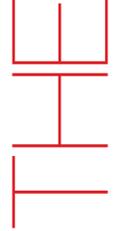
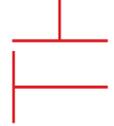




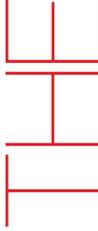
**FOLLOW**  **W**   
**FLAME** 

2018 **PLANNING** GUIDE



ENA

---

**FOLLOW**  **FLAME**   
**2018 PLANNING GUIDE**

**TABLE OF CONTENTS**

Introduction..... 1

Schedule..... 3

#FollowtheFlame Do's and Don'ts ..... 4

#FollowtheFlame Events and Ideas ..... 5

Social Media..... 6

Image Examples ..... 7

Tips for Working with the Media ..... 8

Additional Resources..... 9

---



## INTRODUCTION

Dear ENA Member,

Thank you for hosting the ENA Lantern and participating in its yearlong journey around the world.

If you've received the lantern, you might be wondering what to do with it, or even what it represents. This guide will answer those questions and more.

Let's start with the lantern itself and what it means to ENA. As you may know, the lantern has long been a symbol of nursing. As ENA President Jeff Solheim, MSN, RN, CEN, TCRN, CFRN, FAEN, FAAN, explained in his Board Writes column in the January issue of ENA Connection:

*"Images and artist renderings of Florence Nightingale caring for soldiers during the Crimean War by the light of an olive-oil lamp are displayed prominently in London's Florence Nightingale Museum. The International Council of Nurses highlights the lantern in their logo. And many nursing schools incorporate the lantern into the nursing pins they award to graduates."*

For ENA and its members, in recent years, the lantern has become a symbol of the organization's sought-after emergency department recognition, the ENA Lantern Award. Each year ENA recognizes EDs across the country for their dedication to exceptional and innovative performance in leadership, practice, education, advocacy and research. These EDs demonstrate a commitment to quality, safety, a healthy work environment and innovation in nursing practice and emergency care. The number of EDs who qualify for the award continues to grow. In 2016, ENA recognized 11 facilities that exemplified the qualities necessary to earn the award. That number doubled in 2017.



Of course, the lantern you're hosting is not directly tied to the annual ENA Lantern Award. It's merely a representative of that excellence-in-nursing spirit for which the award was designed and we try to attain every day in the work we do in our chosen specialty.

It was that spirit that led Solheim to develop this Follow the Flame world tour concept. It was and is his hope that the lantern will showcase all the incredible work you, the members, do every day and inspire members to accomplish even more for themselves, their patients, their communities and ENA. Members hosting the lantern are encouraged to take creative photos highlighting their chapters' exemplary emergency nursing efforts in their communities. Members should post those photos to all the various social media channels at their disposal and send copies to [ecommunications@ena.org](mailto:ecommunications@ena.org). By posting photos on social media and using the hashtag #followtheflame, viewers will get to see the reach of ENA and emergency nursing.

The lanterns will travel across the United States and around the world this year.



If you received the lantern in January, chances are you're one of the first in your state to hold it. In fact, you may have been the designated member from your state to pick it up at the State and Chapter Leaders Orientation meeting in New Orleans. Otherwise, that state leader has done so and is now passing it along to you, to highlight your contribution to ENA and emergency nursing, either through your day-to-day work at your facility or with your fellow members during your local chapter's events and actions.

If you received the lantern later in the year, it's your turn to highlight excellence in emergency nursing and ENA values. Take note of what other members in your state have done to celebrate their contribution to their communities.

Prior to the lantern's distribution at SCLO in January, the lantern had already made its way to several areas of the country, including Virginia, Texas, Washington, D.C., Alaska and at the site of the country's deadliest mass shooting on the Las Vegas strip, not to mention numerous committee meetings at ENA's national office in Des Plaines, Illinois. In this guide, you'll find examples of how these states showcased the lantern.



The lantern's journey began at Emergency Nursing 2017 in St. Louis when then-ENA President Karen Wiley, MSN, RN, CEN, handed it to then-President-elect Solheim during the closing session. The lantern made its way through the session hall to 2017 Rising Star Award recipient Heather Linsalata, MSN, RN, CEN, CNL, TCRN, who carried the lantern outside the hall, beginning the yearlong journey.

The collection of pictures accumulated from all chapters throughout the year will be displayed in September at Emergency Nursing 2018 in Pittsburgh and play a big role in the opening session at the annual educational and networking conference.

We hope you enjoy your time with the lantern before passing it along to the next host. Have fun with it, and should you have any questions this guide does not answer for you, please feel free to reach out to the travelling lantern staff liaison, Robin Campbell, at [robin.campbell@ena.org](mailto:robin.campbell@ena.org).

Thank you again for participating in this endeavor and for everything you do for ENA and emergency nursing.



## **SCHEDULE**

It is important the lantern spend time with as many chapters within a state as possible. Each state was given at least one lantern in the hopes of maximizing the number of chapters to receive the symbol throughout the year. Depending on the size of your state, 11 months may prove to be a very short window to accomplish such a goal. As such, you will want to observe some general scheduling guidelines regarding your time with the lantern.

Please spend one week with the lantern and allow another week for transfer.

While you and your fellow chapter members are enjoying time with the lantern, you should also be thinking about where the lantern will go next. Identify another chapter in your state and reach out to the leadership to discuss the eventual handoff of the lantern. Decide on the best way to transfer the lantern. Meet up for coffee, transfer it to a work colleague from a neighboring chapter or hand it off at a state conference or event. If shipping is the best way to get it to another chapter, please be sure to pack it with enough padding to ensure its safe arrival.



## #FOLLOWTHEFLAME DO'S AND DON'TS

Here are a few tips for taking the best photos during your time with the lantern.

### Do take a photo of the lantern...

- while displaying examples of nursing excellence
- inside the nursing workplace, making sure to observe patient privacy laws and emergency department policies
- with fellow nursing staff
- with the ENA Lantern Award, if a prior recipient
- at ENA state council and chapter meetings and events
- at any major meeting where ENA has a presence
- with state and chapter leaders
- at major local landmarks or landmarks unique to your state and community
- at your ENA Foundation State Fundraising Challenge event
- at well-known events (e.g., Boston Marathon, Polar Plunge, 2018 World Series, Super Bowl LII)
- in a research setting
- during philanthropic activities

### Avoid taking photos with the lantern...

- with family or friends having no tie to the nursing field or your workplace
- with patients who have not given their permission or signed the photo authorization form enclosed in this guide
- in unrelated social events
- while driving
- with family pets
- in unrelated selfies
- participating in unprofessional or illicit activities



## **#FOLLOWTHEFLAME EVENTS AND IDEAS**

### **Speeches, Lectures, and Presentations**

If you, your emergency department or your hospital is offering a speech, lecture or presentation, we encourage you to bring the lantern and snap some photos during the program.

### **Health and Wellness Fairs**

While participating in health fairs offered by local businesses to employees, bring the lantern and snap photos with attendees who have signed the photo authorization form while participating in blood pressure screenings or first aid demonstrations.

### **Philanthropic Events**

One of ENA President Jeff Solheim's aims in developing this initiative was to highlight all the philanthropic activities ENA members engage in every day without recognition. An important ENA value is giving back to the community, and so many state councils, chapters and individual members selflessly offer their time, money and skills to a myriad of charities and worthwhile causes. Use your time with the lantern to show your fellow ENA members and the rest of the world just how generous you and your local chapter members can be. Take it with you to the next child car seat checkpoint; bring it along to your chapter's annual food drive.

### **Galas and Formal Events**

Are you and several of your chapter members dressed up for an evening event, a hospital fundraiser, perhaps? Bring the lantern along and snap a few pictures at your table. Maybe grab a dignitary or keynote speaker to pose with you.



## **SOCIAL MEDIA**

Show off your light by snapping a photo of your lantern and posting it on Facebook, Instagram and Twitter! Tag @ENAorg and use the hashtag #followtheflame so even more people can see the reach of the ENA flame.

### **Sample Social Media Posts (hypothetical):**

- The @ENAorg lantern made it to the Illinois ENA State Council meeting! #followtheflame
- Today, the @ENAorg lantern is visiting Northwestern Memorial's Emergency Department. #followtheflame
- Our local @ENAorg chapter is spending the day volunteering at Polar Plunge for Special Olympics Illinois and we brought the ENA lantern with us! #followtheflame
- While visiting the top of the Empire State Building, the @ENAorg lantern decided to stop by for the great views. #followtheflame
- The Massachusetts @ENAorg State Council's Beacon Chapter is out cheering on Boston marathoners with our lantern! #followtheflame
- We want to welcome our newest @ENAorg members at the [insert local chapter] meeting! #followtheflame
- Emergency nurses light the way! #followtheflame

### **Social Media Best Practices:**

- Make sure your photo is clear and bright.
- Lanterns should be visible in the photo.
- Don't forget to use #followtheflame in your post to spread the reach!
- Caption your photo, so viewers know who you are, where you're from and what you're doing.
- Have fun!



## IMAGE EXAMPLES





## TIPS FOR WORKING WITH THE MEDIA

If you're at an event or volunteering and the media spots you snapping photos with the lantern, they may be interested in learning more about what you're doing. Welcome the opportunity to talk about the initiative, and answer their questions honestly and enthusiastically.

- Tell them who you are, about ENA and about your local ENA chapter.
- Educate them on what #followtheflame represents and why it's happening.
- Inform them about the #followtheflame campaign including its beginning at Emergency Nursing 2017, what chapters are encouraged to do, how it's spreading and its role at Emergency Nursing 2018.
- Refer any questions you or your fellow chapter members can't answer, as well as any national interview requests, to the ENA PR & Communications team at [media@ena.org](mailto:media@ena.org).



# ADDITIONAL RESOURCES

Articles written about the ENA lantern campaign:

Conference Connection #3  
**DOWNLOAD**



December issue (pp 15-16)  
**DOWNLOAD**



January issue (Board Writes)  
**DOWNLOAD**