



AANP

American Association of
NURSE PRACTITIONERS®

NATIONAL NURSE PRACTITIONER WEEK RESOURCE GUIDE

November 11-17, 2018

#NPWEEK

aanp.org

LETTER FROM THE PRESIDENT



Dear Colleagues,

As NPs, our efforts throughout the year are focused on providing exceptional patient care. We put our patients first. These efforts are recognized nationally the second week of November during Nurse Practitioner Week—celebrated this year November 11–17.

Take advantage of this time to bring recognition to the NP role and to increase awareness of the exceptional contributions NPs make to the health of millions of Americans—as evidenced by more than 1 billion annual patient visits.

The NP Week resource guide that follows will give you many great ideas on how to build awareness of the value of the NP role. You will find suggestions on reaching out to your local media, planning a public event to raise awareness and speaking at an area club meeting, community center or school to introduce the types of NP-provided services available in your community—and where these services can be found! If you practice at a health care institution, contact your administration to request on-site recognition for NP Week.

In addition to showcasing NPs to the public, NP Week is an opportune time to help educate lawmakers about the benefits of NP-delivered health care. Contact the governor or other elected officials in your state to ask that a proclamation be signed designating November 11–17 as NP Week in your state.

This resource guide can help you build awareness of the difference we make in our patients' lives. Included for your use:

- NP Week Activity Ideas
- Sample Proclamation
- NP Fact Sheet and Talking Points
- Sample News Release
- Guidelines for Writing a Letter to the Editor
- Media Interview Guide
- Radio, TV and Digital Ads and PSAs
- Posters
- We Choose NPs Public Awareness Campaign Material

Share how you celebrate 2018 NP Week by sending your news and photos to socialmedia@aanp.org.

Have fun with this! Help gain more recognition for all we do for our patients. Promote NP Week by making a splash in your corner of the world!

Joyce M. Knestrick, PhD, C-FNP, APRN, FAANP
AANP President

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4. It's Almost NP Week!

What you need to know about NP week and its history.



6. Activities

Get involved! Use the recommended activities here or come up with ideas centered on your own community to make 2018 NP Week a success. Send images to socialmedia@aanp.org for possible inclusion on AANP's social media sites.



8. Sample Proclamation

Use the copy from this proclamation to rally your elected officials to sign in recognition of the valuable role NPs play in America's health care system.



9. Proclamation Map

Ensure your state is represented on the AANP Proclamation Map by sending a photo of the signing or a copy of the signed proclamation to socialmedia@aanp.org.



10. Talking Points and NP Fact Sheet

Back up your public and media outreach efforts using verified data points, and speak confidently during interviews and speaking engagements with these AANP-approved NP talking points.



12. Sample News Release

Customize this sample release with your area NP Week activities and send to your local news outlets.

WAYS TO GET INVOLVED



13. Letter to the Editor Guidelines

Write an insightful letter to the editor announcing your local NP Week activities following these guidelines. Send your letter to local newspaper and magazine editors.



14. Social Media Suggestions

Join the #NPWeek conversation on your own social media networks and use the provided messaging.



16. Media Interview Guide

Be prepared while in front of a camera or microphone, and tell the world about the great work NPs do! This document helps you be in control of the message.



19. Radio Public Service Announcements

Send these ready-to-use public service announcements (PSAs) to local radio and TV stations.



22. We Choose NPs Material

Learn more about AANP's awareness campaign, We Choose NPs, and share these ads to educate the public about NPs and why patients should consider an NP when selecting a health care provider.



24. Posters

Use these free, downloadable posters to share electronically or to print and display in celebration of NP Week and the We Choose NPs campaign.



IT'S ALMOST NP WEEK!

HERE IS WHAT YOU NEED TO KNOW

In 1965, a nurse, Loretta Ford, and a physician, Henry Silver, started the first nurse practitioner (NP) training program in the U.S. at the University of Colorado.ⁱ Since then, the role of the nurse practitioner (NP) has expanded from providing primary care to providing diabetes management, dermatology and other specialty services. Today, the NP workforce is nearly a quarter of a million strong with almost two dozen certifications and specialties. As NPs continue to make their mark on patient outcomes and U.S. health care in general, it is important to reflect on the past, present and future of the profession to ensure that patients continue to receive exceptional care and benefits from NPs.

Past and Present—Primary Care and Full Practice Authority

Since the 1960s, NPs have been filling the primary care gap in the U.S., which continues to grow due to an aging population and fewer physicians entering primary care programs.ⁱⁱ In 2017, only 15 percent of physicians entered primary care programs while 87 percent of NPs were certified in primary care.ⁱⁱⁱ However, providing effective, quality primary care services requires that NPs be allowed to practice to the full extent of their education and training.

Additionally, whereas the first cohorts of NPs were trained in certificate programs^{iv}, today, nearly all of NPs hold graduate degrees.^v With this level of expertise, it is clear why millions of patients choose to see NPs.^{vi} While NPs continue to advance educationally and in autonomous practice, they also are seeing gains in compensation. In 2007, NPs reported that they earned \$42.58 per hour compared

to 2017^{vii}, when the mean hourly pay rate for both part and full-time NPs was \$58.92; a 38 percent increase.^{viii} Similarly, NPs reported an annual salary of \$105,546 last year, which is a 30 percent increase from 2007.^{ix} Even the total income for NPs has increased by almost 30 percent since 2007; a trend that could indicate good news for current and future NPs.^x

Future

Despite facing barriers to full practice authority, NPs have a predicted average job growth of 36 percent between 2016 and 2026 compared to the average predicted job growth for all occupations of 7 percent.^{xi} Additionally, job growth for NPs exceeds the predicted job growth for primary care physicians. The growth could be attributed to the increased demand of the aging population for health care services and a renewed focus on preventative care.^{xii} NPs are well suited for these changes because they already provide high quality care to older Americans. NPs also serve as an unparalleled access to primary care services for rural and underserved populations.

As the demand for primary care services increases and the supply of primary care physicians decreases, NPs are the solution to mitigating the gap between supply and demand.^{xiii} Their roots in primary care and holistic perspectives would allow NPs to provide excellent services to even more patients. Full practice authority in all 50 states and territories would secure this future for patients and their NPs.



IT'S ALMOST NP WEEK!

Conclusion

NPs have exceeded the expectations of policy-makers and the media since the start of the profession. The recognition of full practice authority in many states and territories and the projected job growth indicates an opportunity for expanding the role of the NP in patient care. Both hourly and salaried NPs have experienced positive trends in their incomes, and the overall outlook for the profession is optimistic.

If you would like to promote the profession, NP Week (November 11–17, 2018) is a prime opportunity to showcase the quality of care that NPs provide to millions of patients each year. In addition, members can get listed on NPfinder (aanp.org/npfinder), an exclusive member benefit that helps patients find NPs.

Additional Information

For more information on NP demographics and compensation, please visit aanp.org/research/reports. AANP members have free access to the 2017 AANP National NP Sample Survey. Non-members must pay a fee to access the report.



- ⁱ Goudreau, K.A. and Smolenski, M.C. (Eds). (2014) *Health Policy and Advanced Practice Nursing: Impact and Implications*. New York, NY: Springer Publishing Company.
- ⁱⁱ Xue, Y., Kannan, V., Greener, E., Smith, J.A., Brasch, J., Johnson, B.A., and Spetz, J. (2018, January). Full scope-of-practice regulation is associated with higher supply of nurse practitioners in rural and primary care health professional shortage counties. *Journal of Nursing Regulation*, 8(4); U.S. Department of Health and Human Services, Health Resources and Services Administration, Bureau of Health Workforce & National Center for Health Workforce Analysis. (2016, November). National and Regional Projections of Supply and Demand for Primary Care Practitioners: 2013-2025. Retrieved from <https://bhwh.hrsa.gov/sites/default/files/bhw/health-workforce-analysis/research/projections/primary-care-national-projections2013-2025.pdf>
- ⁱⁱⁱ American Association of Nurse Practitioners. (2018, March). Nurse Practitioners Infographic. Retrieved from <https://www.aanp.org/images/about-nps/npgraphic.pdf>
- ^{iv} Goudreau, K.A. & Smolenski, M.C. (Eds). (2014) *Health Policy and Advanced Practice Nursing: Impact and Implications*. New York, NY: Springer Publishing Company.
- ^v 2017 AANP National NP Sample Survey
- ^{vi} Cook, M.L., and Riley, L. (2013). NPs as Usual Care Providers. *AANP Research Brief*, 1(1). Retrieved from https://www.aanp.org/images/documents/research/ResearchBrief_Oct2013.pdf
- ^{vii} 2017 AANP National NP Sample Survey
- ^{viii} 2017 AANP National NP Sample Survey; 2007 AANP National NP Compensation Survey
- ^{ix} 2017 AANP National NP Sample Survey; 2007 AANP National NP Compensation Survey
- ^x 2017 AANP National NP Sample Survey; 2007 AANP National NP Compensation Survey
- ^{xi} Bureau of Labor Statistics. (2017, May). Occupational Employment Statistics. Retrieved from <https://www.bls.gov/oes/current/oes291171.htm>
- ^{xii} Bureau of Labor Statistics. (2017, May). Occupational Employment Statistics. Retrieved from <https://www.bls.gov/oes/current/oes291171.htm>
- ^{xiii} U.S. Department of Health and Human Services, Health Resources and Services Administration, Bureau of Health Workforce and National Center for Health Workforce Analysis. (2016, November). National and Regional Projections of Supply and Demand for Primary Care Practitioners: 2013-2025. Retrieved from <https://bhwh.hrsa.gov/sites/default/files/bhw/health-workforce-analysis/research/projections/primary-care-national-projections2013-2025.pdf>



2018 NP WEEK ACTIVITIES

COMMUNITY OUTREACH

- Invite local, state and federal elected officials to your practice site to tour and become aware of the many health care services NPs provide.
- Obtain a proclamation from your local authority (mayor, city council, city manager) or state official (governor, lieutenant governor, senators, representatives) proclaiming November 11–17, 2018, as National Nurse Practitioner Week, aka, NP Week! Call their offices to find out the procedures for obtaining a proclamation. When you send in the proclamation (see sample proclamation), include back-up information, like the NP Fact Sheet. Also include information about local NPs and any planned activities in recognition of NP Week.



- Contact the local media to let them know about NP Week and to share any planned activities. Create and distribute NP Week news releases. (See sample news release.)
- Plan a special reception with other NP groups in your area to recognize the good works of nurse practitioners.

- Coordinate activities with your local veteran's group celebrating Veterans Day, NP Week and NP support of military families through Joining Forces.



- 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.
- Host a fun run or other public athletic participation event with proceeds going to a local charity.
- Co-host with a larger group of health care providers in a collaborative event.
- Encourage your practice or local or state 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 public—some of whom may not be familiar with NPs.
- 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.



2018 NP WEEK ACTIVITIES

- Inquire about speaking opportunities at schools to let students know about NPs—you can do this during career day also. Even elementary school students could be a target audience. Conduct a coloring contest at the elementary school level about students' perceptions of what a nurse practitioner is and does.
- 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.
- 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 (radio, TV and digital ads are provided). Volunteer to be a guest on a local talk show to spread the word about NPs and NP Week.
- Start a chat on Twitter using the hashtag #NPWeek, and post messages on other social media sites.



**WHATEVER YOU DO,
JUST GET INVOLVED!**



2018 NP WEEK PROCLAMATION

Whereas, nurse practitioners (NPs) serve as trusted front line health care providers for patients in our state; and

Whereas, NPs are highly skilled practitioners with advanced education and clinical training building upon their initial registered nurse preparation; and

Whereas, there are more than 248,000 licensed NPs in the United States, and (STATE NUMBER) in (STATE NAME) providing primary, acute and specialty care to patients of all ages and walks of life; and

Whereas, in addition to diagnosing and treating acute and chronic conditions, NPs focus on health promotion, disease prevention and health education and counseling, guiding patients to make smarter health and lifestyle choices; and

Whereas, the confidence that patients have in NP-delivered health care is evidenced by the more than one billion annual patient visits made to NPs across the country; and

Whereas, more than five decades of research demonstrates the high quality of care provided by NPs; and

Whereas, better utilization of NPs through modernized state laws and improved system policies creates better health through a more accessible, efficient, cost-effective and higher quality health care system; and

Whereas, 22 states and the District of Columbia have implemented full practice authority for NPs, granting patients full and direct access to the outstanding care offered by these health care providers; and

Whereas, leading governmental and policy entities including the National Academy of Medicine, National Council of State Boards of Nursing, National Governors Association and Federal Trade Commission have taken notice of the benefits of nurse practitioner full practice authority and have endorsed such a regulatory model; and

Whereas, (STATE, COUNTY OR CITY NAME) is proud to recognize and honor the service of NPs to our state;

Be It Resolved, therefore, that I (GOVERNOR NAME OR ELECTED OFFICIAL NAME) hereby declare November 11–17, 2018, as

National Nurse Practitioner Week

in

(STATE NAME OR COUNTY/CITY NAME, IF MAYORAL OR COUNTY-LEVEL PROCLAMATION)

in recognition of the countless contributions NPs have made over the past half century and will continue to make to the health and well-being of citizens in our state.

Signed: _____

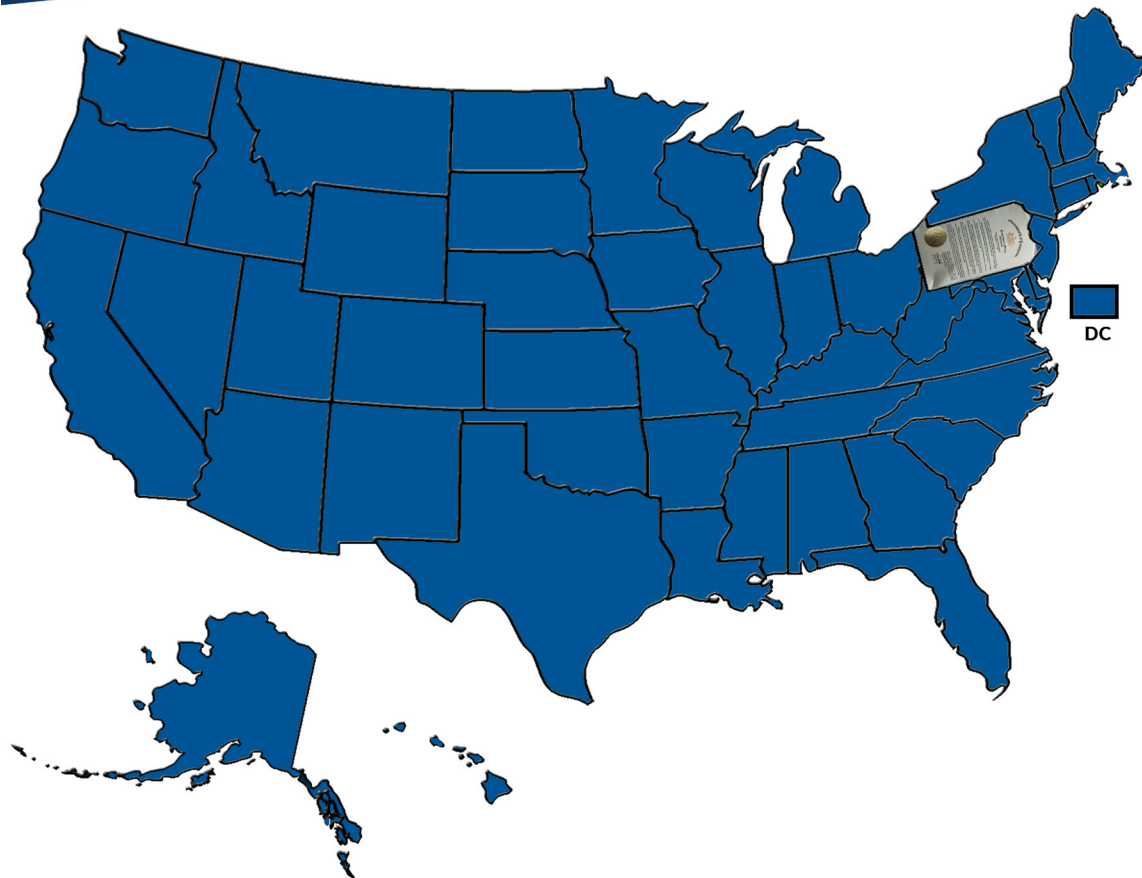
Date: _____



2018 NP WEEK PROCLAMATION MAP

Each state's efforts to secure an NP Week proclamation will be showcased on AANP's annual NP Week Proclamation Map. Make sure your state is included on the map! Email your proclamations and photos to socialmedia@aanp.org. States that receive proclamations signed by their governors will be green on the map, or even better, highlighted with pictures of NPs who were present for the signing or an image of the proclamation itself. Proclamations were signed by governors of 44 states in 2017. Congratulations to NPs in Pennsylvania for submitting the first NP Week proclamation of 2018!

2018 NP WEEK PROCLAMATIONS





NP FACTS & TALKING POINTS

There are more than 248,000 nurse practitioners (NPs) licensed in the U.S. ¹

- 22 states and the District of Columbia have granted full practice authority to NPs.
- 86.6% of NPs are certified in an area of primary care, and 77.8% of all NPs deliver primary care. ³
- 97.8% of NPs have graduate degrees³, as well as advanced education and clinical training beyond their registered nurse preparation.
- An estimated 23,000 new NPs completed their academic programs in 2015-2016.
- The average age of NPs is 49 years.³
- 84.9% of NPs are accepting Medicare patients and 82.9% are accepting Medicaid patients.⁴
- 49.9% of NPs hold hospital privileges; 11.3% have long-term care privileges.⁴
- NPs hold prescriptive privileges, including controlled substances in all 50 states and D.C.
- Nurse practitioners have been in practice an average of 11 years.³
- 95.8% of NPs prescribe medications. Those in full-time practice write 23 prescriptions a day, on average. ⁴
- The majority (60.8%) of NPs see three or more patients per hour.⁴
- NPs focus on health promotion, disease prevention and health education and counseling, guiding patients to make smarter health and lifestyle choices.
- Patients whose primary care providers are NPs have fewer emergency room visits and shorter hospital stays, resulting in lower out-of-pocket costs.
- 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.
- In 2017, the mean, full-time base salary was \$105,546.³
- Malpractice rates remain low; only 1.9% have been named as primary defendant in a malpractice case.⁴
- The confidence patients have in NP-provided care is demonstrated by the more than 1.02 billion patient visits each year.

1960s

1970s

1980s

1990s

2000s

2010s

For a timeline of the NP profession since its inception in 1965 until today, visit aanp.org/timeline



NP FACTS & TALKING POINTS



Distribution, Top Practice Setting and Clinical Focus Area by Area of NP Certification³

| POPULATION * | PERCENT OF NPS | TOP PRACTICE SETTING | TOP CLINICAL FOCI |
|---|----------------|--------------------------------------|----------------------|
| Acute Care | 6.4 | Hospital Inpatient Clinic (33.3%) | Surgical (16.1%) |
| Adult [^] | 15.7 | Hospital Outpatient Clinic (15.2%) | Primary Care (32.4%) |
| Adult-Gerontology Acute Care | 2.0 | Hospital Inpatient Clinic (43.3%) | Surgical (13.3%) |
| Adult-Gerontology Primary Care [^] | 4.4 | Hospital Outpatient Clinic (18.7%) | Primary Care (46.6%) |
| Family [^] | 60.6 | Private Group Practice (12.7%) | Primary Care (46.2%) |
| Gerontology [^] | 2.2 | Long-Term Care Facility (16.6%) | Primary Care (57.8%) |
| Neonatal | 1.3 | Hospital Inpatient (69.1%) | Neonatal (57.8%) |
| Pediatric - Acute Care | 0.6 | Hospital Inpatient (38.2%) | Other (19.7%) |
| Pediatric - Primary Care [^] | 4.6 | Hospital Outpatient Clinic (18.7%) | Primary Care (55.6%) |
| Psychiatric/Mental Health - Adult | 1.7 | Psych/Mental Health Facility (23.0%) | Psychiatric (93.6%) |
| Psychiatric/Mental Health - Family | 2.1 | Psych/Mental Health Facility (25.8%) | Psychiatric (91.6%) |
| Women's Health [^] | 3.4 | Hospital Outpatient Clinic (15.7%) | OB/GYN (64.1%) |

* NPs may be certified in more than one area

[^] Primary care focus

¹ AANP National Nurse Practitioner Database, 2017

² Fang, D., Li, Y., Kennedy, K.A., & Trautman, D.E. (2017) 2016-2017 Enrollment and Graduations in Baccalaureate and Graduate Programs in Nursing. Washington DC: AACN

³ 2017 AANP National Nurse Practitioner Sample Survey

⁴ 2016 AANP National Nurse Practitioner Sample Survey



2018 NP WEEK PRESS RELEASE

Modify the following news release as needed and send to your local news outlets to highlight 2018 NP Week and any commemorative activities you and your colleagues have planned. Provide your contact information in case the media have any questions or wish to follow-up with a story.

FOR IMMEDIATE RELEASE

Contact: (your name)
(your email address)
(your telephone number)

Commemorating National Nurse Practitioner Week November 11–17, 2018

CITY, STATE (Date) – The role of the nurse practitioner (NP) will be showcased November 11–17, 2018, as NPs across the country celebrate more than 50 years of practice during National NP Week. In the United States, this distinguished group of health care professionals number approximately 248,000 strong, with an additional 23,000 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 for primary, acute and specialty care. 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, counseling 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 10 years, having choices about health care providers will become even more important. National NP Week brings visibility to the role of the NP, helping consumers make wise choices when selecting their health care provider.

To strengthen public awareness of NPs and access to primary health care, the American Association of Nurse Practitioners® (AANP) has launched “We Choose NPs,” a national public awareness campaign integrating television, radio, digital and in-person events in communities nationwide. Visit WeChooseNPs.org to learn more.

(Insert local activities—editors prefer running releases with local angles.)

To learn more about NPs, log on to the AANP website at aanp.org. AANP is the largest professional membership organization for NPs in all specialties and includes more than 90,000 individual members and 200 organizations. To locate an NP in your community, visit npfinder.com.

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LETTER TO THE EDITOR GUIDELINES

Letters to the Editor help shape public opinion and are popular sections in most news publications. They offer the opportunity to respond to published articles and to introduce new topics or different angles to existing topics. Plus, they are an effective way to reach a larger audience—important when the topics covered affect people’s health and the NP role in general.

Before writing, read the publication’s stated guidelines and observe how other published letters were formatted. This ensures your letter meets standards.

OTHER HELPFUL TIPS:

Be Timely

If writing in response to an article you’ve read, write within a day or two of the article’s publication date.

Include Contact Information

Include your full name, city, state and daytime phone number.

Be Clear and Concise

Cover one point and express it at the beginning of your letter. Be brief. Write one to three paragraphs, 40–100 words, and omit needless words like, “I’m writing to...” and any nursing acronyms or jargon.

Be Accurate

Use verified facts. Factually inaccurate letters are not printed.

Personalize and Localize

Tell a compelling story about ways you were affected or how an issue relates to the community, and try a local angle.



Bring It Home

Look for ways to connect articles to the NP profession or NP-provided care.

Point Readers to a Helpful Resource

Provide a resource where readers can access more information, e.g, aanp.org.

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. Ask someone else to proofread.

Don’t Worry if Your Letter Is Not Printed

Editors sometimes receive hundreds of letters a day. Your letter may not be printed; however, if editors see several letters coming in on the same topic, they are more likely to print one on that topic. *Be persistent, and write again using another angle!*



SOCIAL MEDIA TIPS

The NP community is thriving on AANP’s social networking sites, and *thanks to your support, messages supporting the nurse practitioner role were viewed by approximately 22 million people during NP Week last year.*

AANP invites you to join your colleagues in engaging conversations by visiting the sites listed below. Participating in social media discussions 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 AANP. We want to hear from you and look forward to seeing you online soon!



Like AANP’s Facebook Page

With approximately 85,000 page likes, AANP’s presence is one of the largest in the industry. Keep information about AANP happenings and the NP role at the top of your newsfeed. Visit AANP’s Facebook Page and hit the “Like” button!



Follow AANP on Twitter and Instagram

Follow @AANP_News for the latest AANP updates and other items of interest to NPs. Join the NP Week conversation by including the hashtag #NPWeek in your posts.



Share AANP’s Videos and Graphics

Be sure to visit AANP on YouTube, Instagram and Pinterest to access videos and graphics that you can share with your social networks.



Join AANP’s LinkedIn Group

The AANP LinkedIn group is a great place to connect with other NPs and 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.



SOCIAL MEDIA TIPS

SAMPLE TWEETS

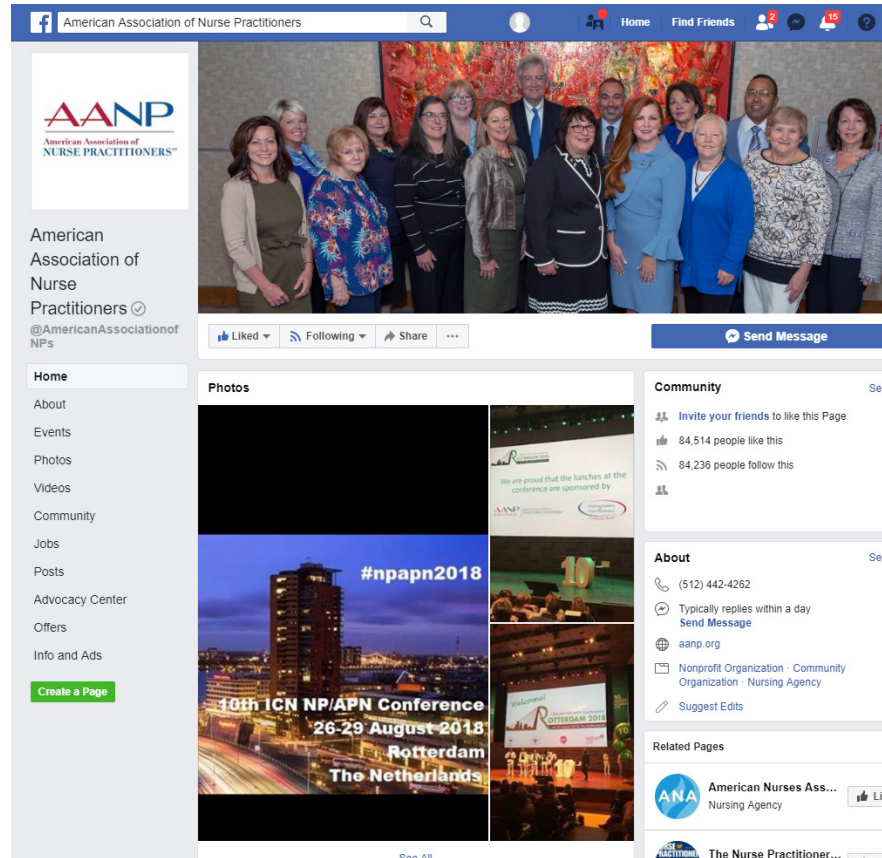
Nurse practitioners = 248,000+ solutions to strengthening #healthcare. Celebrate #NPWeek Nov 11-17 #NPsLead

Happy #NPWeek to >248,000 nurse practitioners who provide high-quality #healthcare to millions

#DYK nurse practitioners order, perform & interpret diagnostic tests & prescribe medication? #NPWeek

#DYK nurse practitioners prescribe medication in all 50 states + DC? #NPWeek

More than 1 billion visits were made to nurse practitioners last year. Celebrate #NPWeek #NPsLead



SAMPLE FACEBOOK POSTS

Happy NP Week to more than 248,000 nurse practitioners who provide patient-centered, accessible, high-quality health care to millions of patients nationwide. Did you know that two out of three patients support legislation for greater access to NP services? Learn more about NPs and the care they provide at <http://aanp.org>. Locate an NP in your area at <http://npfinder.com>. #NPWeek

Happy Nurse Practitioner Week! Did you know that nurse practitioners offer more than 248,000 solutions to strengthening health care for America? NPs are the health care providers of choice for millions of Americans each year, thanks to the high-quality, patient-centered 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://aanp.org>. Locate an NP in your area at <http://npfinder.com>. #NPWeek



MEDIA INTERVIEW GUIDE

Should you be granted a media interview, the following tips will help you feel more comfortable about what to expect. Stick to your message. Should the interviewer ask a question away from your intended subject, steer the conversation back to the points you are there to present, and know in advance what those points are to be.

GROUND RULES TO CONSIDER

- After “hello,” you are on record (whether in an elevator, bathroom, walking to the interview location, etc.).
- Background interview means everything you say can be used as a statement of fact; however, a reporter cannot attribute a quote to you without your consent.
- It is important to state your key message at the beginning of the interview in response to the first question, which is typically a lead-in type inquiry.
- Support your points with facts. The Talking Points provided in this resource guide offer useful places to start.
- Use proof points—selected statistics, anecdotes and data bring life to a story and create images for the reporter and audience.
- When asked a question off subject, respond briefly, then return or bridge (see page 17) the conversation back to your topic.
- Include in your responses the flag technique (see page 17) of using phrases to return the focus on your message, i.e., what’s important is ...”
- Refer all questions regarding AANP policy or AANP’s position on legislation, etc., to AANP Communications at editor@aanp.org.





MEDIA INTERVIEW GUIDE

INTERVIEW DO'S

- **Practice, practice, practice ...** in front of a mirror, to family members, etc. Conduct mock interviews.
- **Be confident, friendly and helpful.** Be yourself. Smile at the interviewer at the beginning of the interview to establish rapport. Remember, you are the subject matter expert in this interview.
- **Use interesting and understandable language to deliver your key messages,** e.g., personal stories work particularly well and help make your remarks more memorable.
- **Use “bridging” to keep the interview on track.** This technique involves giving a brief response to the issue in question, and then returning seamlessly to your own agenda:
“Yes, that’s true, but the real issue is ...”; “Yes, and let me tell you where that will lead ...”; “Not at all. The way we see the situation ...”
- **Have a sound bite,** e.g., NPs are highly qualified health care providers who diagnose, treat and prescribe. (See talking points.)
- **Use “flags.”** Some examples are: “So, the key point is ...”; “The top priority is ...”; “The biggest concern is ...”; “The bottom line is ...”
- **Non-verbal communication counts!** The impression you make comes from body language, including facial expressions, posture and tone of voice.
- **When asked if there is anything else you would like to add, answer YES,** and share a key message or repeat a statement you made earlier.
- **Close the deal:** “I’m always happy to help answer your questions. Please call me anytime,” or “For more information, people can go to ...” Whenever possible, direct the public to aanp.org.

INTERVIEW DONT'S

- Don't respond to questions outside your field of competence.
- Don't trash the competition.
- Don't guess or speculate.
- Don't use irony or sarcasm (no jokes).
- Don't be intimidated.
- Don't display annoyance.
- Don't say, “no comment.”
- Don't use jargon or arcane terminology.
- Don't speak “off the record.”
- Don't exaggerate.
- Don't let down your guard.



MEDIA INTERVIEW GUIDE

WHAT TO WEAR FOR ON CAMERA INTERVIEWS



Clothing—Skirts and Dresses

- Solid-color, saturated blues and greens are the gold standard. Avoid white and busy or bold patterns, as well as visible logos.
- A fitted dress or blazer is recommended. Both allow room for a mic to be easily placed.
- Keep jewelry to a minimum.

Clothing—Suits

- A dark suit and blue shirt is recommended. Avoid reds and whites. Red bleeds out on a TV screen, and white glows under harsh studio lights.
- Avoid loud ties or ties with small patterns.
- Unbutton the suit jacket while seated; button it while standing.

Tip: *Sitting on the back of the suit jacket creates a wrinkle-free line and prevents an unfitted and bunching look.*

Glasses

If you wear glasses, non-reflective lenses are best. If possible, try to wear contact lenses.

Makeup

Regardless of gender, if offered makeup, accept it. Studio lights can be harsh and could make you appear washed-out.

- Apply a matte finish to avoid a shiny face.
- Blush and eye makeup should be only slightly heavier than normal.



PUBLIC SERVICE ANNOUNCEMENTS

Think of public service announcements (PSAs) as free advertising—announcements media outlets sometimes offer organizations and community members to help promote worthy events and causes. Take advantage of this free service to submit your message promoting 2018 NP Week, or use the scripts below. Perfect for radio stations, the scripts can also be submitted to TV stations and newspapers where the formats can be converted by their personnel.



SCRIPT 1

Question: Did you know that there are more than 248,000 solutions to the primary health care shortage facing the United States today?

Answer: Yes, there are more than 248,000 nurse practitioners licensed in the U.S., and NPs have been providing primary care for more than 50 years.

NPs are proven, expert, patient-centered 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 counseling, thus guiding patients to make smarter health and lifestyle choices, which ultimately may lead to reduced health care costs.

November 11–17 is National Nurse Practitioner Week. If you're already seeing an NP, please take a moment this week to say thanks. If you are not already seeing an NP, visit npfinder.com to locate an NP in your area. You'll be glad you did.

WeChooseNPs.org



PUBLIC SERVICE ANNOUNCEMENTS

SCRIPT 2

Looking for an experienced health care provider—one who spends time with you and offers both high-quality care and health counseling? Now you can find that perfect provider by going to npfinder.com. More and more people are choosing nurse practitioners (or NPs) as their primary, acute or specialty health care provider.

NPs partner with their patients, assisting them in making better lifestyle and health care decisions. 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. Visit npfinder.com to locate an NP in your area. You'll be glad you did.

WeChooseNPs.org

SCRIPT 3

Do you know where to turn when your child is sick? When you're planning a family? When you need 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 Nurse Practitioner Week, November 11–17, to say thanks. If you're not already seeing one, visit npfinder.com to locate an NP in your area. You'll be glad you did.

WeChooseNPs.org

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? Nurse practitioners 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 Nurse Practitioner Week, November 11–17, to say thanks. If you are not already seeing one, visit npfinder.com to locate an NP in your area. You'll be glad you did.

WeChooseNPs.org



PUBLIC SERVICE ANNOUNCEMENTS

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 provide examinations, diagnosis, prescriptions, treatments, counseling and education about your 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 Nurse Practitioner Week, November 11–17, to say thanks. If you are not already seeing one, visit npfinder.com to locate an NP in your area. You'll be glad you did.

WeChooseNPs.org

SCRIPT 6

National Nurse Practitioner Week is November 11–17. Nurse practitioners, also known as NPs, are dedicated health care providers who treat patients. They order, perform, interpret and supervise diagnostic tests and prescribe medications and other treatments. NPs partner with their patients, providing health education and counseling and guiding patients to make smarter health and lifestyle choices, which ultimately may lead to reduced health care costs.

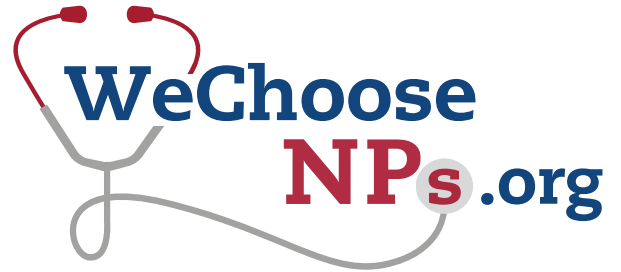
November 11–17 is National Nurse Practitioner Week. If you're already seeing an NP, please take a moment this week to say thanks. If you want to start seeing an NP, visit npfinder.com to locate an NP in your area.

WeChooseNPs.org



WE CHOOSE NPs

The following components of the 2018 AANP NP Awareness Campaign, We Choose NPs, are available to help educate the public about the important care NPs provide patients. Share them widely before, during and after NP Week. Visit WeChooseNPs.org for more information, and be sure to share that resource with your patients.

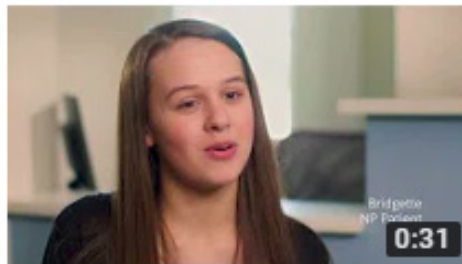


TELEVISION ADS & VIDEOS

Two television commercials will be airing nationally on select stations during NP Week. The three videos below are available from the We Choose NPs YouTube library and Facebook page. They are great resources to share with your legislators and social networks during NP Week.



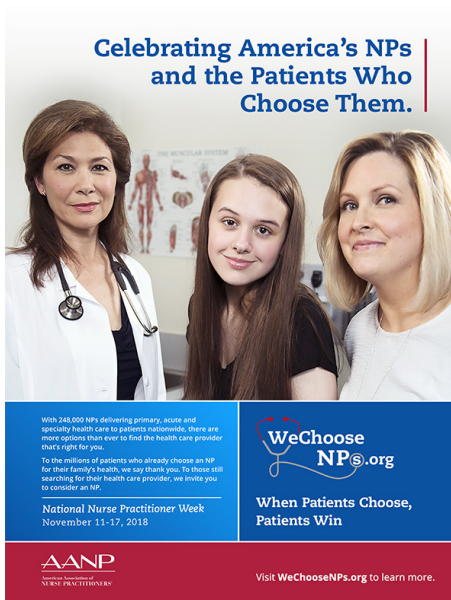
We Choose NPs



Molly's Story



David's Story



RADIO

Two radio segments aired in select cities throughout the United States and are available in the We Choose NPs YouTube library.

DIGITAL AD

The digital ad pictured on the left is downloadable by clicking on the image or by accessing AANP's collection of NP Week posters. It is formatted to print or to share on social media.



WE CHOOSE NPs

SOCIAL MEDIA

The NP community is thriving on AANP's social networking sites, and we encourage you to join the We Choose NPs awareness campaign on social media as well. 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 support AANP's awareness campaign.

Like the We Choose NPs Facebook Page

Interact with our awareness campaign on Facebook, where NPs offer health tips for the whole family and patients share stories about why they choose an NP for their health care.

Follow We Choose NPs on Twitter

Follow AANP's awareness campaign on Twitter. Join the conversation to encourage patient choice, expand primary care access and strengthen awareness of NPs.

Share We Choose NPs Videos

Visit the We Choose NPs YouTube channel to watch Molly, Bridget and David's patient stories and learn more about AANP's awareness campaign.

SAMPLE TWEETS

NPs are the providers of choice for millions of Americans. #NPs evaluate patients, diagnose, write prescriptions and bring a comprehensive perspective to health care. #WeChooseNPs #NPWeek

"Over 84 million Americans reside in primary care shortage areas. NPs represent 248,000+ solutions to expanding primary care access nationwide. Consider an NP" (Citation: <https://kaiserf.am/2O3kiXs>) Read more at wechoosenps.org #WeChooseNPs #NPWeek

NPs work with patients to improve their overall health, delivering outstanding outcomes and patient satisfaction. Learn more about how an NP can improve your health at wechoosenps.org. #WeChooseNPs #NPWeek

SAMPLE FACEBOOK POSTS

Happy National NP Week! By 2025, the supply of primary care NPs is expected to increase by 93 percent. As the provider landscape continues to shift, expect to see more primary care NPs located near you. Let us help you find your NP at wechoosenps.org.

Choosing the right primary care provider is a big decision. This National NP Week, we are celebrating America's more than 248,000 NPs who are strengthening health care nationwide, and patients are taking advantage of more individualized care as a result. If you haven't met with an NP to talk about your health, consider making an appointment today! Visit wechoosenps.org to learn more.



POSTERS

Print, post and share one or all of the posters below to use in NP Week celebrations and to help educate the public about the NP role. Simply click on the images or visit AANP's NP Week webpage to download the posters. Email socialmedia@aanp.org for access to higher resolution files.

Celebrating America's NPs and the Patients Who Choose Them.

With 248,000 NPs delivering primary, acute and specialty health care to patients nationwide, there are more options than ever to find the health care provider that's right for you.

To the millions of patients who already choose an NP for their family's health, we say thank you. To those still searching for their health care provider, we invite you to consider an NP.

National Nurse Practitioner Week
November 11-17, 2018

WeChoose NPs.org

When Patients Choose, Patients Win

Visit WeChooseNPs.org to learn more.

AANP
American Association of Nurse Practitioners

Nurse Practitioners: 248,000 solutions to strengthening health care for America

Nurse practitioners are leading the charge—providing high-quality, personalized health care that patients want and America needs.

National NP Week
November 11-17, 2018

ADVANCED DEGREES & NATIONAL BOARD CERTIFICATION | PRIMARY, ACUTE & SPECIALTY CARE PROVIDERS | ORDER, PERFORM & INTERPRET DIAGNOSTIC TESTS | PRESCRIBE MEDICATIONS & OTHER TREATMENTS

AANP American Association of Nurse Practitioners

NPs: Patient-centered, accessible, high-quality health care aanp.org