NACNS Resurgence of the CNS
CNS Week
September 1–7, 2020

11th Annual
Clinical Nurse Specialist Recognition Week
Celebration Toolkit

#CNSWeek
About CNS Week

CNS week is an annual event that acknowledges the contributions of the 89,000 Clinical Nurse Specialists (CNSs) in North America. CNSs are an elite and unique group of advanced practice nurses (APRN) that are the only APRNs qualified to integrate care across the three spheres of influence in health care: patient, nurse, and system.

NACNS established National CNS Recognition Week (CNS week) in 2009 to commemorate and celebrate the birth of Hildegard Peplau, who was born on September 1, 1909. Dr. Peplau was a prominent nursing theorist whose landmark book, Interpersonal Relations in Nursing, emphasized the nurse-client relationship as the foundation for nursing practice and today serves as the basis of the CNS role in health care.

This year’s CNS Week is scheduled for September 1-7, 2020 and is dedicated to the theme of the NACNS 2021 Annual Conference, “Resurgence of the CNS.”

CNS Week is a perfect time for CNSs to celebrate and bring attention to the role, and for hospitals and health care systems to pay tribute to the valuable part CNSs play in health care and health care delivery.

Hildegard Peplau, RN, Ed.D. (1909 – 1999), is the founding mother of the clinical nurse specialist (CNS) role. In 1956, Dr. Peplau established the first nursing master’s degree program with a focus exclusively on clinical practice. Graduates of this program were called clinical specialists, making Rutgers University School of Nursing the birthplace of the CNS role.

Dr. Peplau emphasized the nurse-client relationship as the foundation for nursing practice and the partnership model that focused on a shared experience between a nurse and a client through observation, description, formulation, interpretation, validation, and intervention.

“Nursing has made great progress from being an occupation to becoming a profession in the 20th Century. As the 21st Century approaches, further progress will be reported and recorded in Cyberspace – The Internet being one conduit for that. Linking nurses and their information and knowledge across borders — around the world — will surely advance the profession of nursing much more rapidly in the next century."

– Hildegard Peplau
Celebrate with Us!

The first week of September will be all about celebrating and honoring the most versatile advanced practice registered nurses.

NACNS Action Plan

NACNS will be sending communications to our audiences through email and social media during CNS week that embraces this year’s theme, *Resurgence of the CNS*. Every day, for seven days, NACNS will introduce new resources and tips to follow to help spread awareness of the CNS role.

| TUESDAY  SEP 1 | History of CNS Week  
Celebrating the birthday of Hildegard Peplau and the 11th anniversary of CNS week |
|---------------|------------------------------------------------------------------|
| WEDNESDAY  SEP 2 | The Story of the CNS  
Communicating the story and history behind the CNS role and what makes it unique |
| THURSDAY  SEP 3 | Continuing to Advance the Unique Expertise of the CNS  
Sharing available resources that contribute to enhancing CNS education |
| FRIDAY  SEP 4 | CNS Fact Friday  
Explaining the differences between CNSs and other healthcare workers and setting the record straight on common misconceptions |
| SATURDAY  SEP 5 | Working Together to Achieve the Resurgence of the CNS  
Encouraging engagement in the CNS community and highlighting available networking opportunities |
| SUNDAY  SEP 6 | Honoring Those Keeping the Role Alive  
Commemorating NACNS membership anniversaries and recognizing those who have raised the profile of the CNS role, research, practice, education, and service. |
| MONDAY  SEP 7 | Looking Towards the Future of the CNS  
Sharing ideas and resources that help with increasing the number of CNSs and educating the public on the role of the CNS. |
What can you do?

1. Watch out for NACNS communications on Twitter, Facebook, and LinkedIn, and share!
2. Share your activities and photos of your CNS week celebrations on social media using #CNSWeek and tagging @nacns on Twitter. Look for examples below!
3. Use the daily topics listed above to organize your communications throughout the week.
4. Spread the word about CNS Week with NACNS swag. Encourage your fellow CNSs to wear NACNS branded materials too!
5. Change your email signature line to include a line about CNS Week. **Example:** September 1 – 7 is National Clinical Nurse Specialist Recognition Week. Celebrate the Resurgence of the CNS!
6. Ask about having the CNS Week logo posted on your hospital or health system’s website, or use our graphic examples below.
7. Draft a short article about CNS Week and the history of the CNS on your social media or your health system’s internal newsletter.
8. 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.
9. Join the movement and become an advocate by **becoming a member of NACNS.** Encourage your colleagues to do the same!
10. Check out the list of resources provided to you on the next page!
Resurgence of the CNS: Elevating the Visibility and Value of the CNS

Tuesday, September 1 at 1:00 PM ET
Speaker: NACNS President, Sean M. Reed, PhD, APRN, ACNS-BC, ACHPN

In this webinar, CNS's will:
- Describe 4-elements that promote the value of the CNS
- Formulate a strategy for disseminating CNS outcomes
- Construct a portfolio of CNS self-advocacy

Spread the word!
Join @nacns President Sean Reed on September 1, 2020, at 1 PM ET to discuss ways to elevate the visibility and value of the CNS role. Register now! #CNSWeek #CNSPride
Below are social media posts and a social media graphic that you can use to share across your social media accounts to help promote and generate a “buzz” around CNS week. Feel free to personalize the posts to your involvement!

The official hashtag is #CNSweek. This hashtag, along with tagging NACNS, will bring you into the conversation about CNS week.

**Twitter**

*Be sure to use the twitter handle @nacns when mentioning NACNS.*

1. The 11th annual @nacns #CNSWeek starts September 1–7! The entire week will be dedicated to the theme, Resurgence of the CNS. If you are proud to be a CNS, join the celebration and spread the word!

2. It’s #CNSWeek, which means September 1-7 will be all about celebrating you and the contributions you have made to improve health care and health care delivery as a CNS! Check out the @nacns website to find out how to join the celebration. https://bit.ly/3iX13xp

**Facebook/LinkedIn**

*Below are the recommended LinkedIn and Facebook posts for CNS Week. Since LinkedIn and Facebook allow for longer-form content, we encourage you to personalize the posts to your experience and interest in NACNS and CNS Week. Posts with images perform better on social media channels; please use the image below with the suggested posts to increase the amount of engagement.*

1. The 11th annual National Association of Clinical Nurse Specialists (NACNS) CNS Week starts September 1-7! The entire week will be dedicated to the theme, Resurgence of the CNS. If you are proud to be a CNS, join the celebration and spread the word!

2. It’s CNS week, which means September 1-7 will be all about celebrating you and the contributions you have made to improve health care and health care delivery as a CNS! Check out the NACNS website to find out how to join the celebration. https://bit.ly/3iX13xp
Social Media Buzzkit

Facebook Frame
NACNS has created a Facebook frame dedicated to CNS Week! Show off your CNS Pride by adding this to your profile picture!

1. Go to your profile on the Facebook app and tap “Edit” on your profile picture. Then tap “Add Frame.” Or Go to facebook.com/profilepicframes.
2. Search for “NACNS” frames.
3. Choose the NACNS CNS Week 2020 frame from the search results. If it does not fit, try zooming in or out to resize your photo to the frame, or choosing another photo.
4. Click “Use as Profile Picture.”

CNS Week Graphics

Use this graphic to celebrate on Social Media!

Use this graphic for your Website Banner!

Use this graphic in any CNS Week email communications!

Represent the NACNS with New Merchandise!

NACNS recently partnered with CafePress to create a new and improved store. This store features NACNS accessories, clothing, home products, office stationery, and so much more.

Stock up on NACNS swag, so you can celebrate CNS Week with pride!

New! Face mask
New! CNS Week Pin

SEE ALL ITEMS
ORDER NOW
ORDER NOW
About NACNS

The National Association of Clinical Nurse Specialists, founded in 1995, enhances and promotes the unique, high value contributions of clinical nurse specialists to the health and well-being of individuals, families and communities. NACNS is the only association representing the nearly 90,000 CNSs working across the country. Our members are advanced practice registered nurses and leaders in health care. They work in a variety of specialties across the health care continuum to ensure high-quality, evidence-based, patient-centered care.

Because of their graduate-level education and training, clinical nurse specialists are uniquely prepared to assess, analyze and improve the business of health care while continuing to put the patient first.

Regardless of specialty or setting, CNSs provide leadership in clinical expertise, nursing practice and systems innovation.

Membership with NACNS

NACNS is dedicated to advancing CNS practice and education, removing certification and regulatory barriers, and assuring the public access to quality CNS services. NACNS membership provides the following benefits:

- FREE CEs for NACNS Webinars - more than 20 contact hours per year free! ($1400 value)
- At your finger-tips access to NACNS’ Journal- Clinical Nurse Specialist™ ($160 value) – both online and in hard copy
- Discounted registration to the NACNS Annual Conference ($300 discount at Early-Bird, and $235 discount onsite)
- CNS certification discounts from American Nurses Credentialing Center (ANCC)
- Discounts on liability insurance from the Nurses Service Organization (NSO)
- National and state representation about issues affecting CNSs, like regulation, certification, reimbursement and more
- Special products related to the celebration of CNS Week, September 1-7 each year
- Assistance developing regional and local NACNS affiliates
- Networking opportunities with CNSs from around the country

NACNS Membership is a demonstration of support for the CNS profession, a chance to be part of an organization dedicated to helping advance the unique expertise and value the CNS contributes to health care. If you have questions, please don’t hesitate to reach out to us at info@nacns.org.

Connect with us!

Over 2,500 CNSs from around the country are currently sharing and retrieving information on the NACNS Listserv – don’t be left out! Email CNS-Listserv-on@mail-list.com to join.

Resurgence of the CNS