YEAR OF THE NURSE 2020

EXCEL • LEAD • INNOVATE

ANA ENTERPRISE

RESOURCE TOOLKIT
Suggestions for Celebrating and Elevating Nursing

Your future starts now, so make the Year of the Nurse your year to inspire, grow, and celebrate! Throughout the year, we encourage you to seek opportunities and engage in activities to promote nursing excellence, infuse leadership, and foster innovation. Below are suggestions for how you can excel, lead, and innovate.

EXCEL
Go beyond the ordinary in 2020 and make this the year you focus on your professional and personal development.

- **Find a mentor.** Is there a colleague, nurse friend, or former instructor who has useful insights to share or inspires you to be your best? Having a mentor who can help you navigate your career and offer advice could be the motivation you need to excel and advance your nursing career. ANA also offers its members a Mentorship Program. Enrollment for 2020-2021 will open in the summer.

- **Take your nursing to the next level.** Do you want to build your leadership ability or improve your nursing practice? Webinars and online courses can help enhance your knowledge and give you the skills you need to succeed. Sign up for the free webinars Ten Steps to Becoming a Successful Nursing Manager or What’s Happening in Nurse Staffing?

- **Knowledge is power.** Make 2020 your year for professional development. Whether you are looking to achieve your first certification, explore new ones, or renew a certification, the American Nurses Credentialing Center Certification Program lets you demonstrate your specialized knowledge and continuing competence.

- **Make self-care a priority.** Join the Healthy Nurse, Healthy Nation™ Grand Challenge, an initiative to connect and engage nurses, employers, and organizations around improving health in five areas: physical activity, nutrition, rest, quality of life, and safety. If you’re looking for an inspiring way to focus on your well-being in 2020, join the monthly challenges.

- **Give back to your community.** Help promote the value of nursing by supporting a special health screening event in your community or volunteering at a health clinic. Consider joining a local organization that supports something you are passionate about and could benefit from your insight as a health care professional.
LEAD
As a nurse, you inspire, influence, and innovate — all leadership qualities. In this Year of the Nurse, commit to elevating your voice to show the influence you have as the backbone of health care.

 ✓ **Inspire the next generation.** Your outreach this year is critical to engaging with the next generation of nurses and increasing workforce diversity. Visit elementary and middle schools, career fairs, community centers, and youth clubs to talk about your path to nursing and inspire future nurses.

 ✓ **Exercise leadership skills.** Make this the year you learn about how you can serve on a board of directors. Start by visiting Nurses on Boards for resources and updates on nationwide board opportunities. If you are already contributing to board leadership, inspire others to serve on boards by sharing your “bedside to boardroom” story.

 ✓ **Impact political change.** In this critical election year, make a commitment to engage in political advocacy. Visit RNAction to learn how you can ensure nurses’ voices are heard by politicians. Learn more about candidates, priority issues, voter registration, and ways to volunteer on campaigns. Share what you learn with your friends, family, and colleagues. If you want to engage more in political advocacy, participate in your state or constituent nurses association’s Legislative Day and ANA’s Hill Day in June. These annual events provide the opportunity for you to share your perspective as a nursing professional and gain elected officials support for crucial legislation.

 ✓ **Raise your voice with the media.** Share your perspective about the value of nursing and nursing leadership with your local media. Reach out to a reporter in your city who covers health issues to recommend they do a story about the Year of the Nurse, submit an editorial to your local newspaper, or send a letter to the editor commenting on recent coverage that would have benefited from the nursing perspective.

 ✓ **Elevate your profession.** Introduce yourself to patients, colleagues, and members of the community as “Nurse [Last Name].” Include your RN credential on business cards, checks, credit cards, email signatures, and more. Take every opportunity to educate others about nursing and show pride in your profession.

 ✓ **Get social.** Share a week of posts on your life as a nurse. Give your social media followers a glimpse into all you do with highlights about your activities, colleagues, and nursing moments where you make a difference. When making work-related posts, be attentive to ANA’s Social Networking Principles. Use #YON2020 or #yearofthenurse in your posts.

 ✓ **Inspire colleagues.** Words of encouragement and random acts of kindness can make all the difference in a person’s day, especially for nurses. Share inspirational messages or a handwritten “words from a nurse” letter to give the support, encouragement, and motivation we all appreciate and occasionally need to brighten our day.

 ✓ **Celebrate the power of great nursing.** Honor a nurse mentor, celebrate a nurse colleague, or thank a special caregiver, nurse friend, or family member with a contribution to the American Nurses Foundation in their name. Your donation will support innovations to make care more patient-centered, financial aid to students in need, and programs that help nurses achieve better health.
INNOVATE
Nurses are natural problem solvers and innovators. Innovations occur at all levels of health care, and nurses can and should be at the forefront, just like Florence Nightingale, the first nurse innovator.

✔ **Initiate an innovation program.** Nearly **70 hospitals and health systems** across the U.S. are recognized for their innovation programs. If your organization has an innovation program, are there opportunities for you and your nurse colleagues to support it? If your organization does not have an innovation program, how can you start one that improves workflow, efficiency, and patient care?

✔ **Join or host a hackathon.** Champion nurse-led innovation by participating in or organizing a platform that encourages nurses to bring their ideas to life. Live-action events such as pitch competitions or hackathons are fun ways to learn about innovation, design thinking, and even failure. Check for corporate-sponsored events, or competitions at local nursing schools or your state nurses association.

✔ **Share your experience.** Are you a nurse innovator or aspiring visionary who wants to help build a culture of innovation? Consider sharing your ideas, thoughts, and advice in a blog post or writing an article for a nursing, health care industry, or nursing school publication.

✔ **Launch your idea.** Do you have a nursing-led innovation you want to see through from concept to reality? Consider launching your idea at **NursePitch™**, a live, interactive event for nurses to compete for a chance to turn their innovation dreams into reality. There is no time like now to start planning for the 2021 competition.
Social Media Engagement Ideas

Nearly everyone uses social media at least once a day, including the busiest nurses! There is no denying social media is an important part of people’s everyday lives and a great way to connect. Remember to follow best practices as explained in ANA’s Principles for Social Networking and the Nurse.

The Year of the Nurse is an ideal opportunity for you to amplify the power of nursing through your social media platforms. Following are some suggestions for you to elevate and celebrate nursing and show how you make a difference as a nurse.

✔ **Show your nurse pride.** Post photos of you and your nursing team (#YONnursesquad). Share top 10 lists or memorable moments, including patient and colleague accolades, achievements, aspirations or contributions. Create challenges on social media with your nurse colleagues to show 7+ days of teamwork, innovation, or caring. Don’t forget to tag us on Facebook (@americanursesassociation) or Twitter (@ananursingworld) and use #YON2020, so ANA can be a part of your celebrations. Also, show your support by adding ANA’s Year of the Nurse Facebook frame to your profile picture.

✔ **Amplify your voice.** Everyone has a story to share and this is your year to tell your authentic nurse story. Visit ANA Enterprise Year of the Nurse website for more information on how you can submit your written, video, or photo story. Then make sure you share that same story on your social media platforms using #YON2020 #MyYearMyNursingStory.

✔ **Promote YOUR nursing year.** Do you have a nursing career goal you want to achieve in this landmark year? Make a declaration to your community, chart your course, and give regular updates. Tag colleagues and friends to help keep you accountable, share with your nursing colleges to inspire up-and-coming nurses, celebrate your milestones. Include ANA in your journey by tagging us on your social media platforms.

✔ **Educate your community.** Share links to articles about how nurses are improving patient care, leading innovation, and impacting the community (#YON2020 or #yearofthenurse). Link to and promote Year of the Nurse and Midwife activities.
happening around the world. Share an article from your healthcare organization’s newsletter, nursing association social media platform, or a viral post about an inspirational nurse who is making a difference in the community. Tag and ask friends and family to comment and share.

✓ **Advocate for change.** Are you part of a nurse-led or community healthcare group working to improve health services, increase awareness, or affect policies? Do you serve on a corporate or community board? This is your year to elevate the value nurses bring beyond the bedside by sharing your influence and nurse leadership on your social media platforms. ANA wants to help promote your contributions, be sure to tag us on social media platforms and use #YON2020 or #yearofthenurse.

✓ **Share motivational quotes for nurses.** Post quotes that inspire and help others appreciate the value of nurses. For example:

Florence Nightingale

“I attribute my success to this: I never gave or took an excuse.”

“How very little can be done under the spirit of fear.”

@AmericanNursesAssociation  @ANANursingWorld  @ANANursingWorld

#YON2020  #yearofthenurse
Tips for Telling Your Authentic Nursing Story

Your stories offer people a window into your world. When telling your story, make it memorable, compelling, and informative. Give your audience a new way to look at you and the nursing profession.

As you think about what story you will share, how you will tell it, and the content you will include, here are some tips to consider:

- **Everyone has a story to tell.** You may not think you have any stories worth sharing, but that’s not true. Everyone does. Use a notebook to help you find and develop ideas.

- **Stories are building blocks.** The key elements of any story are framework and content. Once you know what you want to say you need to build a structure. Use these four building blocks to guide you:
  - **Intent:** What do you want your story to do?
  - **Context:** This is the detail of the story, but offer too much detail and you will lose your audience. Keep it concise with one overarching message.
  - **Action:** This gives your story power. It includes significant events, or highpoints, of your story.
  - **Point:** This is where you communicate how your audience will benefit from your story.

- **Make your theme universal and uplifting.** When you decide what your story is about, you can develop a theme, so the story is not just about you. A universal and uplifting theme will make it relevant to your audience as well.

- **Tell a personal story.** Authentic and empathetic stories resonate best with audiences. Think of stories that moved you so much you emailed them to friends or shared them on social media.
Show your personality. Let your character shine through! Your audience should think of you as an old friend or colleague, or someone they’d want as a friend or colleague.

Stick to the basic structure. Remember all stories have a beginning, middle, and end.

Take time to prepare. Plan your story by writing an outline. If you do a video, practice with the recording device. Share your story with friends for their feedback.

READY TO TELL YOUR STORY?
Visit anayearofthenurse.org/stories to get started!

Ready to tell your story, but not sure how to start?

For further guidance, click the links below to access articles that can help you develop your authentic nursing story.

RESOURCES

How to Be a Good Storyteller

10 Tips for Finding and Crafting Your Authentic Story

15 Storytelling Tips and How to Apply Them Today

How to Tell a Great Story: Learn Science of Storytelling

The 5 Most Crucial Tips for Effective Video Storytelling

8 Tips: How to Do Storytelling with Your Images
As part of Year of the Nurse, ANA Enterprise has developed resources to support engagement during these 12 months of recognition of nurses and their contributions.

Download and use the assets included in this toolkit to craft a consistent and celebratory message to your staff, fellow nurses, and the public.

These resources include:

- Thank you card
- Certificate
- Email template
- Letterhead
- PowerPoint template
- Large display banner
- Online ads
- Logos
- Facebook frames
- Merchandise
THANK YOU CARD

Use this professionally designed thank-you card to show the gratitude you feel for all they do. Use the files below to customize your card by adding a personalized message and your organization’s logo.

5x7”
Fits standard A7 envelope

BLANK INSIDE

High-resolution PDF or Adobe Indesign file

DOWNLOAD
CERTIFICATE

Print and distribute this Certificate of Appreciation to show your nurses how much you care about them.

CERTIFICATE OF APPRECIATION

PRESENTED TO

IN RECOGNITION OF YOUR DEDICATED SERVICE

SIGNATURE

DATE

High-resolution PDF

DOWNLOAD
EMAIL TEMPLATE

This Microsoft Outlook OFT email allows you to send a professionally designed email directly from your inbox to your staff and organization. We’ve included messaging you can use and personalize to make it your own.

<INSERT ORG NAME> CELEBRATES YOU!

Get ready to celebrate the Year of the Nurse!
<INSERT ORG NAME> would like to recognize and extend a special thank you for all your invaluable contributions that have helped elevate the status of nursing across the health care spectrum. Thank you for continuously providing the highest level of care!

<Edit or insert additional text>

Microsoft Outlook OFT

DOWNLOAD
LETTERHEAD

The Year of the Nurse logo letterhead may be used for your Year of the Nurse declarations, press releases, memos, and more.

Microsoft Word template

DOWNLOAD
Are you planning a Year of the Nurse recognition event in your organization that includes a presentation? Use this Year of the Nurse-branded PowerPoint template to help tell your story. The deck includes a cover slide, section divider slides, and a series of regular text slides to make your presentation celebratory and complete.

Microsoft PowerPoint Template

DOWNLOAD
DISPLAY BANNER

This large banner (2’x3’) can be personalized with your organization’s name and logo for display throughout your facility. Use your local vendor for printing.

High-resolution PDF or Adobe InDesign file

DOWNLOAD
ONLINE ADS

ANA Enterprise has created five standard ad sizes for you to use on your organization’s website and social media platforms to promote Year of the Nurse.

Thank you card
Certificate
Email template
Letterhead
PowerPoint template
Large display banner
Online ads
Logos
Facebook frames
Merchandise

Medium rectangle, 180x150

Rectangle, 300x250

Leaderboard, 728x90

Skyscraper, 160x600

Hero, 1600x600

JPEG

DOWNLOAD
LOGOS

The Year of the Nurse logo was developed by ANA Enterprise as the main visual graphic for this special celebration. Use the original version or partner lock-up version to help promote initiatives in your organization.

LOGO USAGE

ANA Enterprise allows organizations to use its Year of the Nurse logo in celebrations and activities only. To maintain brand integrity, please use the provided logo files only. The logo may never be altered in any way or used for the production of T-shirts, mugs, key chains, pins, or other gift items. Brandinc US, Inc (brandinc.com) holds the exclusive rights for production and sale of these products. Order gift items featuring the ANA Enterprise Year of the Nurse logo at shopana.org.
FACEBOOK FRAMES

Show your pride and appreciation for the nursing profession in the Year of Nurse.

1. Go to [facebook.com/profilepicframes](https://facebook.com/profilepicframes).
2. Search for “American Nurses Association” frames.
3. Choose one of the ANA Year of the Nurse 2020 frames from the search results. You may need to zoom in or out to fit your photo to the frame or choose another photo.
4. Click “Use as Profile Picture.”

Download the PDF instructions below and distribute to get your staff involved!
MERCHANDISE

A celebration is not complete without some swag to show your enthusiasm for the nursing profession!

The ANA Enterprise Gift Shop has bundles to save organizations money on large orders as well as individual gifts for every price point. And this year’s graphics will appeal to all types of personalities and needs.

YEAR OF THE NURSE 2020
EXCEL • LEAD • INNOVATE
ANA ENTERPRISE

#FLORENCE200

Nightingale 200
CELEBRATING THE FOUNDER OF MODERN NURSING 1820-2020

Brandinc US, Inc (brandinc.com) holds the exclusive rights for production and sale of these products.