Ideas for How to Commemorate National Nurse Practitioner Week
November 8-14, 2015

Advocacy

- Grassroots outreach to your local state legislators is the single most important way to promote NP awareness. Working now to develop a relationship with your elected officials will be critical when it comes time to ask for their support.

- Invite elected officials to your practice site to tour and become aware of the many healthcare services that a NP provides.

- Conduct district office visits with your local Assemblymembers and Senators to develop relationships and become a resource they can turn to for healthcare information.

Social Media

- Post all events and activities through CANP’s social media channels – Facebook, Twitter, Instagram and LinkedIn – and encourage friends and family to “like” CANP on Facebook.

- As our NP Selfie Contest showed earlier this year, one great way to utilize social media to promote the profession is to post a selfie holding a sign that completes the sentence “I’m an NP because...”

Membership

- Tell your nurse practitioner friends and colleagues if they join CANP in the month of November they receive two complimentary months of membership.

Community

- Celebrate NPs and promote awareness by wearing a blue ribbon and talk about the NP profession with colleagues and patients.

- Contact local hospitals, medical facilities, schools and libraries to set up displays and distribute the “What is a Nurse Practitioner?” fact sheet included in this toolkit for National Nurse Practitioner Week.

- Sponsor a health fair, conducting preventative screenings in an underserved area. Co-sponsor an event with a large institution like a hospital or health club to share expenses and event planning details.

- Volunteer at schools to teach students about the many roles of NPs. 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 healthcare in general and NPs in particular.