

Ideas for Celebrating Advanced Practice Providers (APPs) during National APP Week

1. Theme and Messaging

Theme: **"Racing Toward the Future: Celebrating APPs"**

Messaging: Highlight the critical role of APPs in delivering high-quality patient care, improving access to healthcare, and enhancing patient outcomes.

2. Marketing Materials

National Level:

- **Logos and Branding:** Create a unique logo for National APP Week. Ensure consistent branding across all materials.
- **Posters and Flyers:** Design posters and flyers to display in common areas, clinics, and hospitals nationwide.
- **Social Media Graphics:** Develop graphics for social media platforms to promote the celebration week. Include links to download graphics.

Healthcare Organizations:

- **Custom Logos and Branding:** Adapt the national logo to include the organization's name.
 - **Localized Posters and Flyers:** Design posters and flyers specific to the organization's facilities.
 - **Social Media Graphics:** Create tailored graphics for the organization's social media channels. Include links to download graphics.
-

3. Events and Activities

National Level:

A. Kick-Off Event

- **Description:** Start the week with a breakfast or luncheon where APPs can gather, network, and enjoy a meal together.
- **Activities:** Include speeches from national healthcare leaders or a keynote speaker including information on the impact of APPs across all specialties/ roles.

B. Recognition Ceremony

- **Description:** Host a formal ceremony to honor outstanding APPs with the three awards, with selections made by the national awards committee.
- **Activities:** Invite patients and colleagues to share testimonials, and virtually present the awards with a spotlight on the achievements of each winner

C. Wellness Day- Wellness Wednesday?

- **Description:** Dedicate a day to the wellness and self-care of APPs.
- **Activities:** Offer yoga sessions, exercise/ aerobic session, meditation workshops, massage therapy, and healthy snacks. Provide resources on mental health and stress management.

D. Professional Development Workshops- Turbocharged Tuesday?

- **Description:** Organize virtual workshops focused on professional growth and development.
- **Activities:** Topics can include leadership skills, new healthcare technologies, and continuing education opportunities. Invite guest speakers and industry experts. Conduct the President's Panel and record insights from the leaders of each certification within the APP umbrella

E. Community Service Projects

- **Description:** Encourage APPs to give back to the community through service projects and share their activities/ engagement on social media engaging standard messaging that ties back to the national celebratory week

F. Social Media Campaign

- **Description:** Launch a social media campaign to highlight the contributions of APPs.
- **Activities:** Share daily posts featuring APPs' stories, achievements, and photos. Use hashtags like #APPWeek and #CelebrateAPPs. Include links to social media posts.

G. APP Appreciation Day- Thank you Thursday? Pit Stop Appreciation: Refueling and Recognizing APPs Success?

- **Description:** Dedicate a day of national APP week to showing appreciation for APPs.

H. Educational Webinars- Finish Line Friday?

- **Description:** Host webinars on relevant healthcare topics.
- **Activities:** Invite experts to speak on subjects like telemedicine, patient-centered care, and the future of healthcare, pharmacology. Include links to webinar registration.

I. Closing Celebration- Victory Lap Celebration?

- **Description:** End the week with a celebratory event- closing speaker
- **Activities:** Provide a recap of the week's highlights. Share a video montage of the week's events and achievements. Include links to event highlights.

Healthcare Organizations:

A. Kick-Off Breakfast or Luncheon

- **Description:** Start the week with a breakfast or luncheon where APPs can gather, network, and enjoy a meal together.
- **Activities:** Include speeches from local healthcare leaders, a presentation on the impact of APPs, and a fun icebreaker activity.

B. Recognition Ceremony

- **Description:** Host a formal ceremony to honor outstanding APPs with awards and certificates.
- **Activities:** Invite patients and colleagues to share testimonials, and present awards for categories like "Excellence in Patient Care", "Innovative Practice," and "Leadership and Team Empowerment"

C. Wellness Day

- **Description:** Dedicate a day to the wellness and self-care of APPs.
- **Activities:** Offer yoga sessions, meditation workshops, massage therapy, and healthy snacks. Provide resources on mental health and stress management.

D. Professional Development Workshops

- **Description:** Organize workshops focused on professional growth and development.
- **Activities:** Topics can include leadership skills, new healthcare technologies, and continuing education opportunities. Invite guest speakers and industry experts.

E. Community Service Projects

- **Description:** Encourage APPs to give back to the community through service projects.
- **Activities:** Organize health fairs, free clinics, or volunteer opportunities at local shelters and food banks.

F. Social Media Campaign

- **Description:** Launch a social media campaign to highlight the contributions of APPs.
- **Activities:** Share daily posts featuring APPs' stories, achievements, and photos. Use hashtags like #APPWeek and #CelebrateAPPs. Include links to social media posts.

G. APP Appreciation Day

- **Description:** Dedicate a day to showing appreciation for APPs.
- **Activities:** Distribute personalized thank you notes, care packages, and branded merchandise. Set up a photo booth for fun team pictures.

H. Educational Webinars

- **Description:** Host webinars on relevant healthcare topics.
- **Activities:** Invite experts to speak on subjects like telemedicine, patient-centered care, and the future of healthcare. Provide Q&A sessions for interactive learning. Include links to webinar registration.

I. Talent Show or Open Mic Night

- **Description:** Organize a fun event where APPs can showcase their talents.
- **Activities:** Encourage APPs to perform music, poetry, comedy, or other talents. Create a relaxed and enjoyable atmosphere.

J. Closing Celebration

- **Description:** End the week with a celebratory event.
 - **Activities:** Host a dinner or party with entertainment, music, and a recap of the week's highlights. Share a video montage of the week's events and achievements. Include links to event highlights.
-

4. Appreciation and Recognition

National Level:

- **Personalized Thank You Notes:** Send personalized thank you notes to APPs from national leadership and colleagues to primary sponsors and APP leaders.
- **Spotlight Stories:** Share stories of APPs' achievements and contributions on the national organization's website and social media. Include links to spotlight stories.

Healthcare Organizations:

- **Personalized Thank You Notes:** Send personalized thank you notes to APPs from local leadership and colleagues.
 - **Care Packages:** Provide care packages with items like snacks, wellness products, and branded merchandise.
 - **Spotlight Stories:** Share stories of APPs' achievements and contributions on the organization's website and social media. Include links to spotlight stories.
-

5. Resources and Support

National Level:

- **Mental Health Resources:** Offer access to mental health support and wellness programs. Record and publish a virtual guided mindfulness exercise.
- **Professional Development:** Provide resources for continuing education and career advancement.
- **Exclusive Deals:** Partner with national businesses to offer discounts and deals to APPs.

Healthcare Organizations:

- **Mental Health Resources:** Offer access to mental health support and wellness programs.
 - **Professional Development:** Provide resources for continuing education and career advancement.
 - **Exclusive Deals:** Partner with local businesses to offer discounts and deals to APPs.
-

6. Communication Tools

National Level:

- **Email Templates:** Create National APP Week email templates for internal and external communication about the celebration week. Include links to email templates.
- **Press Release:** Draft a press release to announce the celebration week and highlight the importance of APPs within the national organization. Include links to the press release.
- **Newsletter:** Include a special section in the national organization's newsletter dedicated to the celebration of National APP Week. Include links to the newsletter.

Healthcare Organizations:

- **Email Templates:** Adapt National APP Week email templates for internal and external communication about the celebration week. Include links to email templates.
- **Press Release:** Draft a press release to announce the celebration week and highlight the importance of APPs within the organization. Include links to the press release.
- **Newsletter:** Include a special section in the organization's newsletter dedicated to the celebration of National APP Week. Include links to the newsletter.

7. Feedback and Evaluation

National Level:

- **Surveys:** Conduct surveys to gather feedback from APPs and other staff about the celebration week. Include links to surveys.
- **Review Meetings:** Hold meetings to review the success of the events and plan for future celebrations.

Healthcare Organizations:

- **Surveys:** Conduct surveys to gather feedback from APPs and other staff about the celebration week. Include links to surveys.
- **Review Meetings:** Hold meetings to review the success of the events and plan for future celebrations.

By implementing these ideas, healthcare organizations can effectively engage and celebrate their Advanced Practice Providers, recognizing their invaluable contributions to patient care and the healthcare system while aligning with APPs across the United State celebrating National APP Week.