

Standing STRONG

ena.org/enweek
#ENWeek



ENA
EMERGENCY NURSES
ASSOCIATION

Emergency Nurses Week™
October 9–15, 2022

Emergency Nurses Day™
October 12, 2022

EXPRESS YOUR APPRECIATION THROUGH CELEBRATION!

Download the EN Week Planning Guide for templates, thank you cards and more.



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Get Ready for EN Week!

Welcome to the 2022 EN Week Planning Guide!

This planning guide has been designed to help you, your hospital, or your ENA state or chapter engage with ENA peers, local emergency nurses and EDs, and communities.

Within this guide, you'll find:

- ☑ Email templates to send appreciations to your members.
- ☑ Sample social media graphics and posts for your states and chapters to post on your profiles.
- ☑ A template proclamation to request local recognition from your city or state leaders.
- ☑ Print-ready thank you cards to send or hand out to your members.
- ☑ This year's poster — ready to print and post in your ED.
- ☑ A customizable press release to spread the word about EN Week and the incredible work emergency nurses do every day.

Thank you for your commitment to care. No matter the challenges that emergency nurses face you always remain standing strong.



Email Templates

This EN Week, send a thank you email to your peers or staff for standing strong no matter what they face. Below you'll find a customizable email template that you can use to show your appreciation.



Every year, the second week of October signifies the celebration and appreciation of emergency nurses around the world.

This year is no different! STATE/CHAPTER/INTERNATIONAL/HOSPITAL NAME/I would like to thank you for always standing strong in the face of adversity. As an emergency nurse, you face many challenges and no day follows the same routine, but you remain strong.

Thank you, and happy Emergency Nurses Week.

[Add your personalized text here. Celebrate your state/council's accomplishments such as dollars raised for the Foundation, number of CNE hours offered to members or total number of volunteers.]

Download

600 x 200 pixels

Web Ready JPG

Partner Email

Below is an additional email template your 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. 9-15.

This year's theme is Standing Strong, which we all know is what emergency nurses do every day. No matter the challenges we face or how difficult our days may be, we stand strong. 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 temporary Facebook profile photo or 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.



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Poster

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



Download

20.625" x 15.75" (with bleed & crop marks)
High-resolution PDF

Download

11" x 17" (for printing by your hospital)
High-resolution PDF

Printing Instructions:

For professional printing, please 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.

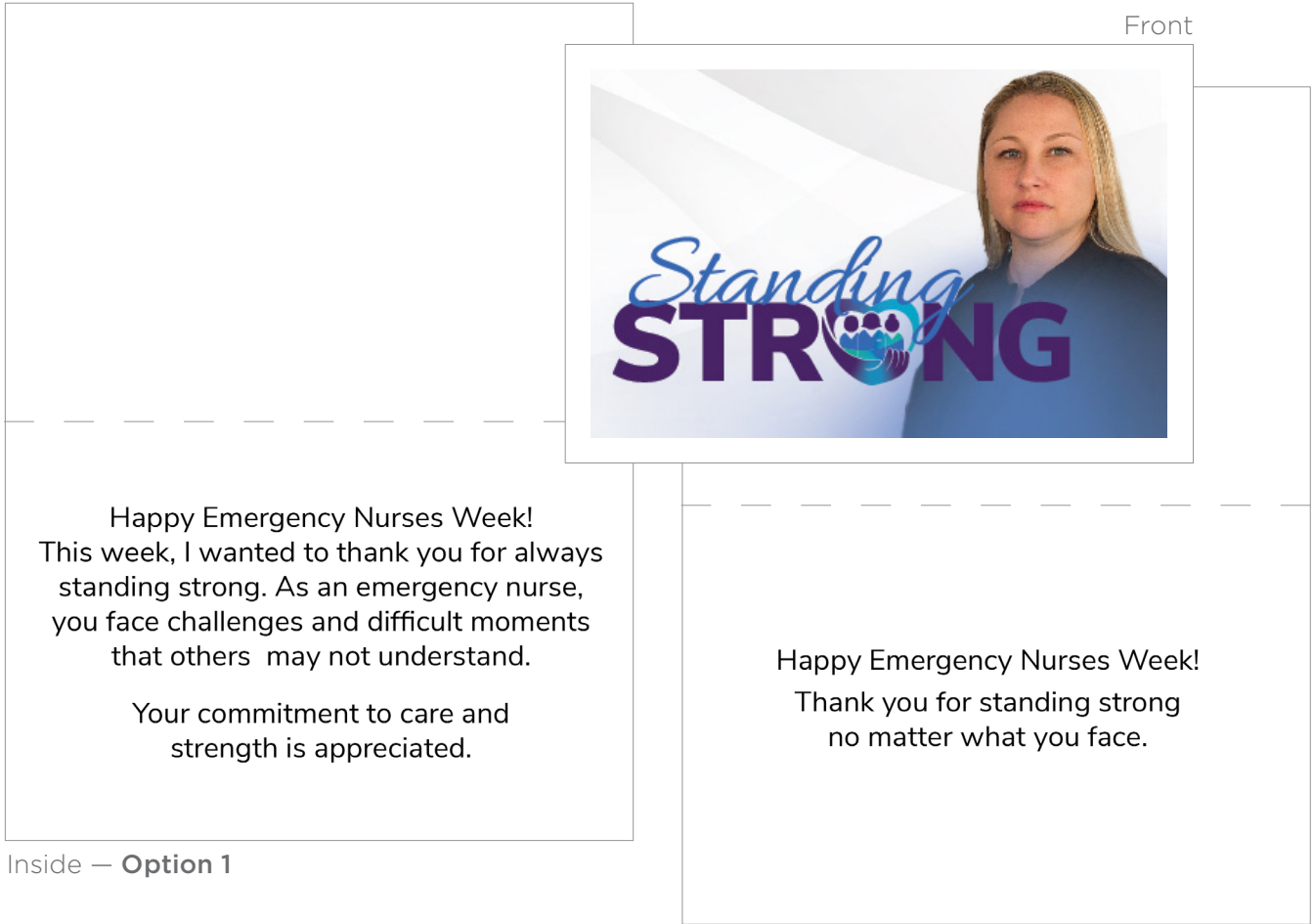


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Thank-You Cards

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



Front

Inside — Option 1

Inside — Option 2

Download Option 1

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

Download Option 2

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

Printing Instructions:

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, please load note card paper (6”x 8”) into your printer, print both sides of the document, and then fold in half.

For professional printing, please download and send the file to the printer. This is a high-resolution print-ready PDF that a professional printing company requires for production.



Ways to Share Emergency Nurses Week With Others

ENA encourages you to spread the awareness of EN Week beyond just 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 inaugural 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.

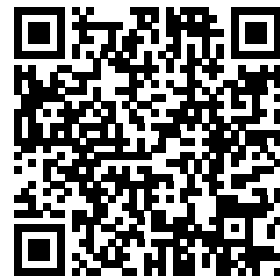


Run, walk or push with ENA
during the second annual
Emergency Nurses Week 5K!



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

Scan the QR code to register.





Social Media

Social media is an excellent way to spread the word about EN Week to other emergency nurses and personal networks. Below you'll find sample posts and pre-sized graphics for social media channels.

Suggested Social Media Posts:

- ☑ Happy #ENWeek! This week, we celebrate emergency nurses around the world for their commitment to care.
- ☑ Thank you to [\[tag an emergency nurse\]](#) for always standing strong! #ENWeek
- ☑ It's Emergency Nurses Day! Thank you to emergency nurses around the world for standing strong no matter what challenges they face.
- ☑ *In the face of adversity, emergency nurses don't back down. Their passion and persistence help them continue to push forward and help patients no matter the situation. Emergency nurses are the definition of the word grit. #ENWeek.*
- ☑ ENA STATE/CHAPTER/INTERNATIONAL appreciates the incredible display of grit its emergency nurses show every day. Happy #ENWeek!
- ☑ Did you know this week is Emergency Nurses Week? Join us in thanking, and celebrating, emergency nurses for their incredible work.

Swap out your cover photo or share a post with these, ready-to-use graphics for Facebook, LinkedIn, Twitter and Instagram. A temporary Facebook profile photo frame will be available on ENA's Facebook page at @ENAorg.



Download

Facebook/LinkedIn
1200 x 628 pixels
Web Ready JPG



Download

Instagram
1080 x 1080 pixels
Web Ready JPG



Download

Twitter
440 x 220 pixels
Web Ready JPG



Download

Facebook Cover
800 x 312 pixels
Web Ready JPG



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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. Gather your local emergency nurses in person or virtually for a CNE program in honor of Emergency Nurses Week.
- ☑ **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 categories 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 go back to school and 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.



Additional Resources

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.

[DOWNLOAD](#)

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.

[DOWNLOAD](#)



Media

Content Ideas

Emergency nurses do incredible things every day in the face of adversity. You face the most challenging situations and bounce back. You embody grit. 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 grit 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 healthcare 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 9-15, 2022, 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 2022 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. 9-15. Emergency Nurses Day is Wednesday, Oct. 12.

This year, the Emergency Nurses Week theme recognizes that no matter how challenging their day; no matter the difficult situations they face emergency nurses always continue standing strong. An emergency nurse cares for patients on the worst days of their lives, providing the best possible care. Emergency nurses stand strong together, for their patients and for their communities.

[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]