TNP
Texas Nurse Practitioners

# LET'S CELEBRATE
# National Nurse Practitioner Week
## November 10-16, 2024










# TNP 2024 Resource Guide

texasnp.org

#NPWeek

# Welcome

## Happy Nurse Practitioner Week!

**This week, we celebrate you and your fellow NPs in Texas and beyond.**

We created this Resource Guide to help you raise awareness about the important role NPs play in the healthcare system. In Texas alone, over 45,000 NPs improve the lives of their patients by providing high-quality, cost-effective, patient-centered care to their communities.

We hope this guide inspires you to share your story with the community you serve each day.

Here are a few ideas to help you get started:

- **Participate in TNP's NP Week photo contest.** Snap a photo of yourself celebrating NP Week, post to Facebook/Twitter/Instagram, and use the hashtag #TNPPhotoContest24 to enter. *See page 8 for more information.*
- **Use TNP's ready-made resources.** We've provided graphics, sample social media posts, and other communication strategies to help your community learn more about your profession. *See pages 6 and 7 for more information on how you can help promote your profession on social media.*
- **Connect with your city leaders.** Reach out to your local city council and request an NP Week proclamation or recognition. *See page 10 for more information.*

Thank you for your interest and participation. We would love to hear more about your practice, patient stories, and successes as an NP. If you'd like to share your story or how you plan to celebrate NP Week, please email **erin@texasnp.org.**



**Shine the light on the role of NPs online, in your workplace, and in your community.**

**November 10-16, 2024**

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# Top 10 Ways to Celebrate NP Week

## November 10-16, 2024

1. Join our NP Week photo contest. Snap a photo of yourself celebrating NP Week, post to Facebook/Twitter/Instagram, and use the hashtag #TNPPhotoContest24 to enter.

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

3. Help TNP team up with your practice, hospital, or health system to promote NP Week activities. See the "how-to" in the guide for more information on getting started.

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

5. Celebrate NP Week in your new TNP gear or t-shirt. Check out our exciting new merchandise **online here**. Use promo code SHIP4FREE for free shipping on all TNP store items.

6. Membership matters. To show appreciation for our Texas NPs, we are offering $30 off TNP membership during NP Week. Use promo code NPWeek2024.

7. Write a "Letter to the Editor" regarding how NPs are a part of the solution for Texas' healthcare access crisis. If you would like assistance, please contact Erin Cusack at **erin@texasnp.org**.

8. Shop online at **kendrascott.com** and use code GIVEBACK-NPWK24 at checkout for 20% off your purchase to be donated to TNP Foundation.

9. Change your Facebook cover photo to our "Happy NP Week 2024" graphic and spread the word about NP Week.

10. Get involved with your local group and attend a TNP Affiliate meeting in your area, virtually, or otherwise!

# Celebrating NP Week: Educate Your Employer

## Sample Promotion

To help us raise awareness during Nurse Practitioner Week, one of the easiest things you can do is simply notify your employer that NP Week is coming up (or, if you own your own practice—make sure NPs working at your practice know about NP Week). Send an email to **erin@texasnp.org** with NP Week activities, events, and NP provider spotlights, and we will highlight your celebrations on our website and social media.

If you would like to encourage your employer to celebrate NP Week, follow the two simple steps below.

### Step 1: Contact Your Manager or Communications Office

Look up or find the contact information for the Human Resources or Communications point person where you work. You can also contact your supervisor or manager. Send them an email (see below) letting him or her know about NP Week and how they can join the festivities.

### Step 2: Make the Pitch

Sample Pitch:

Dear _____,

November 10-16 is National Nurse Practitioner Week. As part of this national appreciation week, it would be wonderful if _____ (name of employer) could recognize our NP providers and help educate the public about the role of NPs with an NP Spotlight, newsletter story, or appreciation event.

Texas Nurse Practitioners will be partnering with organizations across the state to spotlight and raise awareness of different NP Week activities taking place throughout the week. If you'd like them to share coverage of our clinic's/hospital's/practice's NP Week activities, you can contact **erin@texasnp.org** for more information.

Sincerely,

_____

# Celebrating NP Week: Educate Your Employer

## Sample Social Media Posts

Happy #NPWeek to the over 45,000 NPs across Texas providing high-quality, patient-centered care to Texans like YOU. #MoreAccessMoreOptions #NPsLead #txlege

During #NPWeek, we also recognize patients. Watch this video of three Texas patients, who share their stories on how access to an NP made a critical, life-saving difference. #MoreAccessMoreOptions #txlege #MaternalHealth #MentalHealth **bit.ly/PatientVoicesTexas**

9 in 10 voters want to make it easier for patients to get care from NPs and help alleviate the provider shortage. **bit.ly/45qW0gK** #NPWeek #MoreAcessMoreOptions #txlege

#NPWeek fun fact: Psych Mental Health NPs now account for 1 out of 3 mental health visits in the U.S. for Medicare patients. Psych NPs provide cost-effective, accessible, quality #mentalhealth care to bridge the gaps in care. #MoreAcessMoreOptions **bit.ly/3CzvyFf**

A new public health study funded by the T.L.L. Temple Foundation found that Texas can alleviate its primary care provider shortage by 32% by removing regulatory barriers to nurse practitioners. **bit.ly/46IbwWw** #NPWeek #MoreAcessMoreOptions #PrimaryCare

#NPWeek fun fact: Nationally, 88% of NPs are certified in an area of primary care, and 70.3% of all NPs deliver primary care. #MoreAcessMoreOptions **bit.ly/2bzwHTJ**

#NPWeek fun fact: Did you know NPs are more likely to practice in #rural and underserved areas? NPs play a critical role in extending care to these communities. **bit.ly/3LYT4kC** #NPWeek #MoreAcessMoreOptions

#NPWeek fun fact: Decades of data show that patients who receive care from #NPs have good health outcomes and high levels of patient satisfaction. **bit.ly/3PTKJQ7** #NPsLead #MoreAcessMoreOptions

#NPWeek fun fact: Nationally, 83.2% of NPs are accepting Medicare patients and 81.9% are accepting Medicaid patients. #NPsLead #MoreAcessMoreOptions **bit.ly/2bzwHTJ**

#NPWeek fun fact: The #NP profession is expanding to meet the challenge of the nation's healthcare shortfall, with more than 385,000 NPs currently licensed in the U.S. and 39,000 entering the field each year. **bit.ly/2bzwHTJ**

It's #NPWeek. What better time to talk about removing barriers to NPs and their patients? Sign up for the Texans for Healthcare Access campaign today: **bit.ly/MoreAcessMoreOptions** #MoreAccessMoreOptions

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

# Social Media Promotions

Want to spread the word on social media? Change your Facebook cover photo or share our social media graphic below and encourage others to join the conversation during National NP Week.

***Facebook Cover photo***




***Sample Social Media Graphic***



# NP Week Photo Contest

We love to see our members in action, celebrating NP Week in their workplace, with colleagues, or in the community. This year, we will be holding an NP Week photo contest to spotlight Texas NPs. Just follow these three easy steps to participate:

1. Take a photo of yourself celebrating **#NPWeek**.
2. Post your photo on Facebook, Twitter, or Instagram (make sure your account is public and not private)
3. Use the hashtag **#TNPPhotoContest24** and tag TNP.

**Contest ends on noon Sunday, 11/17.** We'll select the photo with the greatest number of likes. The winner will receive a $100 Amazon gift card, courtesy of TNP.



# NP Appreciation Night at The Spurs and The Rockets

This year, TNP is teaming up with the San Antonio Spurs and the Houston Rockets to recognize YOU. Join us for a fun evening and exclusive NP package:

- Join Texas Nurse Practitioners and Houston Area Nurse Practitioners at our *NP Night with the Rockets* on **Friday, November 15 at 7:00 PM at the Houston Toyota Center.** **Buy your tickets today** for this amazing opportunity to celebrate Houston NPs (Use promocode "TNP24"). **Click here for more details.**
- Join Texas Nurse Practitioners and San Antonio Nurses in Advanced Practice for our *NP Night with the Spurs* on **Saturday, November 9 at 4:00 PM at the Frost Bank Center.** Register today for this amazing opportunity to celebrate San Antonio area NPs! **See more details here**.





# Sample Proclamation

Texas is home to over 45,000 highly skilled nurse practitioners with advanced graduate nursing education and clinical training. These dedicated professionals provide high-quality, personalized health care to countless Texans, and their expertise and hard work are critical to the well-being of communities throughout the City/County of _____.

Nurse practitioners provide a full range of health care services to patients, including diagnosing and treating acute and chronic conditions, prescribing medications and other treatments, and managing patients' overall care. As providers, Nurse Practitioners place a unique emphasis on the health and well-being of the whole person. Because of this unique approach, Nurse Practitioners spend a lot of time educating patients on health and lifestyle choices by focusing on disease prevention, health education, and counseling.

Nurse Practitioners are highly valued members of Texas' healthcare community, making one billion patient visits annually across the state and country to ensure patients can access the care they need. Decades of research demonstrate the high quality of care nurse practitioners provide, quality that has been extolled by leading policy and government entities such as the National Academy of Medicine, National Governors Association, Federal Trade Commission, the Robert Wood Johnson Foundation, and over 40 organizations in Texas.

As Texas continues to face healthcare access challenges across the state, the professional and compassionate care of nurse practitioners remains vital. To raise awareness of NPs' essential role in health care, a public awareness campaign will be conducted throughout the City/County of _____ during a week in November.

Be it resolved, THEREFORE, that I _____ hereby declare November 10-16, 2024, 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 news headlines related to NPs or health care, find a way to tie this into your article. For example, "the paper (include specific name) reported last week that Texas patients wait months to access mental health care…"

### 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 include a local angle.

### Tip 5: Put Yourself in the Letter.

Tell a personal story. For example, "As a Family Nurse Practitioner at [NAME OF HOSPITAL/ PRACTICE], and member of Texas Nurse Practitioners, I know firsthand…"

### Tip 6: Avoid jargon.

Stay clear of nursing jargon and acronyms only known to your profession. Also, be sure to always check for grammar and spelling. Editors are more likely to print a letter if it is well written and doesn't require extensive editing.

### Tip 7: Avoid personal attacks.

Show respect for the opposite opinion. Being rude takes away from the strength, persuasiveness, and professionalism of your position.

# How to Submit Your Letter to the Editor

## Amarillo Globe News

For information on how to submit a Letter to the Editor at the Amarillo Globe News, please contact Dave Henry, Director of Commentary at **dhenry@amarillo.com**.

## Austin American-Statesman

Edited letters typically address a single idea and do not exceed 150 words. A reader can submit their letters directly to **views@statesman.com**. Photographs may be included for possible publication but will not be returned. For more information regarding sending letters to the editor at the Austin American-Statesman, **please see the link here**.

## Corpus Christi Caller

To submit a Letter to the Editor, please **fill out all fields in the form here** or you can email your letter directly to **ctletters@caller.com.**

## Dallas Morning News

Letters must be under 200 words to be considered for publication. In addition, full contact information is required. For more information regarding sending Letters to the Editor to the Dallas Morning News, **please see the link here.**

## El Paso Times

To submit your Letter to the Editor, **fill out the form here**. Limit letter to 225 words or less.

## Fort Worth Star Telegram

To submit a Letter to the Editor please **fill out all fields in the form here** or you can email directly to **letters@star-telegram.com**. Letters must include author's full name, address, and day and home phone numbers for verification purposes only. Suggested length is 150 words.

## Houston Chronicle

To send a Letter to the Editor, email **viewpoints@chron.com.** Please **read the Houston Chronicle's guidelines here** to learn what the editorial staff looks for in Letters to the Editor.

## Lubbock Avalanche Journal

Letters to the Lubbock Avalanche Journal can be submitted via email to **letterstotheeditor@lubbockonline.com.**

## San Antonio Express News

Letters should include the reader's full name, address, and daytime telephone number. There is no preference regarding the length of the letter; however, the shorter the better. The letter should be long enough to make your point. Letters can be submitted to **letters@express-news.net**. For more information, **please see the link here**.

## The Monitor

To submit a Letter to the Editor please **fill out all fields in the form here** or you can email directly to **letters@themonitor.com**. Limit letters to 300 words. Include your full name, address, and a phone number for verification.

# Radio Public Service Announcements

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

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

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

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

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

> "Hello! I'm _____ from _____ (group or affiliation) and I'm looking to publish a public service announcement about Nurse Practitioner Week. We'd like to say: **November 10-16 is Nurse Practitioner Week. Texas is home to over 45,000 Nurse Practitioners providing high-quality, patient-centered care that Texans depend on. As Texas addresses our healthcare provider shortages, NPs play a critical role in bridging the healthcare gap. For more information and events across Texas, visit texasnp.org**

Things to Remember:

- PSAs do not contain specific organization names and are meant for increasing public awareness on a certain topic or event.
- If you're looking to purchase an ad spot for your practice, nonprofit, or business, you can search for and contact an advertising representative.
- Radio stations host **Community Event Calendars**. Search "Community Calendar" on the radio website and add your event. Simply fill out the form request. This is a free service and any community member may add their organization's event to the calendar. (There is a 3-4 day turn around between submitting the form and seeing it on the calendar).

**We'd love to hear about your plans and activities to celebrate National NP Week.**

**Email us at erin@texasnp.org.**