

Community Activities

- ❑ Invite local, state and federal elected officials to your practice site to tour and become aware of the many healthcare services that an NP provides.
- ❑ Obtain a proclamation from your local authority (mayor, city council, city manager) or state official (governor, lieutenant governor) proclaiming November 8 – 14 as National Nurse Practitioner Week. Call their office to find out the procedures for obtaining a proclamation. When you send in the proclamation, it is suggested that you send in backup information such as the [“Roll Call”](#) ad extolling NPs as the 125,000 solutions to the primary care shortage. Also include information about local NPs and planned activities in recognition of NP Week. **(see sample proclamation)**
- ❑ Create and distribute NP Week news releases. **(see sample news release)**
- ❑ Write a letter to the editor of your local newspaper(s) 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. Editorial pages (particularly in smaller or weekly newspapers) like local news. Identify your special expertise as an NP.
- ❑ 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 for receiving. **(see sample script for radio PSAs)** Volunteer to guest on a talk show to spread the word about NPs.
- ❑ Encourage your practice or local/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 general public who are not familiar with the NP.
- ❑ Plan a special reception with other NP groups in your area to recognize the good works of nurse practitioners. Co-host with a larger group of healthcare providers in a collaborative event.
- ❑ 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.
- ❑ Inquire about speaking opportunities at schools to let students know about the nurse practitioner – can do this during career day also. Even elementary students could be a target audience. Conduct a coloring contest at the elementary school level about their perceptions of what a nurse practitioner is and does.
- ❑ Host a fun-run with proceeds going to a local charity.
- ❑ 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 healthcare in general and NPs in particular. It is never too early (or too late) to spread the word about NPs.