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WAYS TO SHARE EMERGENCY NURSES WEEK WITH OTHERS

ENA encourages you to spread the awareness of EN Week beyond the emergency department. Below are a few ideas to share EN Week with others:

☑ Encourage your friends, family and social networks to share a message on social media or send a thank you note to their local emergency department.

☑ Welcome others to join the EN Week 5K as a new way to celebrate emergency nurses.

☑ Speak with your hospital about appropriate ways to celebrate emergency nurses with a special event at the hospital.

☑ Partner with your hospital, or other education vendors, to provide complimentary education.

☑ Connect with local high schools and colleges/universities to recognize students who might be interested in entering the emergency nursing field.
Run, walk or push with ENA during the third annual
Emergency Nurses Week 5K!

OCTOBER
6–12
2024

Participants will receive a swag bag with t-shirt, medal and goodies from sponsors.

Scan the QR code to register.
EMAIL TEMPLATES

Wish your peers, staff or state and chapter members a happy EN Week with a customizable email template.

Happy Emergency Nurses Week! Emergency Nurses Week is our week to celebrate and highlight the amazing work we do every day.
STATE/CHAPTER/INTERNATIONAL/HOSPITAL NAME/I would like to thank you for your commitment to care. Enjoy this week.
Thank you.

Partner Email
Below is an additional email template state, chapter or international leaders can use to promote EN Week to local hospitals or community partners so they, too, can celebrate and recognize emergency nurses during EN Week.

[Sample Subject Line: Help Us Celebrate and Honor Emergency Nurses Week]

Dear [Contact name],
On behalf of ENA STATE COUNCIL/INTERNATIONAL MEMBERS, I am reaching out to encourage you to recognize emergency nurses during ENA’s annual Emergency Nurses Week from Oct. 6–12.

Emergency Nurses Week is ENA’s way of highlighting the incredible work that emergency nurses do every day. We hope you’ll consider showing your support for emergency nurses in your community. Below are some social media tips to help you celebrate with us:

• On your organization’s social media accounts, wish emergency nurses a happy EN Week using #ENWeek.
• Post a story about how emergency nurses impact your organization using #ENWeek.
• Use the EN Week Facebook cover photo on your organization’s page.
• Tag @ENAorg on Facebook, Instagram and Twitter so we can share.
You can also view and download this year’s planning guide at ena.org/enweek.
POSTER

This year’s poster is pre-sized and print-ready for display in your emergency department. Click below to download.

Printing Tip:
For professional printing, 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 CARD

ENA has designed a thank you card that is easy to print and deliver or send to your members, staff, and friends during Emergency Nurses Week. There's room to write a custom message for each recipient.

Happy Emergency Nurses Week!
Thank you for your commitment to care and the incredible work you do every day.

Printing Tip:
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, load note card paper (6”x 8”) into your printer, print both sides of the document, and then fold in half. For professional printing, 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.

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

Download
SOCIAL MEDIA

Social media is an excellent way to spread the word about EN Week to everyone while also thanking emergency nurses. Below you’ll find sample posts and pre-sized graphics for social media.

Suggested Social Media Posts:

- Happy #ENWeek! This week, we celebrate emergency nurses around the world for their commitment to care!
- Happy Emergency Nurses Week, [tag an emergency nurse]! Thank you for all that you do for your patients and the community. #ENWeek
- It’s Emergency Nurses Day! Thank you to emergency nurses around the world!
- ENA STATE/CHAPTER/INTERNATIONAL appreciates the work of emergency nurses. Happy #ENWeek!
- Did you know this week is Emergency Nurses Week? Join us in thanking, and celebrating, emergency nurses around the world. #ENWeek

Swap out your cover photo or share a post with these, ready-to-use graphics for Facebook, LinkedIn, Twitter and Instagram.
Update your Zoom background before your next call! The Emergency Nurses Week background is pre-sized and ready for you to upload.

1920 x 1080 px
Zoom Ready JPG

Download
Whether you’re highlighting the work of emergency nurses to the community or thanking the staff in your emergency department, consider using this year’s EN Week-themed PowerPoint template. Simply download and begin adding your content.
LOGO USAGE

ENA® allows organizations to use its Emergency Nurses Week 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, stickers, pins, or other gift items. ENA holds the exclusive rights for production and sale of product. Emergency Nurses Week merchandise will be available for purchase through ENA at ena.org/shop and at Emergency Nursing 2024.

Trademarks:
Wordmark: “Emergency Nurses Week™” and “Emergency Nurses Day™” are trademarks of the Emergency Nurses Association® and should always have the registered symbol (superscript ®) on the first instance or with the most prominent use of the mark. The remaining instances should be without the symbol. Always use the full name and proper capitalization. A possible exceptions is if the first instance is in the title. In this case, you can then use the symbol on the first instance in the text.

Logo: The Emergency Nurses Week logo is a trademark of the Emergency Nurses Association and should include always include the trademark symbol (superscript TM). All official versions of the Emergency Nurses Week logo include the correct size and placement of the trademark symbol this should never be removed.

Please email creative@ena.org if you have additional questions on logo usage and trademarks.
ADDITIONAL WAYS TO CELEBRATE

Celebrate With Fun
Consider the following ideas to celebrate Emergency Nurses Day/Week or brainstorm ideas to show your own creativity. Contact your local business about sponsoring an emergency nursing education event or special giveaway.

☑ Host a certification webinar — Recognize emergency nurses who have completed a degree or earned their certification in the past year through a recognition event.

☑ Educational programs — Hold a special emergency nursing lecture, host a guest speaker or CNE hours program in honor of Emergency Nurses Week. You could also hold a virtual educational program.

☑ 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 the EN Week poster, balloons or streamers.

☑ Awards — Honor individuals in various roles 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 earn advanced degrees or perform research. Go online at 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.
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.

Sample Press Release
Your state council or hospital’s public affairs department 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.
Content Ideas
Emergency nurses do incredible things every day in the emergency department and in the communities where they live and work. Share those stories with the media as well as your hospital’s public affairs department to increase recognition and spread awareness.

ENA has also created a sample, customizable press release for you to use announce EN Week that can be distributed to your local news outlets. Search your local news outlet’s website for a section to upload a press release or contact information so you can send directly to an editor, news director or a reporter.

Letters to the Editor
Most newspapers accept letters to the editor. This is an excellent opportunity to present your perspective on important topics related to emergency nursing, share stories of an emergency nurse’s strength or simply spread awareness of EN Week. Here are some guidelines for preparing letters to the editor:

- Select and write about a single relevant subject. It might help to make an outline of the important points you plan to write the letter about before you begin. 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. Emergency health care impacts people locally, so be sure to relate your letter to the ways emergency nurses are important to the reader and why they should honor nurses during EN Week.
- 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.
SAMPLE EMERGENCY NURSES WEEK PROCLAMATION

WHEREAS, There are approximately 167,000 emergency nurses in the United States who have expertise in caring for all emergency patients across the spectrum of the lifespan: ushering life in at birth and allowing for a dignified death; and

WHEREAS, Emergency nurses are highly trained to recognize life-threatening problems and solve them on the spot, playing a vital role in treating patients in emergency situations, caring for those most in need and saving lives on a daily basis; and

WHEREAS, Emergency nurses continue to stand strong no matter the challenges they face or the difficult situations that are brought to them; and

WHEREAS, These characteristics provide a broad scope of practice for the delivery of critical and complex care within a limited timeframe to health care consumers of all ages and backgrounds. Emergency nurses integrate critical thinking skills and knowledge of evidence-based practice into their delivery of care and decision-making; and

WHEREAS, Through research, education, and emergency nursing advocacy, the Emergency Nurses Association (ENA) supports and honors the advancement of professionalism of emergency nurses everywhere; and

WHEREAS, ENA, the ENA Foundation, and other groups around our country have joined together to honor the extraordinary acts of service, compassion and commitment that emergency nurses provide to patients every day;

NOW, THEREFORE, I, [name], [title], do hereby proclaim October 6–12, 2024, as EMERGENCY NURSES WEEK in the State of [state], and invite all citizens to duly note this occasion.

In Testimony Whereof, I hereto Set my hand and cause to be affixed the Great Seal of State. Done at the [location], this [date] day of [month] in the year of our Lord 2024 and of the Independence of the United States.

BY THE [insert name] __________________________________________________________________________________________
SAMPLE PRESS RELEASE

The sample news release below contains an area for a brief paragraph or “boilerplate” about your state or chapter. Replace the text shown in brackets with your information. Send it to local media on your organization’s letterhead.

For Immediate Release

Contact:
[person in your organization who answers questions from the media]
[Contact’s phone number]

[Name of state council/chapter]
Celebrates Emergency Nurses Week

[City, state] [Date you distribute this release, including year] —The [name of your state council/chapter] is celebrating Emergency Nurses Week by [brief description of your event]. This year, the Emergency Nurses Association is celebrating Emergency Nurses Week Oct. 6–12. Emergency Nurses Day is Wednesday, Oct. 9.

Every year, Emergency Nurses Week recognizes the dedication, compassion and strength emergency nurses display even in most challenging times. An emergency nurse cares for patients on the worst days of their lives, providing the best possible care.

[This second paragraph should include more information about your event: the what, where, when, and why, and how your community can participate].

Since 1989, the Emergency Nurses Association has recognized the second Wednesday in October as Emergency Nurses Day to honor emergency nurses for their commitment to patient care. In 2001, ENA expanded the celebration to devote an entire week to celebrating emergency nurses, because one day is simply not enough to recognize all contributions made by emergency nurses.

For more information on emergency nursing or Emergency Nurses Week, please visit [your website address], or the Emergency Nurses Association website at www.ena.org.

[Insert organization’s boilerplate]