



ANA  ENTERPRISE

HEALTHYNURSE HEALTHYNATION™

YOUR STORY, YOUR CHALLENGE,
YOUR SUCCESS

PROMOTIONAL TOOLKIT
www.hnhn.org



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INTRODUCTION

Healthy Nurse, Healthy Nation™ (HNHN) Grand Challenge is a social movement designed to transform the health of the nation by improving the health of its 4 million registered nurses. HNHN:

- Engages and connects nurses with each other, with employers, and with organizations to get involved in improving the health of nurses!
- Motivates nurses to practice healthier behaviors in the key areas of physical activity, rest, nutrition, quality of life, and safety.
- Provides an online community of supporters to inspire action, engage friendly competition, deliver tools and resources, and share data from a comprehensive health assessment.

The success of HNHN relies on the collective impact of all our actions. So how can you get involved?

As members of the country's most trusted profession, nurses are critical to America's health care system. As a partner in HNHN, we ask that you help amplify the message of nurses leading the way to better health by example.

HERE'S HOW:

- Follow HNHN groups on [Facebook](#), [Twitter](#), and [Instagram](#), and engage with us [online](#).
- Encourage your nurses and colleagues to join HNHN and participate in all of the [challenges](#).
- Review some of our Partner Best Practices shared from some of our exemplars.
- Share the suggested social media content and resources that link back to [HNHN's website](#).
- **Most importantly, post about the awesome things you're doing to make nurses healthier. Don't forget to use the [#HealthyNurse](#) hashtag so we can share your great work in return!**

THANK
YOU

PARTNER BEST PRACTICES

Need some ideas on how to promote & integrate HNHN at your organizations? Here are some best practices from some of our exemplar partners.

CONNECTORS

- In weekly or monthly employee emails and newsletters, see our [NewYork Presbyterian Hospital spotlight](#).
- During wellness events, an example would be [NewYork-Presbyterian/Weill Cornell Medical Center](#) nurse involvement in the NYC Marathon!
- During employee and staff events, like the [University of Mississippi Medical Center](#) does at their community farmer's market.
- On your organizational intranet, wellness portals, and in wellness articles and columns.
- Especially during National Nurses Week in early May!
- On organizational social media and encourage posts from others showing photos of healthy behaviors.
- In media campaigns.
- Through posters and fact sheets, see [Greater Baltimore Medical Center's](#) efforts.
- Share ANA-generated HNHN emails and social media posts internally.
- During conferences and meetings:
 - Feature an HNHN session with an HNHN speaker.
 - Serve healthy food choices for meals and snacks like the [Oncology Nursing Society](#).
 - Offer general health and wellness sessions.
 - Consider an overall wellness focus like the [Kentucky Nurses Association](#) did at a recent conference Reclaim Nursing: Heal, Empower and Inspire, featuring genetic-specific diets, massages, yoga, Reiki, Healing Touch, and more!
 - Begin or end the day with yoga, gentle stretching, focused breathing, or a mindfulness exercise. See what the [Maryland Nurses Association](#) is planning.
 - Give attendees the opportunity to sign up for HNHN at the conference and offer a raffle or HNHN stickers (stickers available from ANA).

COLLABORATORS *(Follow Connector practices as well)*

- Utilize all components of the HNHN Toolkit
 - Post engagement graphics on your website and social media platforms.
 - Invite your nurses and staff to join HNHN using the downloadable invitation.
 - Populate your social media platforms with our suggested posts.
 - Share the HealthyNurse® Survey flyer.
 - Print out posters and post on bulletin boards throughout your organization.
 - Send out personalized emails from our template.
 - Share PPT presentation with all interested parties.
- Promote HNHN:
 - In “Pop up” workshops; see our [Children's Hospital Los Angeles](#) spotlight.
 - Through presentations, exhibits, guest lecturers, conferences, and Grand Rounds, see [UT Southwestern Medical Center](#) for even more examples.
- Promote during a conference, employee benefits exhibition, or health fair, by:
 - Including a wellness booth or table.
 - Promoting all wellness activities offered by your organization and HNHN.
 - Providing computers for people to sign up on [hnhn.org](#).
 - Entering staff participating in HNHN into raffles for health prizes.
 - Having interested parties sign up for more information for follow up.
 - See our blog: [Three hospitals that go above and beyond for their nurses](#).
- Designate specific staff to be “navigators” of HNHN Connect and the HealthyNurse® Survey to assist with onboarding and answer any questions.

Collaborators Continued...

- Offer incentives to join HNHN.
- Develop a wellness committee of volunteer employees to promote organizational wellness (if such a group does not already exist) and to assist with incorporating HNHN into your culture. For example, the [Hospital of the University of Pennsylvania](#) has a robust Wellness Team.
- Involve HR, food suppliers, nutrition department, top level management, wellness committee, bedside nurses, student nurses, health centers, employee wellness, and other stake-holders.
- Encourage everyone to join. Remember, HNHN is open to all.
- Assure prospective participants of the confidentiality and security of the [HealthyNurse® Survey](#)
- Make joining HNHN an integral part of any wellness program, challenge or activity.
- Make computers available for staff to join HNHN before, during, and after work.
- Think outside the box. For example, [CarolinaEast](#) made HNHN highly visible during hurricane duty for their nurses with laundry service and care packages and Mayo Clinic Arizona recorded an [original song and dance video](#) on HNHN.
- Embed HNHN in organizational culture, bringing it into team meetings, committees, councils, and lectures, see our blog [How employers can keep nurses healthy](#). Also view how the [International Nurse Coach Association](#) embraces HNHN.
- Partner with like-minded healthcare facilities, nurses' associations, schools of nursing, and other stakeholders.
- Use data from the [HealthyNurse® Survey](#) to demonstrate need for organizational improvement in certain health domains and to track organizational improvement year after year.
- Encourage pledges or commitments on social media to share the message.
- Recognize outstanding HNHN participants and units.

CHAMPIONS

(Follow Connector & Collaborator practices as well)

- Make a clear, measurable commitment in your application; for example: by 2020, our organization's vending machines will contain 75% healthy choices as defined by non-processed foods, low or no sugar beverages, and generally will include whole foods, seeds, nuts, dried fruit, et cetera.
- Submit quarterly progress reports to ANA on your organization's progress on its HNHN commitments.
- Become a "Champion Spotlight" in our newsletters as an exemplary HNHN organization. Then link to and publicize this recognition in all your organizational media, internally and externally.
- Incorporate HNHN into existing wellness programs like the [University of Texas MD Anderson Cancer Center](#) does with their WellNurse Program.
- Innovate and personalize HNHN offerings:
 - [Virginia Nurses Association](#) created their own challenge called the Take Five initiative, encouraging nurses to build a lasting healthy habit in just 5 minutes daily for 21 days.
 - [Holy Name Medical Center](#) hosts an annual Walk for Mom and New Hampshire Nurses Association offers a Healthy Nurse Scholarship 5K & Health Fair.
 - [Humana](#) sponsors various HNHN challenges in the physical activity domain.
 - [New Jersey State Nurses Association \(NJSNA\)](#) started their own HNHN-NJ group.
 - [Medical University of South Carolina](#) participated in a nutrition pilot to improve the eating habits of nurses.

Keep in mind that HNHN works with and enhances any existing organizational wellness programs. It is not designed to replace them. **Questions?** Contact Holly Carpenter at holly.carpenter@ana.org.



HELPFUL RESOURCES

ANA has compiled several documents to help you promote Healthy Nurse, Healthy Nation Grand Challenge to your community.



[Healthy Nurse, Healthy Nation™ Grand Challenge Social Media Content](#)

Join HNHN for tips, strategies, and inspiration to help get healthy – and inspire others to do the same! Take the #HealthyNurse Challenge!

[DOWNLOAD](#)



[Healthy Nurse, Healthy Nation™ Fact Sheet](#)

Use this document to gain a better understanding of HNHN and how you and others can get involved.

[DOWNLOAD](#)



[Healthy Nurse, Healthy Nation™ One Pager](#)

Use this one pager at meetings and events to share with others on how they can become an HNHN partner.

[DOWNLOAD](#)



[Healthy Nurse, Healthy Nation™ Grand Challenge Presentation Slides](#)

Use this as a resource to take a deeper look at HNHN and how you can become a part of this initiative.

[DOWNLOAD](#)



[2020 Challenge Calendar](#)

Each month will highlight various health, safety, and wellness topics important not only to nurses but also to their coworkers, families, patients, and communities.

[DOWNLOAD](#)



[Healthy Nurse Survey](#)

An important part of HNHN, the Healthy Nurse Survey is free and available to all nurses, nursing students, and other health care workers.

[DOWNLOAD](#)



[Healthy Nurse, Healthy Nation™ Invitation](#)

We accepted the Healthy Nurse, Healthy Nation™ Grand Challenge (HNHN). Now we challenge you! HNHN is a nationwide movement designed to transform the health of the nation by improving the health of its 4 million registered nurses.

[DOWNLOAD](#)

COMMITMENT FLYER

Personalize this 8" x 11" flyer with your organization's Healthy Nurse, Healthy Nation commitments and display throughout your facility. Use your local vendor for printing.

ANA ENTERPRISE
HEALTHYNURSE | HEALTHYNATION™

PHYSICAL ACTIVITY REST NUTRITION QUALITY OF LIFE SAFETY

WE'VE ACCEPTED THE CHALLENGE

HERE'S OUR COMMITMENT TO YOU

Type commitment here...

ACCEPT THE CHALLENGE BY VISITING [HNHN.ORG](https://www.hnhn.org) TODAY!

INSERT YOUR LOGO HERE

DOWNLOAD

SHAREABLE GRAPHICS

ANA has created four standard online graphic sizes for you to use on your organization's website to promote HNNH.



DOWNLOAD



DOWNLOAD



DOWNLOAD



DOWNLOAD

PARTNER BADGES

Use these graphics on your organization's website and social media channels to promote your partnership with Healthy Nurse, Healthy Nation.



[DOWNLOAD](#)



[DOWNLOAD](#)



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