

~Announcing
35th Annual National Nursing Assistants' Week - **June 14-21, 2012**
35th Annual Career Nursing Assistants Day - **June 14, 2012**

“Nursing Assistants @ the Heart of Care”

TEN STEPS FOR PLANNING ©

Planning

Now is the time to plan for the 35th Annual National Nursing Assistants Week June 14-21, 2012. The Slogan for NAWeek '12 is “Nursing Assistants @ the Heart of Care.” Many changes are occurring in health care today and Projects for NAWeek are designed to help the NA recognize and respond in positive ways to some of the new demands and opportunities.

Who are Career Nursing Assistants?

Nursing assistants are key players in the lives of the people in their care. Each day, more than 4.5 million caregivers provide hands-on care to our nation’s frail, elderly, or chronically challenged citizens in nursing homes and other long term care settings. These important workers have various titles including: Nursing Assistant, Direct Care Worker, Nurse Aide, Care Assistant, Caregiver, Hospice Aide, In-Home Care Aide, Resident Assistant, Hospice Assistant, Patient Care Assistant, Personal Care Assistant, Geriatric Aide, Restorative Aide, Health Care Assistant, and others

Steps

1. Get excited about the wonderful possibilities for honoring our important health care workers - Start talking and brainstorming about creative projects and programs that can be developed in your facility or in your area.

2. Bring people together for planning – The 35th Annual. Nationwide observance of National Nursing Assistants Week provides many opportunities that are fun and also rewarding during NA Week but also throughout the year. It is not too early to appoint a Planning Committee to pull this all together.

3. Ask your Mayor to proclaim the week - Community awareness of the unique contributions of the nursing assistant can be enhanced when your Mayor proclaims Nursing Assistants’ Week to the citizens of your community. A Proclamation suitable for signing by your mayor or public official can be ordered at minimal cost at the address below or downloaded at no cost at our web site at < www.cna-network.org> Start your NAW Scrapbook now.

4. Brainstorm ways to recognize and honor nursing assistants - Nursing assistants can be a wonderful source of creative ideas when they know they are not being tested. Often the most “far-out” ideas are the most relevant and successful. The goal is to generate as many good ideas as possible and involve as many people as possible. Teams can be an effective way to generate ideas and also build positive communications.

5. Select and organize your projects and programs Change is everywhere and NAs are being called on as never before to address issues of *Person Centered Care; MDS for Nursing Assistants, Preventing Rehospitalizations, and computer based reporting*. Safety Committees remain in the spot light to foster Safe Patient Handling and decrease worker and resident injury.

Have fun while sending an important message to others. Each day of NA Week provides a unique opportunity to focus on a different aspect of “Heart of Care” Projects initiated during NA Week 2012 can be continued throughout the year for value added. Work on a committee, use your own great ideas, download materials from our web site, or purchase the NAW Planning and PR Guide (see below) The Planning Guide includes activities for each day of NAW and suggestions of ways you can continue these programs throughout the year. It also includes discussion guides, sample press release, Proclamation forms, certificate master, and info for planning.

6. Involve public officials and community leaders - In addition to signing a Proclamation, your Mayor may want to attend your celebration activities and may even have some ideas of his/her own. A Deputy Mayor in one state invited local Nursing Assistants Week Committee Members to her home for a home cooked gourmet meal.

7. Promote your events to the community - Newspapers, TV and radio stations are interested in local events and may provide special coverage of your events. Media representatives can provide guidelines for submission of your release.

8. Promote your projects in the facility – Internal networking can get people involved and build anticipation for the good we can do when we work together. Posters or invitations can be made by the NA Committee, a craft class, the Resident’s Council, family members or the local high school or college. Include in your scrapbook.

9. Keep it moving – It is June 14 - the first day of the 35th Annual National Nursing Assistants Week. Your staff will cover resident care. You invited the newspaper to photograph your “Most Service Years Recipient.” Residents are busy coaching nursing assistants about hair styles and how to smile at the camera. The pins and t-shirts are ready for awards and the names are spelled correctly on the certificates. Your check off list is complete. You just brought it all together. Enjoy.

10. Plan to plan for next year - What was the best thing you did for Nursing Assistants Week? What would you like to do differently next year? Answering these important questions now will help your plans go even better next year. A final summary of your activities and outcomes – expected and unexpected can be a part of your scrapbook.

Find more info on our web site - www.cna-network.org.

The National Network of Career Nursing Assistants

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~Founder and sponsor of the annual nationwide observance of Nursing Assistants Week 1977-2012~