



**YOU MAKE US BETTER**  
**November 13-19, 2022: NP Week**  
***Here's How to Join the Celebration***

There's no doubt that nurse practitioners are at the center of health care delivery 365 days a year. For seven of those days, however, we have the opportunity to join forces with associations across the country to let people know just how vital and powerful the role of an NP is.

**This year, our week to shine is November 13-19, 2022.**

At CANP, we believe that NP Week has a twofold advantage. In addition to increasing awareness of nurse practitioners' valuable contributions to patient care, it also affords an opportunity to show your pride in your profession. To celebrate National Nurse Practitioner Week, CANP's annual ***You Make Us Better*** campaign shares our vision of revolutionizing health care and the role of the NP. From legislative advocacy to the health justice initiative — from student support to community education — CANP is committed to advancing the NP profession.

### **Get Your NP Week Pin**

Special NP pins are now available via the CANP Store for you to wear and share your pride as an NP. Make sure to order by Nov. 4.

[Order your NP pin at CANP Store.](#)



Take a selfie and post to your social media using the hashtags #NPweek and #PowerinPractice. Make sure to tag @CaliforniaNP so we can cross-promote all the fun on CANP's channels (see more on the social campaign below on p.2).

### **Social Media Campaign: Engage #NPWeek and #PowerinPractice Hashtags**

From Facebook posts to Twitter, you're encouraged to post directly on social media, and we'll help with that, too. We have sample posts enclosed — complete with relevant hashtags #NPWeek and #PowerinPractice— to get you started. We even have social cards so you'll have just the right visual for your post.

***If you're getting the impression that we want to be sure NP Week goes viral, you're absolutely right.*** Remember to tag CANP on our social media channels – [Facebook](#), [Twitter](#), [Instagram](#) and [LinkedIn](#). Leading into and over the course of NP Week, leverage any of our sample posts and social cards curated especially for YOU as a member of CANP.

## Downloadable Social Graphics

[Download NP Week social media cards here.](#)

### Pre-NP Week Sample Posts:

- Join us November 13-19 as we honor, celebrate & recognize the tremendous #PowerinPractice of NPs. Order your NP pin today so you can wear your pride for the profession during #NPweek.
- NPs - #NPWeek is about YOU. Show your pride and appreciation by wearing your NP week pin and taking a selfie. Order your pin here: <https://canpstore.com/>
- #NPweek is coming up November 13-19. I will celebrate by \_\_\_\_\_.  
(insert how you or your chapter will celebrate NP Week).
- I'm proud to be an NP! Join me in celebrating #NPweek Nov. 13-19. There's #PowerinPractice 365 days of the week, but this is our week to shine big.

### NP Week Sample Posts

- I'm proud to be a @CaliforniaNP! Not a member? In honor of #NPWeek, CANP is offering a \$25 discount. To become part of our powerful organization, use the code NPWEEK here: <https://canpweb.org/membership/become-a-member/>
- Strength in numbers – it works! That's why I'm a member of @CaliforniaNP. Join our community of advanced practice nursing professionals, NP students & supporting health care organizations. Use discount code NPWEEK: <https://canpweb.org/membership/become-a-member/>
- Proud to be an NP. Help spread the word this #NPweek: NPs do amazing work every single day helping patients and making communities healthier @CaliforniaNPs #PowerinPractice.

## Chapter Events Around the State

After two years of remote NP Week, chapters across the state are getting together for a broad array of festivities to celebrate our profession. Be sure to take LOTS of pictures and share what you're up to on social.

- **Sacramento** – Annual Gala with silent auction for PAC Fundraiser (Nov. 15)
- **Inland Empire** – Kickoff brunch on (Nov. 13) at Top Golf; Education Day at California Baptist University (Nov. 19)
- **Orange County** – Kickoff celebration (Nov. 10); UC Irvine
- **Greater Pasadena** – Sponsored meeting for NP week, all participants get a gift; proclamation from county supervisor and mayor and assembly members
- **Silicon Valley** – Member meeting, community outreach project, dinner to firefighters
- **Fresno** – Paint night & enology with students @ Fresno State Campus
- **Los Angeles** – Heal the Bay Beach Cleanup (Nov. 19)
- **San Diego** – Joint mixer with SD North and SD Central member mixer Ballast Point (Nov.16)
- **Silicon Valley** – Coffee social to end NP week w/ t-shirts and hoodies with logo based on member contest.

If your chapter is organizing an NP Week gathering or activity that is not featured above, please let us know so we can make sure to update our communications and cross-promote what you're planning.

## Grassroots & Advocacy Opportunities

- 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.
- Ask your local mayor and representatives to sign a Proclamation acknowledging National NP Week. Our partners at AANP helped make it easy with a template, and we're providing a sample email for your outreach to local electeds requesting proclamations. [Sample email + proclamation template](#).
- Invite elected officials to your practice site to tour and become aware of the many health care services that a NP provides.
- Conduct district office visits with your local legislators to develop relationships and become a resource they can turn to for health care information.
- Spread the word: NPs provide a vital community service. Since the plan for this week is to expand the visibility of your profession, get in touch with local civic and service organizations — such as Rotary Clubs, Soroptimists, Lions Clubs, chambers of commerce, and PTAs — and offer a seminar on health care in general and NPs in particular.
- Don't forget about the younger members of the community. Volunteer to speak at a local school to enlighten students about the varied roles of an NP. Scope out job fairs and career days and plan a presentation about your role and responsibilities in the community you serve.

## Membership

- Tell your nurse practitioner friends and colleagues if they join CANP during NP Week they will receive \$25 discount off their membership using the discount code **NPWEEK**. Use some of our curated social posts above, too, to reach a broader audience.

## A big thank you from all of us at CANP!

