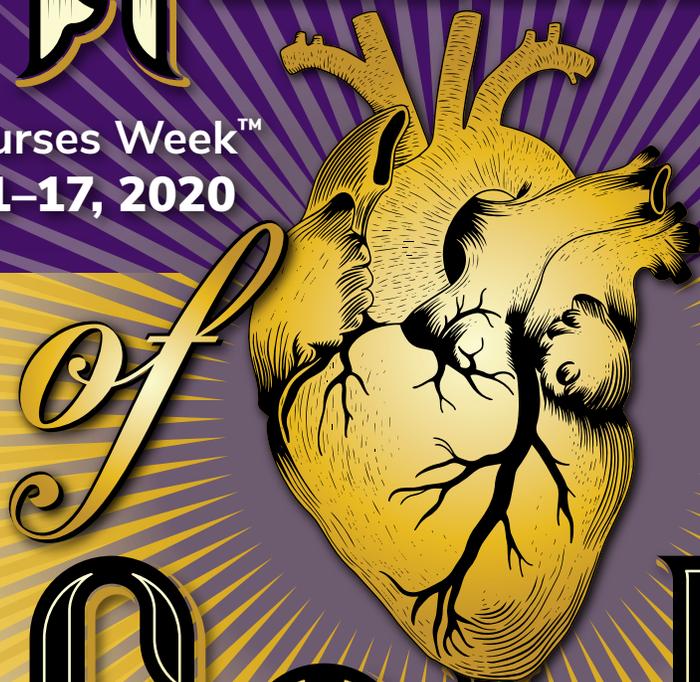


# EN WEEK 2020 PLANNING GUIDE

# HEART

Emergency Nurses Week™  
October 11–17, 2020

Emergency Nurses Day®  
October 14, 2020



# COLLAPSE

[www.ena.org/enweek](http://www.ena.org/enweek)

**ENA** 50 YEARS  
EMERGENCY NURSES  
ASSOCIATION

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## Email Templates

Let your colleagues know it's Emergency Nurses Week by customizing this email template. Thank them for their heart of gold, let them know you care or just say hi.



### Download

600 x 200 pixels

Web Ready JPG

### Partner Email

Consider sending this email to community partners, so they can recognize emergency nurses during EN Week.

Please recreate the above sample, but use the following text:



## Email Templates



### Download

600 x 200 pixels  
Web Ready JPG

## Poster

Display the Emergency Nurses Week poster in your hospital's public areas.



### Download

15.75" x 20.625" (with bleed & crop marks)  
High-resolution PDF

### Download

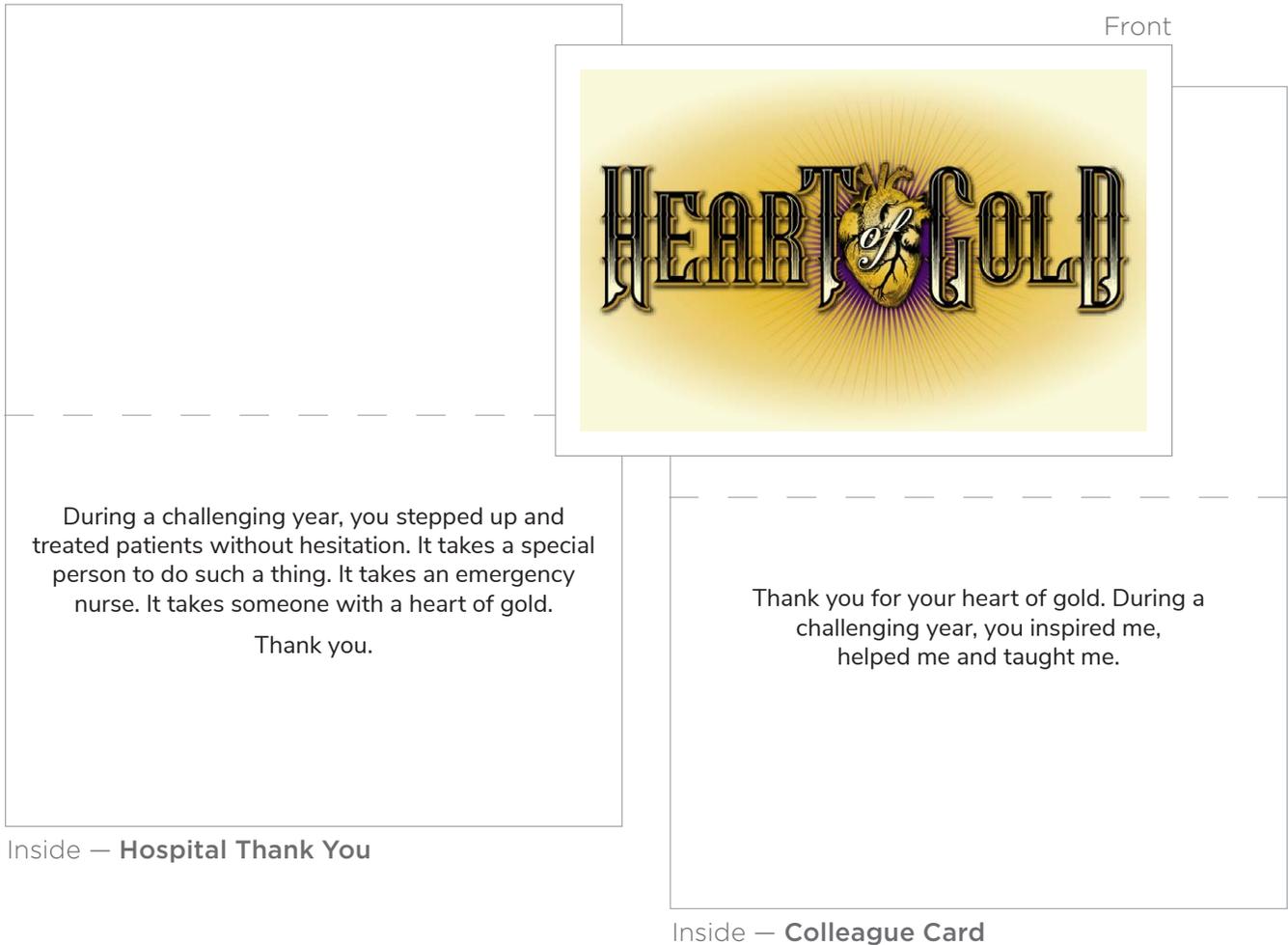
11" x 17" (for printing by your hospital)  
High-resolution PDF

### Printing Instructions:

For professional printing, please download the version with bleeds and crop marks, then send the file to the printer. This is a high-resolution print-ready PDF that a professional printing company requires for production.

## Thank-You Cards

We've designed two thank-you cards that are easy to print and deliver to your staff or to colleagues during Emergency Nurses Week. There's room to write a custom message for each recipient.



### [Download Hospital Card](#)

6" x 4" (folded), 6" x 8" (flat)  
High-resolution PDF

### [Download Colleague Card](#)

6" x 4" (folded), 6" x 8" (flat)  
High-resolution PDF

#### Printing Instructions:

The thank-you card is printed on 6" x 8" paper that will be folded in half to make a 4" x 6" card. For printing at home or in your office, please load note card paper (6" x 8") into your printer, print both sides of the document, and then fold in half.

For professional printing, please download and send the file to the printer. This is a high-resolution print-ready PDF that a professional printing company requires for production.

# Ways to Share Emergency Nurses Week With Others

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This year has been challenging for everyone, but emergency nurses have shown their strength. They've shown their heart of gold. The Emergency Nurses Association encourages you, the heroes on the front lines, to put yourselves on display this Emergency Nurses Week. Wear your heart of gold on your sleeve. Explore opportunities to help your community understand the great people emergency nurses are and the great things they do. As a result of COVID-19, in-person presentations, lectures and speeches may not be possible. You still have an opportunity to engage the public in discussions about injury prevention and emergency health care. Here are a few tips:

- ☑ Encourage your friends, family and social networks to check out the "[In Case of Emergency](#)" documentary film. It premieres on EN Day, Oct. 14.
- ☑ Offer to provide webinars or recorded presentations to:
  - Students at local high schools, colleges, and universities
  - Members of civic clubs and social groups
  - Local businesses
  - Attendees at chamber of commerce breakfast meetings

Offer to provide businesses and schools with brochures or handouts on injury prevention for distribution in cafeterias, employee newsletters, student newspapers, bulletin boards, and employee lounges. Include your hospital's contact information for people to call for more information.

## Ways to Share Emergency Nurses Week With Others (continued)

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If COVID-19 restrictions are lifted, you may also consider the following educational opportunities.

### Health and Wellness Fairs

Promote wellness, injury prevention and emergency nursing by participating in employee health fairs given by local businesses. Perform blood pressure screenings and give first aid demonstrations at local businesses, shopping malls, high schools, or colleges.

### Open Houses

Host an emergency department open house tour. Submit a notice of the event to local newspapers for their calendar listings. Invite hospital staff, area business leaders, the public, news media, and community service providers. Discuss injury prevention initiatives and encourage attendees to hold injury prevention programs in their workplaces. Offer assistance in starting those programs.

### Distribute Safety and Emergency Care Information

Set up a table in the hospital lobby, perhaps staffed by emergency department nurses, and distribute emergency care and injury prevention information.

### School Events

Invite local school counselors to the emergency department to participate in an injury prevention presentation, or coordinate with local schools, PTOs, or park districts to host an injury prevention program in your community. For younger children, contact day-care providers and offer to present an on-site Teddy Bear Clinic to help the children understand the roles of hospital personnel and envision a visit to the emergency department.

# Tips for Working with the Media

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## Content Ideas

During a difficult year, your ED is likely full of amazing stories from how your emergency nurses jumped to action during the coronavirus outbreak. Share those stories with the media as well as your hospital's public affairs department.

## Letters to the Editor

Most newspapers accept letters to the editor. This is an excellent opportunity to present your perspective on important issues related to emergency nursing and injury prevention. Here are some guidelines for preparing letters to the editor:

- ☑ **Select and write about a single relevant subject or issue.** It might help to make an outline of the important points of the issue you're writing about before you begin your letter. For Emergency Nurses Week, highlight the important work ED nurses do in your community.
- ☑ **Keep it short and simple.** Convey your story simply and succinctly. Most newspapers have word limits of between 300 and 500 words. Check your local newspaper's website for its letters guidelines.
- ☑ **Provide a brief overview of the situation.** Remember that you are expressing your opinion on a topic about which some readers might not be familiar. You have to provide enough background information so readers know what you are talking about.
- ☑ **Make sure that your letter has local relevance.** All news is local. Injury prevention and emergency health care impact people locally, so be sure to relate your letter to the ways emergency nurses are important to the reader.

## Tips for Working with the Media (continued)

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### Media Opportunities

Enlist the assistance of your hospital's public relations or public affairs department to:

- ☑ Tape panel discussions about community health and safety for broadcast through local TV or radio outlets to help listeners and viewers understand the impact of emergency nursing and identify needs regarding health and safety.
- ☑ Submit an article or ad to be printed in your hospital newsletter. Or, ask the editor to interview members of the emergency department and write a special feature on Emergency Nurses Week.
- ☑ Provide the media with Emergency Nurses Week stories that profile emergency nurses like you—dedicated nurses who work outside of the spotlight caring for patients, teaching tomorrow's nurses, and working to make their communities safer.

## Social Media

Social media has a big influence during EN Week each year! This year, we're celebrating an emergency nurse's heart of gold.

### Suggested Social Media Posts:

- ☑ I'm an emergency nurse. I have a #HeartOfGold because...
- ☑ It's Emergency Nurses Day! Thank your colleagues and staff for their commitment to care. #ENDay
- ☑ Proud to be an emergency nurse #ENWeek #HeartOfGold
- ☑ Emergency nurses save lives. Thank them during #ENWeek
- ☑ Thank you to [tag someone] for their #HeartofGold
- ☑ This year, emergency nurses showed their #HeartofGold. I'm proud to be an emergency nurse and thank all of my colleagues.

Swap out your cover photo or share a post with these, ready-to-use graphics for Facebook, LinkedIn, Twitter and Instagram. A temporary Facebook profile photo frame will be available on ENA's Facebook page at @ENAorg.

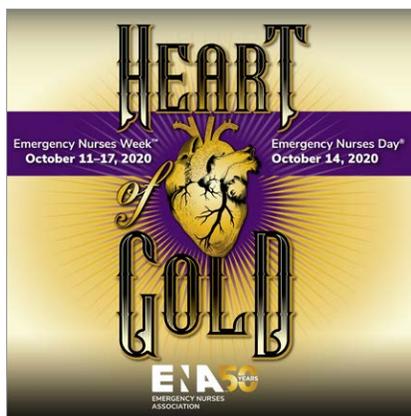


### Download

Facebook/LinkedIn  
1200 x 628 pixels  
Web Ready JPG

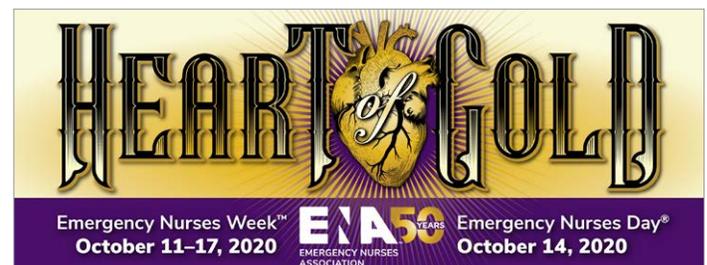
### Download

Instagram  
1080 x 1080 pixels  
Web Ready JPG



### Download

Twitter  
440 x 220 pixels  
Web Ready JPG



### Download

Facebook Cover  
800 x 312 pixels  
Web Ready JPG

# Additional Ways to Celebrate

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## Celebrate With Fun

Consider the following ideas to celebrate Emergency Nurses Day/Week or brainstorm ideas to show your own creativity. Contact local businesses about sponsoring an emergency nursing or injury prevention program.

- ☑ **Host a certification webinar** — Recognize emergency nurses who have completed a degree or earned their certification in the past year by inviting your emergency department to an online recognition.
- ☑ **Educational programs** — Hold a special emergency nursing lecture, or host a guest speaker or contact hours program in honor of Emergency Nurses Week while following any COVID-19-related social distancing requirements. You could also hold an educational program virtually.
- ☑ **Treat-a-Day Week** — Provide emergency nursing staff with different treats each day during Emergency Nurses Week
- ☑ **Hosted Meals** — Ask vendors or emergency department physicians to host or underwrite a meal for emergency nurses
- ☑ **Create a festive environment** — Decorate the emergency department with Emergency Nurses Week™ posters, banners, and balloons.
- ☑ **Awards** — Honor individuals in various categories with certificates, pin-on ribbons or trophies. Have your CEO or CNO write personal thank you notes or an email to the ED team.
- ☑ **Support the profession** — Give a donation in celebration of EN Week. Gifts to the ENA Foundation help emergency nurses like you go back to school and earn advanced degrees or perform research. Go online at [www.ena.org/foundation](http://www.ena.org/foundation) or call 847.460.4100 to give today!
- ☑ **Hold a recruitment contest** — EN Week is a great time to get others excited about the profession and membership in ENA. Learn more at [www.ena.org/membership](http://www.ena.org/membership).

# Additional Resources

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### Sample Gubernatorial/Mayoral Proclamation

The Emergency Nurses Association sends the same proclamation to the mayor of Schaumburg, Illinois — home of ENA Headquarters.

Reach out to the office of your mayor, governor or local legislators asking them to sign a proclamation officially declaring it Emergency Nurses Week in your community. Most of these requests can be submitted through your government official's website. Use the sample proclamation template we've provided. Be sure to share the proclamation and thank your local official on social media when it's signed using the hashtag #ENWeek.

[\*\*DOWNLOAD\*\*](#)

### Sample Press Release

Your state council or hospital's public affairs department or chair can prepare a news release celebrating emergency nurses and highlighting the activities and successes your hospital, chapter, or state council has had over the past year. View a sample press release.

[\*\*DOWNLOAD\*\*](#)