



Here are some ideas for celebrating CNS Recognition Week.

- ✓ Change your email signature line to include a line about CNS Week, for instance:
September 1 – 7 is National Clinical Nurse Specialist Recognition Week. Clinical Nurse Specialists: Leading the Change for Healthier Lives.
- ✓ Wear a button that says “September 1-7 is National CNS Recognition Week. Ask me what a CNS does.” (You can order one from the [NACNS store!](#))
- ✓ Create a display at your hospital’s entrance with pictures of the CNSs who work there and information about the CNS role. Consider including a simple “What is a CNS?” quiz and have staff enter to win a prize. (Example of photo display below.)
- ✓ Ask about having the CNS Week logo posted on your hospital or health system’s website.
- ✓ Draft a short article about CNS Week and the history of the CNS in your hospital or health system’s internal newsletter. (There is a sample newsletter article in the kit.)
- ✓ Host an informal breakfast for colleagues with displays highlighting the profession and contributions of CNSs.
- ✓ Host a staff trivia night. Ask questions about the work of the CNSs and offer a prize for the staff member who knows the most about the CNS role.
- ✓ Hold a community forum or town hall meeting about a prevalent health topic. Convene a panel of experts, including a CNS, to discuss various perspectives, including recent research. If possible also have a CNS facilitate the panel. Invite news media and the general public. Your public relations department will have lists of media contacts.

- ✓ Organize a health fair and screenings for an underserved population. Publicize outreach efforts in internal publications as part of CNS Week.
- ✓ Post the flyer in employee break areas throughout the organization.
- ✓ Encourage all CNSs to wear NACNS t-shirts and lapel pins. NACNS branded materials are available at www.nacns.org/html/store.php.
- ✓ Use the sample proclamation and request official recognition of CNS Week from your mayor or government official. (Example of 2014 proclamation below.)
- ✓ Don't forget to share your activities on social media!
(www.facebook.com/clinicalnursespecialists and www.twitter.com/nacns) Use the hashtag #CNSWeek. Look for examples in the kit.

Photo Recognition



Bayhealth Thanks Our Clinical **N**urse **S**pecialists!



Dennise Washington MSN, APRN, ACNS-BC, CCRN
CNS for Emergency & Trauma Services for Milford and Smyrna

Certification: Critical Care, Clinical Nurse Specialist

Degree: Master of Science in Nursing of Adult Health

Years of Nursing: 34 years

Accomplishments: Secretary for DE Nurse's House
2013 Nominated DE Top Nurse
2011-2013 Publications in DNA Reporter

2014 Proclamation

MAYORAL PROCLAMATION

WHEREAS, with millions of Americans lacking health insurance, an aging population and chronic illness on the rise, there is a need for management of complex health problems; and

WHEREAS, national healthcare reform will include a greater emphasis on transparency in our healthcare delivery system, with a focus on quality patient outcomes and increased cost-efficiency; and

WHEREAS, the nation's 72,000 Clinical Nurse Specialists (CNS's) are uniquely prepared with advanced degrees in nursing practice, system-wide leadership skills and expertise in evidence-based practice; and

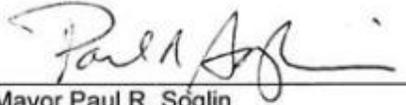
WHEREAS, the influence of Clinical Nurse Specialists in improving the healthcare system has been well-documented and highly regarded; and

NOW, THEREFORE, BE IT RESOLVED, that the Mayor of the City of Madison, Wisconsin does hereby proclaim the week of September 1st – 7th, 2014 as

NATIONAL CLINICAL NURSE SPECIALIST RECOGNITION WEEK

In the City of Madison and encourages all citizens, health professionals and representatives of community agencies to learn more about the contributions of Clinical Nurse Specialists to individual lives and to the health of our entire community.





Mayor Paul R. Soglin

Signed and sealed this 1st day of
September 2014 at City Hall.