

# PLANNING GUIDE

## Celebrate National Hospital Week 2012

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 2012 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](http://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: Sizzle Pens, Buttons, Lens Cleaners, Acrylic Tumblers, T-Shirts.

### Open House

Hold public tours of your facility to enhance community awareness. Suggested Products: Sticky Notepads, ID Holders, Balloons, Recyclable/Reusable Totes.

### Golf Tournament

Show pride in your physicians with a Hospital Week golf tournament. Suggested Products: Water Bottles, Insulated Drawstring Coolers, Umbrellas and T-Shirts.

### Gift Totes

Fill a tote with fun and useful items for your staff members. Suggested products: Medical Totes, Long Sleeve T-shirts, Coffee Cup Tumblers, Comfort Grip Pens, Star Massagers, Color-Changing Stress Balls.

### Patient Tray-Treats

Deliver event reminders to your patients along with their dinner tray. Suggested Products: Highlighter Pen Combos, Sticky Notepads, Stadium Cups, Pocket LED Lights, 5-in-1 Kits.

## Sample Proclamation

Whereas National Hospital Week is May 6–12, 2012, and the official theme is “Making Miracles Happen;” 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 6–12, 2012, 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 2012 National Hospital Week theme “Making Miracles Happen.”

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 6–12 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 2012, 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 6–12. Making Miracles Happen.”

(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 6–12 as facilities across the country celebrate National Hospital Week—Making Miracles Happen”

(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 6–12.”

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. Making Miracles Happen.”

VOICE 1: “People You Trust.”

(Music Fade)

# Ideas for Activities

## Outreach

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### Public Outreach

Schools, clubs and senior groups benefit from a tour of your facility—and you benefit from greater exposure in the community. Arrange public tours through various departments and select friendly staff members to serve as guides. Decorate special stops on your tour with posters and/or balloons. Provide healthy refreshments, such as natural fruit juices, in stadium cups with the Hospital Week event logo and/or your facility logo printed on them.

### The Run Way

Wellness is a smooth road—keep your community on it with a healthy 10k or fun run. During National Hospital Week, sponsor a running event to promote fitness and a healthier lifestyle. T-shirts or Water Bottles with the national event logo and your facility name make an excellent incentive for participants.

### Calling All Docs

For National Hospital Week, work with a local TV or radio station to create a call-in show where your physicians can give callers advice and health information. Set up a table at the station (or at a local mall) and promote the event with printed health information, pamphlets, National Hospital Week buttons, and pens.

### All's Fair

A time-honored tradition, the health fair is a popular stop on any National Hospital Week itinerary. Plan a variety of fair booths where volunteers can distribute important wellness information and promotional items.

### Inside EMS

Come one, come all—nothing brings a neighborhood together like the annual EMS Open House. It's a wonderful way to instill trust in your community. Sporty and activity-related promotional items are particularly popular for EMS events. From the 2012 product guide, consider the Pocket LED Light, Duffels or the Mix & Match Colorful T-Shirts.

## Insiders

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### In the Bag

Continuing education is essential for health care workers, and there's no time like National Hospital Week to host a "brown bag seminar." Bring in a guest speaker to talk to your staff and provide a "brown bag" lunch for everyone who attends. Pack the lunch in the Lunch Bag (pg. 12 of the Product Guide). The insulated design will keep lunch chilled and the imprint of your facility information along with the event logo will gain great exposure throughout the long life of this reusable lunch cooler.

### Meet and Eat

Feedback is healthy. Your nurses are a vital link in the health care chain and can provide valuable suggestions on facility policies and practices. To help facilitate communication, hold small group breakfast meetings allowing your nurses to meet with members of management. Highlighter Pen Combos and

Sticky Notes are an excellent choice for this activity because they're useful and affordable. Participants will always be ready with something to take notes on or share suggestions with.

### Get Outdoors

There's nothing like a picnic in the great outdoors to promote unity among your staff. Bring together departments and co-workers with a variety of food and activities on your grounds or at a nearby park. Insulated Grocery Tote (pg. 13 of the Product Guide) are ideal for this activity. They'll keep drinks cold and your message in mind.

### Volunteer Spirit

Plan a special luncheon to honor your volunteer staff. Present each volunteer with a commemorative plaque and a gift packet including a Badge Holder (pg. 9), and a stylish Tote Bag (pg. 13).

### Giving to the Givers

Host a reception for your volunteers giving your staff the opportunity to personally thank these selfless givers for their support. At the reception, invite each department head to present volunteers with special commemorative gifts.

### Fore! Physicians

National Hospital Week is the ideal time to hold your physicians' golf tournament. Sign up your doctors for rounds of golf (or arrange special viewing accommodations for non-golfers) and schedule time with club pros for doctors who want to improve their game. Supply participants with Travel Tumblers, Umbrellas, Long-Sleeve T-Shirts and Lunch Coolers.

## Promotion

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### Media Kits

Prepare your National Hospital Week news release and send it to TV stations, radio stations and local newspapers announcing your theme and events. Include Posters, Frosty Flexi Vases, Buttons, Sizzle Pens and T-Shirts in your media packets.

### Public Service Announcements

Work with area TV and radio stations to produce Public Service Announcements (PSAs) that can be aired before and during National Hospital Week. Thank station managers and production personnel by presenting them with event T-Shirts, Recycable/Reusable Totes and Lens Cleaners.

### Enter the Celebration

Announce your celebration to everyone who enters your facility with a colorful balloon arch. Decorate your entrances with Balloons during National Hospital Week and plan a rally outside on the first day of the event inviting local media for the photo opportunity. Make the photo something special by outfitting your staff with event Classic T-Shirts and Buttons.

### Facility Enrichment

Decorate your lobby, waiting rooms and community areas with Mylar Balloons, Colorful Balloons and Posters. Next, make sure each area has a supply of Stadium Cups filled with Lollipops, Stethoscope Happy Pens, Sticky Notes and Bandage Dispensers.

## **The Home Front**

Provide your home care professionals with Long-Sleeve T-Shirts, Urban Messenger Bags and Badge Holders as part of your National Hospital Week celebration. Make sure they have a supply of Buttons and Coin Pouches to distribute to clients.

## **Make It Official**

Request an official proclamation commemorating National Hospital Week from your mayor, city council or county commission. (Also, send a letter to your state representative requesting that a proclamation be read by the governor.) Give a copy of the proclamation to each staff member along with Badge Holders, Buttons and T-Shirts.

## **New Moms**

When a baby is born at your facility during National Hospital Week, give the new mom a festive Balloon bouquet. Make it part of a package that includes a Recyclable/Reusable Tote filled with lollipops, a Star Massager, Colorful T-Shirt and Travel Blanket.

## **Patient Tray Treats**

Don't forget your patients—they're an important part of National Hospital Week, too. Add a Coin Pouch, Stadium Cup and helium-filled Balloon to each dinner tray during this very special week. Include a supply of Sticky Notes and Comfrot Grip Pens.

## *Gratitude*

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### **The Gift of Pride**

Show your pride in your staff by distributing Insulated Drawstring Coolers filled with gifts of appreciation. Include gift certificates, movie passes, lollipops, Badge Holder, T-Shirt, Stethoscope Happy Pens and an Acrylic Tumbler. For a festive touch, tie a helium-filled Mylar Balloon to the handle of each bag.

### **Paycheck Stuffers**

Start your National Hospital Week celebration right with a message of gratitude. It's easy to do—a handy Paycheck Stuffer ensures your appreciation is as close as a pay envelope. Have management distribute the envelopes personally along with a Mylar Balloon and a Sports Duffel.

### **Gift Baskets**

Your administrators and directors deserve a pat on the back—and a little something extra. A gift basket filled with movie passes, gift certificates, golf items, a T-Shirt, Deluxe Brief, Umbrella and a signed note card is a thoughtful way to make them part of the festivities.

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