised the Standards for Adult Immunization Practice in 2013. The new Standards call on ALL health care professionals – whether they provide vaccinations or not – to take steps to help ensure that their adult patients are fully immunized. Access resources for NPs on the [Centers for Disease Control \(CDC\) website](http://CentersforDiseaseControl(CDC)website).

Get Smart About Antibiotics

The CDC's [Get Smart: Know When Antibiotics Work](http://GetSmart:KnowWhenAntibioticsWork) program asks for your help in making **Get Smart About Antibiotics Week 2016 (Get Smart Week)** a success! Get Smart Week, November 14 – 20, will focus on appropriate antibiotic use in outpatient, inpatient and long-term care settings. Plus, there will be recognition of antibiotic use in veterinary medicine and animal agriculture. Get Smart Week is part of a larger global observance involving the World Health Organization, the European Centre for Disease Prevention and Control, and several countries.

Tools and resource examples are available on the [Get Smart Week website](http://GetSmartWeekwebsite) to assist you in doing the following: educating consumers and patients about appropriate use of antibiotics and relieving symptoms; supporting appropriate prescribing by health care professionals; and engaging media to cover the issue of antibiotic resistance and appropriate antibiotic use.

Get Smart Week activities are great to share by [submitting your plans](http://submittingyourplans) on the Get Smart Week website. There is also a page to promote your activities to see what others are doing in observance of Get Smart Week.

Improving Lupus Outcomes

The Lupus Initiative (TLI) is a national education and resource program of the American College of Rheumatology (ACR) dedicated to reducing health disparities based on race, ethnicity and gender in the diagnosis, treatment and management of lupus. More than 90 percent of individuals with lupus are women, and the disease is two to three times more common among African Americans, Hispanics, Asian Americans, and Native Americans. Health care providers must know the facts behind the disease to better optimize lupus recognition and outcomes. TLI's videos, resources and tools offer support to providers and patients to improve early diagnosis and management of this autoimmune disease and ultimately prevent life-threatening consequences. To learn more, visit TheLupusInitiative.org and access a wealth of information and resources for providers and patients.

Million Hearts® for Clinicians Microsite

AANP is proud to partner with Million Hearts®, a national initiative launched by the U.S. Department of Health and Human Services to prevent one million heart attacks and strokes in the U.S. in five years (by 2017). Now in its fourth year, nurse practitioners continue to play a major role in the prevention of heart disease and work with Million Hearts® to achieve its goals of reducing the number of people who need treatment and improving the lives of those who do. A newly developed microsite includes Million Hearts® evidence-based protocols, action guides, and other quality improvement tools to help clinicians and other health professionals reduce their patients' risk for a heart attack or stroke. [Learn more about Million Hearts](http://LearnmoreaboutMillionHearts).

National Obesity Care Week

The 2nd annual National Obesity Care Week (NOCW) will take place October 30 - November 5, 2016. NOCW wants to inspire action through the launch of its Take 5 Challenge. Take 5 provides health care professionals important obesity information and encourages them to have conversations with their patients and peers about the need for a comprehensive approach to obesity care. Visit ObesityCareWeek.org for more details.

Silent Killer in Minority Communities

Pneumococcal pneumonia is a silent killer for Black and Hispanic adults age 65 and older. Though more minority seniors are getting vaccinated with improvements in access to healthcare under the Affordable Care Act, outreach is still challenging for preventative services in minority communities. Among African-American adults over 65, more than half do not receive recommended vaccines against pneumococcal pneumonia, flu, shingles and tetanus. Weakened immune systems in the unvaccinated elderly result in high risk communicable diseases, especially pneumococcal pneumonia.

The National Adult and Influenza Immunization Summit (NAIIS) is dedicated to addressing and resolving adult and influenza immunization issues. Summit participants include a range of professionals from healthcare providers in public and private sectors to consumers interested in stopping the transmission of vaccine-preventable diseases. The NAIIS website, izsummitpartners.org, offers updates on the latest vaccine information and provides an adult vaccination resource library to assist providers and patients in staying current on immunizations news.

Take Care to Give Care

Share the following with your patients who are also caregivers. The first rule of taking care of others: take care of yourself first. Caregiving can be a rewarding experience, but it is also physically and emotionally demanding. The stress of dealing with caregiving responsibilities leads to a higher risk of health issues among the nation's 90 million family caregivers. So as a family caregiver, remember to pay attention to your own physical and mental wellness, and get proper rest and nutrition. Only by taking care of yourself can you be strong enough to take care of your loved one. You really do need to "take care to give care!" National Family Caregivers Month is November 2016. More information is available at CaregiverAction.org.



Nurse Practitioners:
222,000

solutions to strengthening
health care for America

Nurse Practitioners are leading the charge – providing high quality, personalized health care that patients want and America needs.

National NP Week
November 13-19, 2016



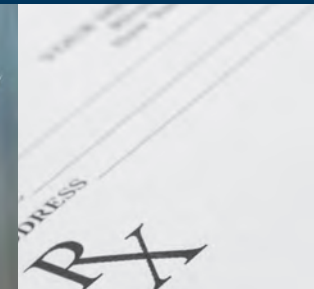
ADVANCED DEGREES
NATIONAL BOARD CERTIFICATION



PRIMARY, ACUTE &
SPECIALTY CARE PROVIDERS



ORDER, PERFORM &
INTERPRET DIAGNOSTIC TESTS



PRESCRIBE MEDICATIONS &
OTHER TREATMENTS

NURSE PRACTITIONERS

NPs are the providers of choice for millions of Americans. NPs evaluate patients, diagnose, write prescriptions and bring a comprehensive perspective to health care.



NP: Your Partner In Health

With a track record of **quality** health care delivery for nearly half a century...

and a growing need for **health care providers**, especially in primary care...

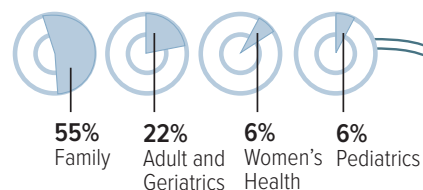
Nurse Practitioners are a clear **solution** for patient-centered, accessible health care.

PRIMARY CARE FOCUS

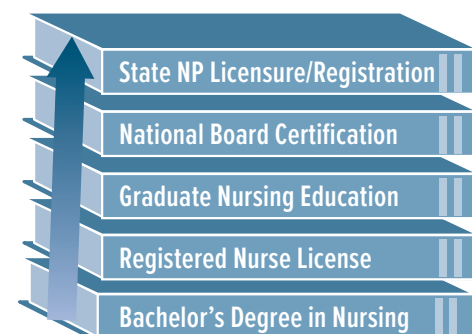
NPs are choosing primary care more than physicians and physician assistants. In 2016, more than 80% of NPs were prepared in primary care programs, while only 14.5% of physicians entered a primary care residency.

MORE THAN **80%** PREPARED IN PRIMARY CARE

AREA OF PRIMARY CARE PREPARATION



REQUIREMENTS FOR PRACTICE



6+
YEARS OF ACADEMIC AND CLINICAL PREPARATION

2 out of 3

PRACTICE IN A PRIMARY CARE SETTING

NPs AT A GLANCE

Over **5 decades** of improving patient access and quality care

Over **870 million** patient visits estimated in 2016

Prescribe medications in all **50 states** and D.C.

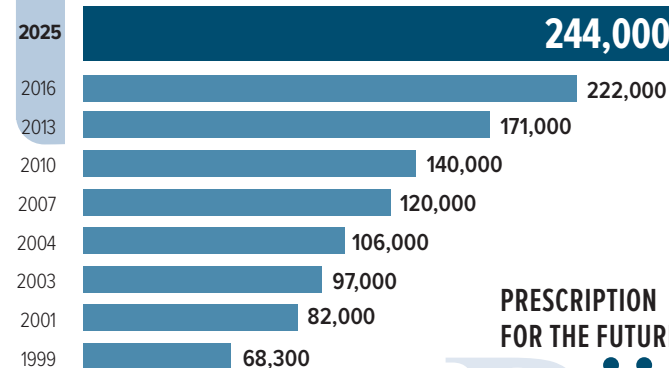
60% OF NPs SEE 3 OR MORE PATIENTS PER HOUR



An increase in the overall population, aging baby boomers, and the newly insured under the Affordable Care Act will bring **millions** more into the health care system.

INCREASING IN NUMBER

The number of nurse practitioners is expected to rise dramatically by 2025:



NPs BY THE NUMBERS

72% accept Medicare
78% accept Medicaid
81% accept Private Insurance
77% accept Uninsured

PRESCRIPTION FOR THE FUTURE



2 out of 3 patients support legislation for greater access to NP services

National Nurse Practitioner Week



AANP

American Association of
NURSE PRACTITIONERS™



November 13 - 19, 2016

#NPWeek

aanp.org