

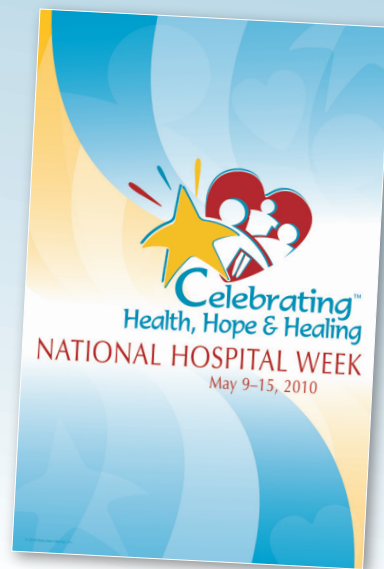
PLANNING GUIDE

Celebrate National Hospital Week 2010

National Hospital Week, the nation's largest health care event, is a celebration of the history, technology and dedicated professionals that make our facilities beacons of confidence and care. The annual event provides advantages throughout the year including staff retention, improved recruitment, better departmental interaction, a more satisfied workplace and increased awareness throughout the community.

Using the Product Guide

The Product Guide is your source for an array of recognition items, promotions, gifts and awards displaying the sanctioned 2010 National Hospital Week logo. These items build unity between facilities across the nation and generate a sense of pride in the health care profession. Many of the featured logo-products can be personalized with your facility name to enhance your local awareness programs. Order by fax, phone or mail—or make your selections online at www.nationalhospitalweek.com.



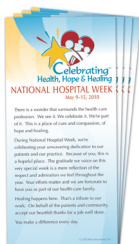
Timeline

March–April

- Organize a planning committee
- Browse the Product Guide and make your selections
- Choose appropriate logos and personalization
- Call 1-800-822-1923 and order items you'll need
- Contact radio and TV stations about producing PSAs
- Assign teams to handle each activity of your celebration
- Schedule speakers and reserve any needed facilities
- Gather any needed equipment
- Receive your ordered materials
- Check to make sure materials meet your specifications
- Send promotional packets to area media
- Display posters in areas around your community
- Mail invitations for special events to guests or dignitaries

May

- Decorate your facility.
- Have a proclamation declared by a public official
- Insert Paycheck Stuffers in pay envelopes
- Celebrate National Hospital Week.



June

- Present “thank you” gifts to committee members and volunteers
- Prepare an after-event evaluation
- Make plans to meet for next year's event

Promotional Guide

Send a news release to media in your area and run public service announcements on local stations. Include popular items from the Product Guide in your media kits. Suggested Products: Posters, Buttons, Colorful T-Shirts, Ballpoint Pens, Lunch Coolers.

Activity Guide

Health Fair



Choose a location and organize booths to provide health information for the community. Suggested Products: Pedometers, Happy Pens, Buttons, Lip Balm, Happy Chip Clips, T-Shirts.

Open House

Hold public tours of your facility to enhance community awareness. Suggested Products: Sticky Notepads, Trigger Mint Dispensers, Personal Hand Sanitizer.

Golf Tournament

Show pride in your physicians with a Hospital Week golf tournament. Suggested Products: Posters, Mylar Balloons, Cell Phone Organizers, Umbrellas, Pedometers, Colorful T-Shirts.

Gift Totes

Fill a tote with fun and useful items for your staff members. Suggested products: Recyclable/Reusable Totes, Long Sleeve T-shirts, Aluminum Sports Bottles, Ballpoint Pens, Talking Medical Stress Relievers, Pen/Highlighter Combos, Leatherette Keyrings

Patient Tray-Treats

Deliver event reminders to your patients along with their dinner tray. Suggested Products: Mylar Balloons, Ballpoint Pens, Sticky Notepads, Stadium Cups, Pop-up Pocket Mirrors, Talking Health Stress Relievers.

Go online for more:

www.nationalhospitalweek.com

You'll find more National Hospital Week information online. www.nationalhospitalweek.com is your source for Event History, Proclamations, News Releases, PSAs, Suggested Activities and more.

Sample Proclamation

Whereas National Hospital Week is May 9–15, 2010, and the official theme is “Celebrating Health, Hope & Healing;” And whereas individuals all across the country will be celebrating this time-honored event; And whereas the hard working people that compose our hospitals deserve universal regard and appreciation for keeping our community healthy; Be it known that on this (number) day of (month), I, (mayor’s name), mayor of (city), do hereby declare May 9–15, 2010, to be Hospital Week in (city and state), and urge residents to express their appreciation for the people, facilities and technologies that make trustworthy, reliable health care possible in our community.

Sample News Release

For more information, contact (name and title of contact) at (phone number).

For Immediate Release

National Hospital Week Puts Spotlight on People

(YOUR CITY’S NAME) – A hospital is more than a place where people go to heal, it is a part of the community that fosters health and represents hope. From providing treatment and comfort to the sick, to welcoming new life into the world, hospitals are central to a healthy and optimistic community. That’s the message organizers are touting with the 2010 National Hospital Week theme “Health, Hope & Healing.”

The event theme, announced this week, is the centerpiece of a promotional campaign aimed at uniting health care facilities across the country during the May 9–15 celebration.

“National Hospital Week, first and foremost, is a celebration of people,” [Name], administrator of [Name of facility], said. “We’re extremely proud of each member of our staff and we recognize the important role they play in extending a sense of trust to our patients and our communities.”

The nation’s largest health care event, National Hospital Week dates back to 1921 when it was suggested by a magazine editor who hoped a community wide celebration would alleviate public fears about hospitals. The celebration, launched in Chicago, succeeded in promoting trust and goodwill among members of the public and eventually spread to facilities across the country.

A full slate of community activities is planned for 2010, including:

[List events]

For more information, call [name of facility] at [phone number].

Public Service Announcements

15 Sec. PSA

(Music Up)

ANNCR: “Accidents happen. Illnesses happen. Births happen. As they happen, there’s one place you can rely on in good times and bad—your community hospital. Be part of the many great things happening during National Hospital Week, May 9–15. Celebrating Health, Hope & Healing.”

(Music Fade)

30 Sec. PSA

(Music Up)

(SFX: Car starting, engine running)

ANNCR: “What’s the best thing about your car? I mean, it’s nice if it looks great, handles well and has plenty of power. But the best part is that it’s reliable transportation—it gets you where you need to go. It’s the same way with your local hospital. Sure, it’s an impressive building filled with amazing technology—but more importantly, it’s a place that takes us from illness to wellness. It’s reliable transportation on the road to recovery. Something to think about May 9–15 as facilities across the country celebrate National Hospital Week—Celebrating Health, Hope & Healing”

(Music Fade)

60 Sec. PSA

(Music Up)

VOICE 1: “You know, there are still a few things in life you can count on.”

VOICE 2: “Like good friends.”

VOICE 1: “The sun coming up in the morning.”

VOICE 2: “The flowers blooming in springtime.”

VOICE 1: “The groundhog seeing his shadow.”

VOICE 2: “He always sees his shadow?”

VOICE 1: “Eventually.”

VOICE 2: “That’s true. And you know what else you can count on?”

VOICE 1: “Your local hospital.”

VOICE 2: “Absolutely, It’s a place where people care about you.”

VOICE 1: “Not just as a patient, but as a neighbor.”

VOICE 2: “And they’re always there for you, 24 hours a day...”

VOICE 1: “Seven days a week...”

VOICE 2: “52 weeks a year. Count on their professionalism.”

VOICE 1: “Count on their knowledge and dedication.”

VOICE 2: “Count on their care. National Hospital Week is May 9–15.”

VOICE 1: “It’s a great time to get to know your local health care professionals, and the perfect time to say thanks.”

VOICE 2: “National Hospital Week. Health, Hope & Healing.”

VOICE 1: “People You Trust.”

(Music Fade)