

NP WEEK

RESOURCE GUIDE



NOV. 08-14, 2020

NURSE PRACTITIONER ASSOCIATION OF CANADA



A letter from the President

In the year of the Nurse and Midwife the world has been challenged. Nurse practitioners have been providing care to Canadians and continue to advocate for recognition in Canada's Health Care system.

We provide excellent care to our patients. We need to continue to be at the National Stakeholder Tables and speak for the service we provide to Canadians, and we need 7100 + NPs in Canada to stand with Canada's National Nurse Practitioner Association to achieve this.

I am a constituent of Lenore Zann MP who is a supporter of nurse practitioners and has agreed to support our request for NP Week Proclamation.

Please email Lenore.Zann@parl.gc.ca and matthew.guy.203@parl.gc.ca to add your voice to this request - [https://www.ourcommons.ca/members/en/lenore-zann\(104544\)](https://www.ourcommons.ca/members/en/lenore-zann(104544))

Watch for CIHI's release of the Visualization of NP Scopes of Practice Across Canada. CIHI hopes to release the product under embargo (to data providers, NPAC and key ministry contacts) on Nov 19th while public release of this product is slated for December 3rd.

Share with your MLA and MP the value of NP care to Canadians.

The NP profession needs all of us advocating together.

Lenora Brace, MN, NP, President NPAC-AIIPC

A handwritten signature in black ink that reads 'Lenora Brace'.



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Media Resources

Sample Press Release

Customize your release with local nurse practitioner news and information. Send it to news outlets, including local newspapers, magazines, television and radio stations.

Guidelines for Writing a Letter to the Editor

Use these handy tips to write an effective letter to the editor announcing your local NP Week activities. Send your letter to local newspaper and magazine editors.

Media Interview Guide

Get in front of that camera or microphone and tell the world about the great work NPs do! This document helps you be in control of the message.

Radio Public Service Announcements

Educate radio listeners about the important role of NPs. Ready-to-read public service announcements provide clear and easy solutions.

NP Fact Sheet

NPs by the numbers! This document includes important data points about NPs for lawmakers and the public. Key message points to emphasize during media interviews and speaking engagements.

Tools

Sample Proclamation

Document for your elected officials to sign in recognition of the valuable role nurse practitioners play in Canada's health care system.

Social Media Suggestions

Join the #NPWeek conversation on your favourite social media networks by using the pictures, Facebook Frames and the messaging provided or posts of your own.

Activities

Recommended activities and events to make NP Week 2020 a success in communities nationwide.



CONTENTS

How To Use This Guide

The media resources and tools found within this document are meant for you to use as a starting point and to support you during NP Week.

There are two ways to use this information. Either select the text that you want to use and insert it into another word processing document that also includes information about your local jurisdiction and NP community. Or, simply print off the sample pages as they are for distribution at your event.

Please ensure that the NPAC logo is included on any materials that you create with this resource guide. A file of the NPAC logo can be found in the NP Council Documents section of the NPAC website. You may also email us for access to the files at any time.

Additional notes:

This NP Week Toolkit was adapted from the ANPA 2016 NP Week Resource Guide. These documents were developed with the intention of supporting NPs in their efforts to promote NP Week.

However, NPAC AIIPC assumes no responsibility or liability in the implementation of these activities.



PRESS RELEASE

The following news release can be modified as you see fit and used to highlight NP Week in general and your local activities in particular. Be sure to double-space the news release and provide your contact information in case the media have any questions or wish to follow-up with a story.

<Contact Name> <Contact Phone Number> For Immediate Release

The Nurse Practitioner

<CITY, PROVINCE> <Date> - The role of the nurse practitioner (NP) will be showcased November 8 - 14, 2020, as NPs across the country celebrate their practice during National NP Week. In Canada, this distinguished group of health care professionals numbering 7,136 strong with an additional NP students graduating each year.

Events held in communities around the country will acquaint local citizens with the role of NPs as providers of high-quality, cost-effective, personalized health care and will highlight the value of choosing an NP as care provider. NP practice offers a unique combination of nursing and health care service to patients. Focusing not only on diagnosing and managing acute and chronic illnesses, NPs integrate health promotion, disease prevention, counselling and patient education to help patients understand their complete health picture. In a population that is aging, with baby boomers becoming seniors in growing numbers over the next ten years, having choices about health care providers will become even more important.

<Insert local information>

The Nurse Practitioner Association of Canada (NPAC-AIIPC) is the national professional membership organization for nurse practitioners (NPs) of all specialties. It represents the interests of close to 7,136 NPs, including approximately 1000 individual members from the provinces and territories.

NPAC provides legislative leadership at the local, provincial and national levels, advancing health policy; promoting excellence in practice, education and research; and establishing standards that best serve NP patients and other health care consumers. NPAC represents the interests of NPs as providers of high-quality, cost-effective, comprehensive, patient centred health care. For more information, visit npac-aiipc.org.



LETTER TO EDITOR GUIDELINES

Do you have a strong feeling about something you read or just want to make a comment about a relevant topic? Write a letter to the editor. Letters provide a forum for public comment or debate. A letter to the editor is meant to express your opinion or point of view.

Helpful Tips...

- Be timely. If you are writing in response to an article, write your letter within a day of the article's publication date.
- Include contact information. Include your full name, city, province or territory, phone number, email address (many news organizations will call to verify that you really wrote the letter—most will not print anonymous letters).
- Be clear. Make one main point.
- Be concise. 1-3 paragraphs, 3-8 sentences, 40-100 words. Short letters show confidence in your position.
- Be accurate. Letters that are factually inaccurate are not printed.
- Be interesting. Get your readers' attention, and keep it to the end of your letter. Open with an interesting fact or strong statement, and keep your points as interesting as possible.
- Avoid personal attacks. Show respect for the opposite opinion. Being rude may cause people to disagree with you on principle.
- Proofread. Re-read your letter. Check for grammar and spelling mistakes. If possible, ask another person to read your letter to ensure accuracy and clarity.
- Don't worry if your letter is not printed. Even if it is well-written, your letter may not be printed, especially if it addresses the same issue as letters already printed.

LETTER TO EDITOR GUIDELINES



How to Format a Letter to the Editor?

Format your letter to the editor using the example below. Be careful to follow all submission instructions provided by the publication you are contacting.

Read several letters to the editor published by the publication you are addressing. This will give you an idea of the types of letter that the editors are likely to print.

To the Editor:

Re: "Title of Article", Month/day of publication:

First paragraph of content.

Include up to 3 paragraphs of content in your letter.

Your Full Name

City, Province or Territory



MEDIA INTERVIEWS

If you think you might be interviewed during NP Week, it is very helpful to anticipate questions ahead of time and to practice answering them beforehand.

***Be aware of the reporter's goals---accomplish yours!
You are the authority on your topic!!***

Things to Remember

- Interviewers and interviewees usually have very different goals.
- Interviewers (reporters) want all their questions answered so they can tell a compelling and complete story.
- Interviewees (you) want to take full advantage of an audience to tell your story and further your goals.

What to do in the Interview?

- Be confident, friendly and helpful –be yourself
- Focus on moving forward, positive issues
- Redirect inflammatory questions to NP issues; stay calm and positive
- Project your commitment to educating patients and the public
- Drive the conversation back to the point—control the flow of information
- Have a 'sound bite' such as "NPs are highly qualified health care providers who diagnose, treat and prescribe"
- Prepare—identify the story, and own it
- Answer, then explain
- Maintain eye contact with the reporter, not the camera
- If an untrue statement is made, refute it immediately and politely
- Confirm and clarify with the reporters
- Close the deal: "I'm always happy to help answer your questions. Please call me anytime"...or "For more information, people can go to..."
- Control the interview by steering reporters back to relevant topics—"What is most important is..." or "The main thing your audience needs to know is..."



MEDIA INTERVIEWS

What NOT to do

- Don't speak too fast
- Don't use jargon
- Don't be intimidated
- Don't lose your temper, or argue
- Don't say 'no comment'
- Don't speculate or guess at an answer
- Don't answer with a guess
- Don't make light of a serious question
- Don't lie or exaggerate

For videotaped interviews---Think ahead

- Women: Don't wear solid black, white or busy prints. Dress conservatively
- Men: wear a dark suit, light coloured shirt and conservative tie.
- Avoid large or flashy jewelry or other clothing embellishments
- If possible, ensure that the place you are being interviewed has an appropriate background.

Remember: There is no such thing as "OFF THE RECORD".

Anything you say may be incorporated into an article or interview.



RADIO PUBLIC SERVICE ANNOUNCEMENTS

Script 1

Question: Did you know that there over 7,000+ solutions to the primary health care shortage facing Canada today?

Answer: Yes - there are 7,136 nurse practitioners licensed in Canada, and NPs have been providing primary care for close to 50 years.

NPs are proven, expert, patient-centred clinicians, and they are the health care providers of choice for many people because of their unique combination of medical and nursing expertise and skills.

NPs diagnose and treat acute and chronic conditions such as diabetes, high blood pressure, infections and injuries; they order, perform, interpret and supervise diagnostic tests such as lab work and x-rays; and they prescribe medications and other treatments. In addition, NPs partner with their patients, providing health education and counselling, thus guiding patients to make smarter health and lifestyle choices, which ultimately may lead to reduced health care costs.

November 8 - 14, 2020 is National NP Week. If you're already seeing a nurse practitioner, please take a moment this week to say thanks.

Script 2

Looking for an experienced health care provider - one who spends time with you and offers clinical expertise with a holistic approach? Look no further than your local nurse practitioner. More and more people are choosing nurse practitioners (or NPs) as their primary, acute and/or specialty health care provider.

NPs partner with their patients - assisting them in making better lifestyle and health care decisions. NPs practice in community, hospitals, long term care and more. NPs are different from other health care providers - they focus on the whole person when treating specific health problems, and they educate their patients on the effects those problems will have on them, their loved ones and their communities.

Find out for yourself how an NP can be your partner in health. Contact <insert contact info> to find an NP in your area. You'll be glad you did.



RADIO PUBLIC SERVICE ANNOUNCEMENTS

Script 3

Do you know where to turn when your child is sick? When you're planning a family? For health education? When your parents need care? Turn to a nurse practitioner. An NP diagnoses, treats, prescribes and manages medications and treatments and provides a wide range of preventive and acute health care services to individuals of all ages.

If you're already seeing an NP, please take a moment during National NP Week to say thanks. Contact <insert your provincial NP organization> You'll be glad you did.

Script 4

Does your health care provider examine, diagnose, prescribe, treat, counsel and educate – all in a way that is caring and dependable for you and your family? NPs do all this and more! NPs are dedicated professionals who provide high-quality, cost-effective, personalized health care to diverse populations in rural and urban settings.

If you're already seeing an NP, please take a moment during National NP Week to say thanks. Contact <insert provincial NP Association>. You'll be glad you did.

Script 5

At one point or another in our lives we all find ourselves in need of health care assistance, so please take a moment and listen to this message.

Did you know that a nurse practitioner can examine, diagnose, prescribe, treat, counsel and educate you about health care needs? NPs provide compassionate, high quality health care for individuals and families – people of all ages.

If you're already seeing an NP, please take a moment during National NP Week to say thanks. <insert provincial NP Association>. You'll be glad you did.



PROCLAMATION NATIONAL NURSE PRACTITIONER WEEK

Whereas, nurse practitioners (NPs) are registered nurses with advanced education and training that prepares them for a broad scope of practice and maximum functionality within the health care system; and

Whereas, there are more than 7,100 licensed NPs throughout Canadian provinces and territories providing primary, acute and specialty care to patients of all ages and walks of life; and

Whereas, NPs diagnose, treat and prescribe medications and other treatments to patients through a caring, patient-centred, holistic model of care; and

Whereas, Canadian citizens have great trust in the high-quality care nurse practitioners provide, with over 3 million Canadians receiving care from a NP; and

Whereas, decades of research demonstrate the high quality of care provided by nurse practitioners; and

Whereas, provinces continue to work towards ensuring that all NPs are practicing at full scope and barriers to NP care delivery are addressed and removed; and

Whereas, better utilization of nurse practitioners will continue to evolve through modernization of legislation and improved system policies that aim to create a more accessible, efficient, cost-effective and higher quality health care system; and

Whereas, governmental and policy entities recognize the benefits of having NPs practicing at maximum scope within the health care system and vote to support changes to legislation that allow NPs to practice to their full capacity;

Whereas, Canada is proud to recognize and honour the service of NPs to our country;

Be It Resolved, therefore, that I, _____, hereby declare November 8 – 14, 2020, and every third week of November thereafter as **National Nurse Practitioner Week**, in recognition of the numerous contributions that NPs have made over the past half century and will continue to make to the health and well-being of Canadians.

Signed: _____

Date: _____



SOCIAL MEDIA

The NP community is thriving on NPAC's social networking sites. NPAC invites you to join your colleagues in engaging conversations by visiting the sites listed below. Participating in social media is a great way to connect with other NPs and industry professionals, stay current with the latest NP and health care news and keep in touch with NPAC.

We want to hear from you and look forward to seeing you online soon!

LinkedIn

The NPAC LinkedIn Group is a great place to connect with other NPs and to discuss issues and trends relevant to the NP field and the health care industry in general. The group is restricted to ensure that members are related to the NP profession.

Facebook

Keep information about NPAC happenings and the NP role at the top of your news feed.

Visit NPAC's Facebook Page and hit the "Like" button!
@Nursepractitionerassociationof
Canada

Twitter

Follow @NPsinCanada for the latest NPAC updates and other items of interest to NPs.

Join the NP Week conversation by including the hashtag **#NPWeek in your posts.**

Graphics

Be sure to visit NPAC's NP Council section of the website to access graphics and other support materials that you can share with your social networks.
<http://npac-aiipc.org/category/np-council-document-section/>
or upload pictures from [here](#).



SAMPLE POSTS

Facebook Sample 1

Happy National NP Week to 7,136 nurse practitioners who provide patient- centred, accessible, high-quality health care to millions of patients nationwide.

Did you know that 2 out of 3 patients support legislation for greater access to NP services? Learn more about NPs and the care they provide at <http://npac-aiipc.org>. #NPWeek

Facebook Sample 2

Happy National Nurse Practitioner Week! Did you know that nurse practitioners offer 7,136 solutions to strengthening health care for Canada?

NPs are the health care providers of choice for millions of Canadians each year, thanks to the high-quality, patient-centred primary, acute and specialty care they provide. NPs order, perform and interpret diagnostic tests and can prescribe medication and other treatments. Learn more about NPs and the services they provide at <http://npac-aiipc.org>. #NPWeek

Facebook frames are also available:

- Go to your personal profile
- Click on profile picture to update it (the little camera)
- Select Add Frame
- On the top right corner, search for NP Week 2020 NPAC or Semaine des IP 2020 AIIPC
- Pick a frame

Twitter Sample 1

Nurse practitioners = 7,136 solutions to strengthening #healthcare. Celebrate #NPWeek

Twitter Sample 2

Nov 8-14 Happy #NPWeek to 7,136 nurse practitioners who provide high-quality #healthcare to millions

Twitter Sample 3

Nurse practitioners order, perform & interpret diagnostic tests & prescribe medication #NPWeek



ACTIVITY SUGGESTIONS

Invite local, provincial/territorial and federal elected officials to your practice site to tour and become aware of the many health care services that NPs provide.

Obtain a proclamation from your local authority (mayor, city council, city manager) or provincial/territorial official (MLA, lieutenant governor, senators, representatives) proclaiming November 8-14, 2020, as National Nurse Practitioner Week. Call their office to find out the procedures for obtaining a proclamation. When you send in the proclamation, it is suggested that you send in back-up information such as the NP Fact Sheet. Also include information about local NPs and planned activities in recognition of NP Week. (See sample proclamation)

Create and distribute NP Week news releases. (See sample news release)

Write a letter to the editor extolling the virtues of the many services provided by NPs to their patients and the communities they serve. Find out the newspaper's requirements for considering letters and comply with them – e.g. should it be typed, double-spaced, maximum length? Keep the focus relevant, timely and local. Identify your special expertise as an NP.

Contact local media (print, TV and radio), and ask them to run a public service announcement (PSA). Provide audio or written copy to radio stations, depending on their preferred format. (See radio ad provided) Volunteer to guest on a talk show to spread the word about NPs.

Encourage your practice or local/provincial/territorial NP group to co-sponsor a community event, such as a health fair at a shopping mall or other public venue, to capture the attention of the general public who may be unfamiliar with NPs.

Plan a special reception with other NP groups in your area to recognize the good works of nurse practitioners. Co-host with a larger group of health care providers in a collaborative event.

Contact your local hospitals, schools and libraries to ask about setting up NP posters, distributing NP brochures and other information showcasing National NP Week and any future opportunities at these locations.



ACTIVITY SUGGESTIONS

Inquire about speaking opportunities at schools to let students know about the nurse practitioner – can do this during career day also. Even elementary students could be a target audience. Conduct a coloring contest at the elementary school level about their perceptions of what a nurse practitioner is and does.

Host a fun-run with proceeds going to a local charity.

Coordinate activities with your local veteran's group celebrating Remembrance Day, NP Week, and NP support of military families.

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 health care in general and NPs in particular. It is never too early (or too late) to spread the word about NPs.

Create a chat on Twitter or post messages on social media sites to raise awareness of the NP role. Use the hashtag #NPWeek to join the conversation on Twitter.



NATIONAL NURSE PRACTITIONER WEEK FACT SHEET

What are nurse practitioners?

Nurse practitioners, also known as NPs, are expert clinicians with advanced training who provide primary, acute and specialty health care, which enables them to:

- Autonomously diagnose and treat illnesses
- Order and interpret tests
- Prescribe medications
- Perform medical procedures

NPs are health-care professionals who treat the whole person, an approach that includes:

- Addressing needs relating to a person's physical and mental health
- Gathering medical history
- Focusing on how an illness affects a person's life and family
- Offering ways for a person to lead a healthy life
- Teaching persons how to manage chronic illness

NPs are also educators and researchers who can be consulted by other health-care team members. NPs improve timely access to high-quality, cost-effective care in a broad range of health-care models. Through their practice and collaboration with other health-care providers, NPs reduce pressure on the health-care system.

Where do nurse practitioners work?

There are 7,136 NPs licensed to practice in Canada today, providing solutions to the health care provider crisis. NPs work in a variety of health-care settings, such as:

- Community care (community clinics, health-care centres, physicians' offices and patients' homes)
- Long-term care (nursing homes)
- Hospitals (outpatient clinics, emergency rooms and other patient areas)
- NP-led clinics

All NPs across Canada have the authority, and license, to order diagnostic tests, prescribe medications (including controlled substances) and diagnose and treat conditions.

The confidence patients have in NPs is demonstrated by the more than 3 million visits made to NPs each year.

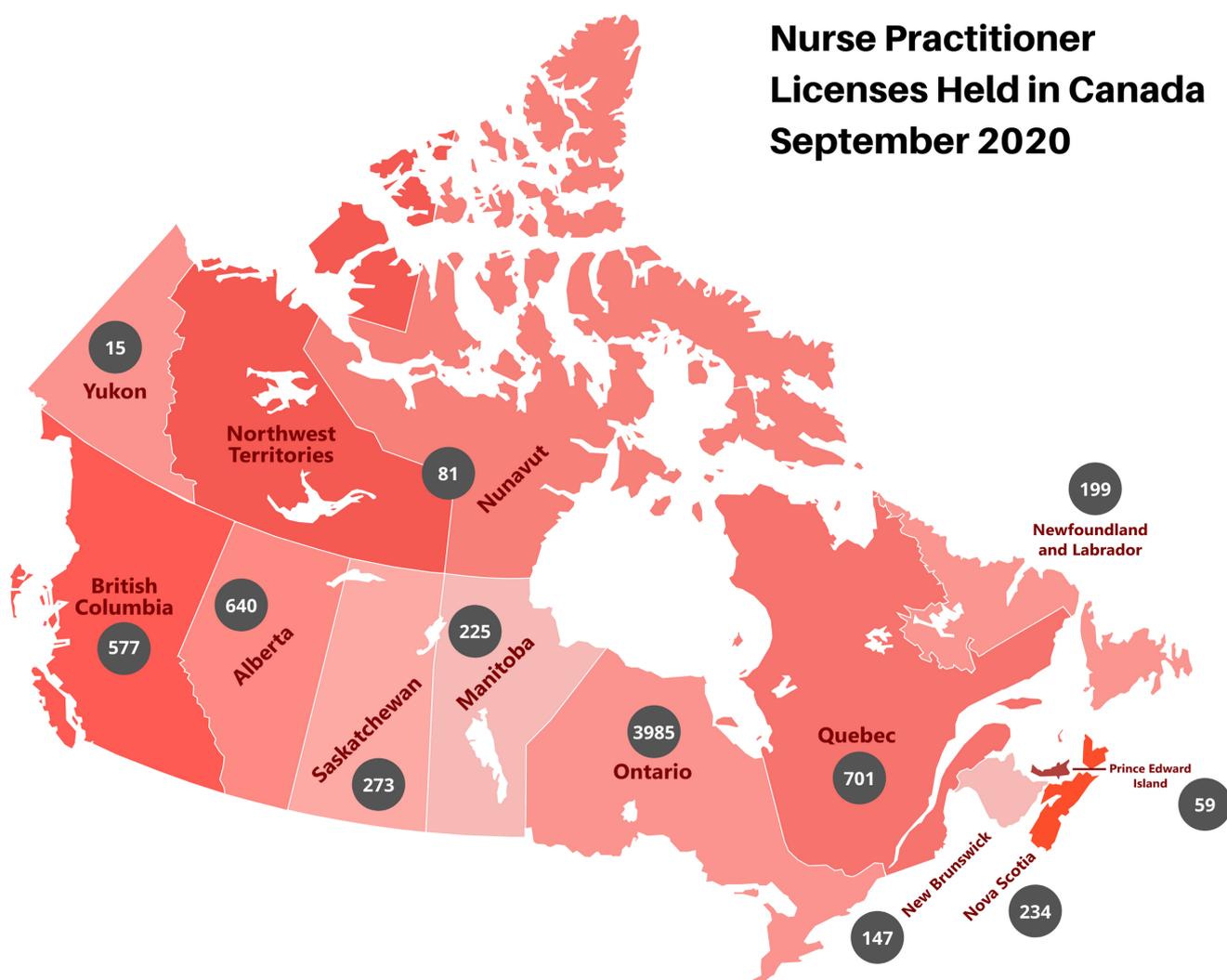
NATIONAL NURSE PRACTITIONER WEEK FACT SHEET

Do nurse practitioners replace other health-care professionals? Will I still be able to see my doctor?

NPs work with, rather than replace, other health-care providers. They are part of a collaborative team that includes registered nurses, doctors, social workers and others. While seeing an NP, you can still see your family doctor or any other health-care provider.

Can nurse practitioners work in every province and territory?

Every province and territory has NP legislation in place.



NPAC-AIIPC obtained the data from the Nursing Regulators of Canada through Aug.-Sep. 2020



NATIONAL NURSE PRACTITIONER WEEK FACT SHEET

Are nurse practitioners new to the health-care system?

NPs first appeared in Canada in the 1960s. Early on, NPs provided care in rural and remote areas. By the 1970s, interest in the NP role increased and more education programs began. Today, NPs are an important part of the health-care system.

What kind of health-care services does a nurse practitioner provide?

NPs provide a wide range of direct care services to people at every stage of life. In addition to treating illnesses, they teach individuals and their families about healthy living, preventing disease and managing illness. NPs provide a full range of services, such as ordering, performing and interpreting diagnostic tests; diagnosing and treating acute and chronic conditions; prescribing medications and treatments; and managing overall patient care. NPs bring together medical knowledge with the values and skills of nursing.

NPs are also leaders, consultants and researchers who incorporate new knowledge into their practice.

NPs improve timely access to high-quality, cost-effective care in a broad range of health-care models. Through their practice and collaboration with other health-care providers, NPs reduce pressure on the health-care system.

What are the benefits of nurse practitioners?

NPs bring value to Canadians and their health-care system. Studies about these benefits and patients' experiences tell us that NPs:

- Involve patients in decisions about their care
- Improve access to primary health care
- Reduce pressures on the health-care system
- Are valued and trusted by patients
- Provide high-quality management of chronic illness (e.g., diabetes, high blood pressure)

Find out more at:

<https://cna-aiic.ca/en/professional-development/advanced-nursing-practice/nurse-practitioners#sthash.XiDZo6ac.dpuf>