NATIONAL NURSE PRACTITIONER WEEK RESOURCE GUIDE

#NPWeek

270,000 NPs:
Health Care You Can Trust

November 10–16, 2019
Dear Colleagues,

Welcome to the 2019 National Nurse Practitioner Week — a time to celebrate the nurse practitioner (NP) as the health care provider trusted by millions of people around the country. Our theme this year is 270,000 NPs: Health Care You Can Trust, which is a testament to the faith that patients have in the quality of care provided by NPs as evidenced by the more than 1.06 billion visits made to NPs every year.

We are delighted to provide this NP Week resource guide to you — filled with creative ideas to help showcase the importance of the NP as an expert health care provider in your community. Within the pages of this guide, you will find many tips and resources for engaging with your local media, planning an event to highlight NPs in your community, creating speaking opportunities to bring awareness to the NP role and identifying other ways to showcase the important work of NPs.

Additionally, the week serves as a unique opportunity to educate lawmakers about the critical work done by NPs in the states and districts they represent and to remind them that barriers to NP practice still exist in many areas, limiting access to the quality health care services provided by highly qualified NPs.

Together, we can make NP Week the highest-impact celebration of our profession ever! There are so many ways to get involved. Don't forget to share your creative ideas with your colleagues by sending news and photos to socialmedia@aanp.org.

Thank you for making a difference in the lives of your patients and for sharing the incredible work of NPs in your community. Together, let’s showcase — locally and nationally — why patients choose NPs!

Sincerely,

Sophia L. Thomas, DNP, APRN, FNP-BC, PPCNP-BC, FNAP, FAANP

“Our theme this year is 270,000 NPs: Health Care You Can Trust, which is a testament to the faith that patients have in the quality of care provided by NPs as evidenced by the more than 1.06 billion visits made to NPs every year.”
<table>
<thead>
<tr>
<th>#</th>
<th>Page</th>
<th>Media Resources</th>
<th>Ways to Get Involved</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>2019 NP Week Local Activity Ideas</td>
<td>Look here for creative ways to celebrate.</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Sample Proclamation</td>
<td>Use the copy from this proclamation to rally your elected official(s) to sign on in recognition of the critical role NPs play in America’s health care system.</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>2019 NP Week Proclamation Map</td>
<td>Secure an NP Week proclamation that will be showcased on AANP’s annual NP Week Proclamation Map.</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Facts About NPs</td>
<td>Emphasize your message and media outreach during interviews and speaking engagements with the official AANP-approved talking points.</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Sample News Release</td>
<td>Customize your media outreach by inserting your area’s NP facts and NP Week activities into our sample news release.</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Letter to the Editor Guidelines</td>
<td>Craft an impactful letter to the editor announcing your local NP Week activities. Send your letter to local newspaper and magazine editors.</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Social Media Suggestions</td>
<td>Join the #NPWeek conversation on your own social media networks and help us amplify the provided messages.</td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>Media Interview Guide</td>
<td>Giving interviews in support of your NP Week activities? Use our guide to help you control the message and share the high-quality care that NPs provide with your community.</td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>Radio Public Service Announcements</td>
<td>Send the ready-to-use public service announcements to local radio and TV stations to help amplify your message and spread the word about your local NP Week activities.</td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>We Choose NPs</td>
<td>Learn more about AANP’s public awareness campaign: We Choose NPs! Share these ads and targeted messages to educate the public on NPs and why patients should consider an NP when selecting a primary care provider.</td>
<td></td>
</tr>
<tr>
<td>17-18</td>
<td>We Choose NPs Social Media, Television Ads &amp; Videos</td>
<td>Follow the We Choose NPs campaign on its social channels.</td>
<td></td>
</tr>
<tr>
<td>19</td>
<td>Posters</td>
<td>Use these free, downloadable posters to share electronically or to print and display in celebration of 2019 NP Week and the We Choose NPs campaign!</td>
<td></td>
</tr>
</tbody>
</table>
• **Identify** flu clinics or other places and events to share NP Week and We Choose NPs materials. When possible, speak to attendees and answer questions about the role of NPs and the ways patients can access their care locally.

• **Invite** local, state and federal elected officials to tour your practice site and share a day in the life of an NP.

• **Encourage** a local authority (i.e., mayor, city council manager) or state official (i.e., governor, senator) to issue a proclamation designating November 10–16 as NP Week. Call respective offices to determine the necessary submission procedures and include additional information, such as the NP Fact Sheet, along with details about other relevant NP Week activities.

• **Write** an editorial (i.e., letter to the editor or opinion editorial) about the significance of NPs locally or the impact of NPs on our health delivery system. Keep your piece timely and relevant and be up front about your expertise and why this issue is important to you. Be sure to follow specific publication requirements, which typically include a word count and submission procedures. Guidelines for drafting an LTE can be found on page 9.

• **Contact** a veterans group and explore opportunities to celebrate Veterans Day in conjunction with NP Week, focusing on NP care for military families.

• **Encourage** your practice to sponsor a community event, such as a health fair at a shopping mall or another public venue. When possible, look to include your state NP group to help maximize resources and exposure.

• **Identify** career days, fairs and other similar opportunities to speak at schools about the NP role as a career choice.

• **Contact** civic groups (e.g., rotary clubs, chambers of commerce, PTAs, girls’ and boys’ clubs, etc.) to schedule a presentation about the many benefits of seeing an NP and different ways an NP can improve patient health.

• **Contact** media outlets (i.e., print, TV and radio) and ask them to run a public service announcement (PSA) about NPs and the important work they do in the community. Provide audio or written copy to stations per their submission requirements. Sample PSAs can be found on page 14.

• **Pitch** an NP segment on radio or TV and offer to participate as an expert guest. Make your story ideas timely and relevant to the local community and include other NP guests as appropriate.

• **Display** NP posters, distribute NP brochures and share other available NP Week resources at local hospitals, schools, libraries and health centers. This year’s NP Week posters can be found on page 18.

• **Start** a conversation on Twitter using the #NPWeek and #WeChooseNPs hashtags, and post messages on other social media sites. Sample social media content for you to use is provided on page 16.

• **Write** a blog post for your practice or health system’s blog discussing the role of NPs in health care today.

Whatever You Do, Just Get Involved!
Whereas, nurse practitioners (NPs) serve as trusted frontline health care providers for patients in our state; and

Whereas, in addition to diagnosing and treating acute and chronic conditions, NPs focus on health promotion, disease prevention and health education and counseling, guiding patients to make smarter health and lifestyle choices; and

Whereas, the confidence that patients have in NP-delivered health care is evidenced by the more than one billion annual patient visits made to NPs across the country; and

Whereas, NPs are highly skilled practitioners with advanced education and clinical training building upon their initial registered nurse preparation; and

Whereas, there are more than 270,000 licensed NPs in the United States, and (STATE NUMBER) in (STATE NAME) providing primary, acute and specialty care to patients of all ages and walks of life; and

Whereas, more than five decades of research demonstrates the high quality of care provided by NPs; and

Whereas, better utilization of NPs through modernized state laws and improved system policies creates better health through a more accessible, efficient, cost-effective and higher quality health care system; and

Whereas, 22 states, the District of Columbia, Guam and the Northern Mariana Islands have implemented Full Practice Authority for NPs, granting patients full and direct access to the outstanding care offered by these health care providers; and

Whereas, leading governmental and policy entities including the National Academy of Medicine, National Council of State Boards of Nursing, National Governors Association and Federal Trade Commission have taken notice of the benefits of NP Full Practice Authority and have endorsed such a regulatory model; and

Whereas, (STATE, COUNTY OR CITY NAME) is proud to recognize and honor the service of NPs to our state;

Be It Resolved, therefore, that I (GOVERNOR NAME OR ELECTED OFFICIAL NAME) hereby declare November 10–16, 2019, as

National Nurse Practitioner Week

in

(STATE NAME OR COUNTY/CITY NAME, IF MAYORAL OR COUNTY-LEVEL PROCLAMATION)

in recognition of the countless contributions NPs have made over the past half century and will continue to make to the health and well-being of citizens in our state.

Signed: ________________________________

Date: ________________________________
Each state’s efforts to secure an NP Week proclamation will be showcased on AANP’s annual NP Week Proclamation Map. Make sure your state is included on the map! Email your proclamations and photos to socialmedia@aanp.org. States that receive proclamations signed by their governors will be green on the map, or even better, highlighted with pictures of NPs who were present for the signing or an image of the proclamation itself. Congratulations to Georgia for submitting the first NP Week proclamation of 2019!
There are more than 270,000 nurse practitioners (NPs) licensed in the U.S.¹

- 22 states, the District of Columbia and two U.S. territories have granted full practice authority to NPs.
- 87.1% of NPs are certified in an area of primary care, and 72.6% of all NPs deliver primary care.²
- 99.1% of NPs have graduate degrees, as well as advanced education and clinical training beyond their registered nurse preparation.
- More than 28,700 new NPs completed their academic programs in 2017–2018.³
- The average age of NPs is 49.²
- 82.9% of full-time NPs are accepting Medicare patients, and 80.2% are accepting Medicaid patients.²
- 41.7% of full-time NPs hold hospital privileges; 11.7% have long term care privileges.²
- NPs hold prescriptive privileges, including controlled substances, in all 50 states and D.C.
- NPs have been in practice an average of 10 years.²
- 95.7% of NPs prescribe medications, and those in full-time practice write an average of 20 prescriptions per day.²
- 57.4% of NPs see three or more patients per hour.²

- NPs focus on health promotion, disease prevention and health education and counseling, guiding patients to make smarter health and lifestyle choices.
- Patients whose primary care providers are NPs have fewer emergency room visits and shorter hospital stays, resulting in lower out-of-pocket costs.
- NPs provide a full range of services, such as ordering, performing and interpreting diagnostic tests; diagnosing and treating acute and chronic conditions; prescribing medications and treatments; and managing overall patient care.
- In 2018, the mean, full-time base salary was $105,903.²
- Malpractice rates remain low; only 1.1% have been named as primary defendant in a malpractice case.²
- The confidence patients have in NP-provided care is demonstrated by more than one billion patient visits each year.

¹ AANP National Nurse Practitioner Database, 2019.
² 2018 AANP National Nurse Practitioner Sample Survey.
FOR IMMEDIATE RELEASE

Contact: (Your Name)
(Your Email Address)
(Your Telephone Number)

270,000 Nurse Practitioners: Health Care You Can Trust

CITY, STATE (Date) – The role of the nurse practitioner (NP) will be showcased November 10–16, 2019, as NPs across the country celebrate more than 50 years of practice during National NP Week. In the United States, this distinguished group of health care professionals number more than 270,000 strong with an additional 28,700 new NPs completing their academic programs in 2018.

Events held in communities around the country will acquaint local citizens with the role of NPs as providers of high-quality, cost-effective, personalized health care and will highlight the value associated with patients choosing an NP for their health care needs. NP practice offers a unique combination of nursing and health care service to patients. Focusing not only on diagnosing and managing acute and chronic illness, NPs integrate health promotion, disease prevention, counseling and patient education to help patients make smarter health and lifestyle choices and to understand their complete health picture.

In a population that is aging, with baby boomers becoming seniors in growing numbers over the next ten years, having choices about health care providers will become even more important. National NP Week brings visibility to the role of the NP, helping patients make wise choices when selecting their health care provider.

(Insert information about activities you are planning in your community.)

The American Association of Nurse Practitioners® (AANP), the largest professional membership organization for nurse practitioners (NPs) of all specialties, represents the interests of more than 270,000 licensed NPs in the U.S. as The Voice of the Nurse Practitioner®, AANP provides legislative leadership at the local, state and national levels, advancing health policy; promoting excellence in practice, education and research; and establishing standards that best serve NP patients and other health care consumers. For more information about NPs, and to locate an NP in your community, visit WeChooseNPs.org.

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A letter to the editor (LTE) is a great way to share your point of view about a topic of interest to you, and likely the readership of a publication. It can be both persuasive and inviting, and in the case of NP Week, an excellent means to educate a broad audience about NPs and their importance to the community.

1. Identify yourself.
   Include your full name, city, state and phone number. Generally, anonymous LTEs are not accepted.

2. Be relevant.
   Write timely letters that relate to current events or that are in direct response to recent articles, usually within a day or two.

3. Get to the point.
   Stick to one main point and address it quickly, as LTEs should be fewer than 200 words. While submission guidelines vary, it’s generally recommended to remove filler text and useless jargon.

4. Be factually correct.
   Verify your data before submitting your letter. Letters should convey a viewpoint, but they must be based on fact.

5. Make it personal.
   Be sure to convey why you care about NPs and share personal stories about your experiences that have shaped your perspective.

6. Tie it back.
   Relate your personal NP experiences to broader NP Week messaging to add important context to your letter.

7. Share resources.
   Provide links to AANP.org and WeChooseNPs.org so readers can access more information.

8. Check your work.
   Review your letter for typos and grammar mistakes before you submit!

PRO TIP
Publications typically specify procedures for drafting and submitting LTEs that include word count and submission protocol. Be sure to follow these guidelines — submissions that are too long or in the wrong format may be eliminated from consideration.
Be Active on AANP Social Media Channels

The NP community is thriving on AANP's social networking sites, and during NP Week, there is typically a spike in attention. Last year, National NP Week messages were viewed by 22 million people. Let’s exceed that number this year!

As the week approaches, join your colleagues online by visiting the channels listed below. Participating in social media discussions is a great way to connect with other NPs and industry professionals, stay current with the latest NP and health care news and keep up with the latest news and events from AANP. We want to hear from you, so don’t be shy! Here are the places you can support NPs during NP Week and all year long. Don’t forget to share your NP Week photos and experiences on these channels!

**AANP Facebook Page**
With more than 92,000 followers, AANP’s presence is one of the largest in the industry, and we post regular news and happenings to keep audiences engaged. Stay informed by visiting AANP’s Facebook page, and hit the “like” button to share your interests with others!

**AANP on Twitter and Instagram**
Follow @AANP_News for the latest updates, infographics and NP-related news. During NP Week, we will also be trending #NPWeek, so join the conversation and don’t forget to use #NPWeek in your posts!

**AANP on YouTube**
AANP posts regular videos on YouTube, so be sure to check for the latest cool clips to share with your social networks.

**AANP on LinkedIn**
The AANP LinkedIn group is a great place to connect with other NPs and discuss issues and trends relevant to the NP field. Be sure to follow AANP’s LinkedIn page while you’re there!

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**PRO TIP**
Do not address negative postings. Report negative or inaccurate statements made about an NP, the NP role or AANP by filling out the Report Now form at aanp.org/ReportNow.
Sample Tweets

**AANP @AANP_NEWS** • Date

Happy National Nurse Practitioner Week! This year, we’re celebrating 270,000 NPs: Health Care You Can Trust. Insert: [https://www.aanp.org/about/all-about-nps](https://www.aanp.org/about/all-about-nps) #NPWeek #NPsLead

Looking for a primary care NP in your community? Visit NPFinder.com! #NPWeek #NPsLead

This #NPWeek, we’re thankful for the patients who trust us to provide the care they need for their family. #NPsLead

We join with the 270,000+ NPs nationwide in wishing a happy #NPWeek to the millions of patients we serve. [https://www.aanp.org/about/all-about-nps](https://www.aanp.org/about/all-about-nps) #NPsLead

Did you know that NPs manage patient care, diagnose and treat acute and chronic conditions and prescribe medications in all 50 states? Contact us to find out how we can help you and your family meet your primary care needs. [https://www.aanp.org/about/all-about-nps](https://www.aanp.org/about/all-about-nps)

#NPs are the primary care provider of choice for millions of Americans, because we are part of the community and provide the high-quality care patients deserve. #NPWeek #NPsLead

Sample Facebook Posts

**American Association of Nurse Practitioners**

Date at 2:10 PM • 📣

Happy National Nurse Practitioner Week! This year, we’re celebrating 270,000 NPs: Health Care You Can Trust. Did you know that NPs manage patient care, diagnose and treat acute and chronic conditions and prescribe medications in all 50 states? Contact us to find out how we can help you and your family meet your primary care needs. [https://www.aanp.org/about/all-about-nps](https://www.aanp.org/about/all-about-nps)

Happy National Nurse Practitioner Week! Did you know NPs are the fastest growing and largest group of advanced practice providers? There are more than a quarter of a million NPs practicing today, and another 64,000 are expected by 2026. Considering an NP for your family’s primary care needs? Contact us today! [https://www.aanp.org/about/all-about-nps](https://www.aanp.org/about/all-about-nps)

Finding the right primary care provider is a big decision. Have you considered a nurse practitioner? During National NP Week, communities across the country are celebrating the important role of NPs in providing health care patients trust. Did you know there are more than 270,000 NPs conducting more than a billion patient visits annually, and nine of out 10 are trained in primary care? If you’re looking for a primary care provider for your family, contact us today!
Media interviews provide a tremendous opportunity to spread National NP Week messaging and generate important exposure for NPs in your area. Below, we provide recommendations for delivering your message persuasively and effectively in the media.

1. **Prepare**. Practice delivering your message clearly and concisely in front of a mirror, with friends and in mock interviews. Make sure you are comfortable with your words and your delivery.

2. **Be personable**. Smile and engage in a conversation that builds rapport with the interviewer. Remember, you are the expert, and they are asking you questions about something you care about, so let your passion and your personality shine.

3. **Get to the point**. State your main message at the beginning of the interview, so you are sure to get it on record.

4. **Use personal anecdotes**. Personal stories and relatable comparisons make talking points more memorable and shareable.

5. **Keep it short and sweet**. Brevity is essential, so make your point, but don’t go overboard.

6. **Master the art of bridging**. Sometimes questions can lead an interview off track, but “bridging,” or giving a brief response to a question but then steering the conversation back with a transition like “which is why…,” can help refocus the conversation.

7. **Have a favorite sound bite**. Some interviews come down to a single catchy soundbite that frames the whole conversation, so have a go-to that makes the interviewer’s job easy.

8. **Avoid NP jargon**. Focus the interview on the positive impact of NPs, but don’t get into the weeds with health care lingo that takes the emphasis away from the big picture.

9. **Emphasize important points**. Before you make an important point, flag the soundbite with phrases like “the most important takeaway is…”

10. **Tell the truth**. Everything you say will be considered a proof point for your position, so make sure you share defensible facts.

11. **It’s ok not to know**. Don’t speculate if you don’t know the answer to a question. It’s always better to follow up with the right answer than to give a potentially wrong answer.

12. **It’s not just what you say**. Body language communicates just as much as words, so pay attention to your posture, tone and facial expressions during the interview.

13. **Be an information source**. Direct the interviewer to AANP.org, WeChooseNPs.org, NP Week resources and other available sources of information for additional context and follow-up information.

14. **Make yourself available**. Interviewers often have follow-up questions, so share your contact information and make yourself accessible for additional comment.

15. **Say thank you**. The best interviews are between people who like and respect one another, so be gracious and respectful. Say thank you in person and follow up to reiterate the sentiment after the interview is complete.
How to Look Your Best on Camera

- A fitted dress or blazer is ideal. Both are flattering and allow ample room for a microphone.
- Stick to solid colors. Saturated blues and greens are best. Reds tend to bleed out on screen, black absorbs surrounding color and whites glow under harsh studio lights.
- Avoid busy patterns or distracting logos. Stripes, herringbone, checks and small patterns are especially problematic on screen.
- Keep jewelry to a minimum, and avoid pieces that move or make noise.
- Wear matching socks that cover your entire calf.
- Wear non-reflective glasses to avoid a glare, or opt for contacts.
- Wear makeup to offset the lights. Matte foundation can tone down a shiny face and blush can help to avoid appearing washed out. Avoid glossy products, and don’t forget to powder a bald head!
- Avoid shiny hair products that will reflect camera lights.

Quick Tips

- Unbutton your suit jacket while seated, and button it while standing.
- Sit on the back of a suit jacket to create a wrinkle-free line and prevent bunching.
- Add a belt to an oversized top to avoid a baggy, wrinkled look.
- Contact editor@aannp.org before conducting an interview to receive guidance and talking points.

Interview Don’ts: 6 Things to Avoid

- Don’t disparage other health care providers.
- Don’t guess. Stick to what you know.
- Don’t be sarcastic. You may be misinterpreted.
- Don’t exaggerate. Only use defensible facts.
- Don’t be intimidated. You’re the expert.
- Don’t lose your cool. Patience speaks volumes.
A PSA is a free announcement made by a media outlet on behalf of a community organization or individual to help promote a worthy event or cause. Typically, PSAs are designed to inform and educate community audiences, rather than sell a product or service, and because the content is deemed important for the greater community, the outlet provides this service for free.

Given that access to quality health care is a hot-button issue for many communities, NP Week provides a great backdrop for media outlets to educate audiences about the important work being done by NPs, particularly in clinics, urgent care centers and other points of service where access may be an issue for residents.

Each station typically has its own PSA submission criteria, so be sure to adhere to their guidelines. The following scripts can be customized as needed.

**Script One (60 Seconds)**

**Question**

Did you know that almost 80 million people nationwide [or insert your state’s numbers here] lack access to primary care?

**Answer**

There’s a solution for patients in need. America’s 270,000 nurse practitioners are leading the way to better health care in communities nationwide. In fact, patients choose NPs for more than a billion visits each year.

NPs provide high-quality health care — from primary care to acute and specialty care — for all types of patients. In every state, NPs assess patients, order and interpret tests, make diagnoses and provide treatment — including prescribing medications.

During National Nurse Practitioner Week, [insert your community here] is celebrating the outstanding contributions of nurse practitioners in [insert your state or territory here] and across the country. This week, be sure to thank NPs for delivering care patients trust — and consider an NP for your health care needs.

To learn more about NPs, visit AANP.org.
National Nurse Practitioner Week, America’s NPs are encouraging patients to choose a primary care provider — and consider an NP. That’s because patients who regularly see a health care provider for primary care are healthier as a result. Patients choose high-quality, NP-delivered care in more than 1 billion visits each year. To find an NP near you, visit NPFinder.com.
Last year, AANP launched its integrated, national awareness campaign, We Choose NPs. Designed to raise awareness of the critical role NPs play in expanding access to primary care for millions of Americans, We Choose NPs is working in key communities nationwide to elevate the NP role and showcase patients who choose NPs as their health care providers. When patients choose, patients win.

Since the launch of the We Choose NPs campaign, we have run television ads in targeted states, placed digital ads that have been seen by millions of people and produced radio ads highlighting the benefits of NP-provided care. To view the We Choose NPs ads, see page 19.

We encourage you to share our campaign’s messages during NP Week, as well as throughout the year. For more information, visit the campaign website at WeChooseNPs.org.
WE CHOOSE NPs SOCIAL MEDIA

In addition to AANP-branded social media sites, we encourage you to follow the We Choose NPs campaign on its social channels as well. These consumer-facing, patient-friendly channels provide helpful health tips from NPs, insight into NP-provided health care and guidance in choosing a primary care provider. Here’s how to get involved:

**We Choose NPs Facebook Page**
Like and share NP health tips and patient stories about why they choose an NP for their health care.

**We Choose NPs on Twitter**
Follow @WeChooseNPs and join the conversation to educate patients about the NP role and opportunities to strengthen their health through high-quality, NP-delivered health care.

**We Choose NPs Videos**
Encourage your patients to visit the We Choose NPs YouTube channel to watch Molly, Bridget and David’s patient stories and see new posts from the We Choose NPs campaign.

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**Sample Tweets**

**WeChooseNPs @WeChooseNPs • Date**

Help us celebrate nurse practitioners and the patients who choose them in more than 1 billion visits each year. #NPWeek #WeChooseNPs

Happy NP Week! Are you overdue for a primary care checkup? 270,000+ NPs can help. Check out NPFinder.com to find one near you! #NPWeek #WeChooseNPs

NPs deliver high-quality, patient-centered primary care to families nationwide. #WeChooseNPs #Healthcare #NPWeek

NPs diagnose patients and prescribe medicine in all 50 states, and they are the health care provider of choice for millions of Americans. Have you considered an NP for your care? #NPWeek #WeChooseNPs

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**Sample Facebook Posts**

**We Choose NPs**

Date at 2:10 PM •

It's National Nurse Practitioner Week, and we're celebrating the contributions of the nation's NPs in improving patient access to high-quality health care. With more than 270,000 NPs across the nation, patients choose NPs in more than 1 billion visits each year. Need access to high-quality health care for your family? Consider an NP! Visit WeChooseNPs.org to learn more.

Choosing a primary care provider is a big decision. That's why we've developed this helpful guide [LINK], filled with tips and strategies for making the best health care choice for your family. Nearly 90% of NPs are prepared in primary care. They order, perform and interpret diagnostic tests, diagnose and treat acute and chronic conditions, prescribe medications, manage a patient's care — and educate and partner with patients in making healthy lifestyle choices. Is an NP the right fit for you and your family? Visit WeChooseNPs.org to learn more.

Happy National Nurse Practitioner Week! We're celebrating NPs and the patients who choose them for their care. With a 50-plus-year track record of improving health outcomes and expanding access to high-quality health care for all, it's no surprise millions of patients choose NPs in more than 1 billion visits each year.
TELEVISION ADS & VIDEOS

A new television commercial will be airing nationally on select stations during NP Week. The three videos below are available from the We Choose NPs YouTube library and Facebook page. They are great resources to share with your legislators and social networks during NP Week.

We Choose NPs
(0:31 secs)

Molly’s Story
(0:31 secs)

David’s Story
(0:31 secs)
POSTERS

Print, post and share one or all of the posters below to use in NP Week celebrations and to help educate the public about the NP role. Simply click on the images or visit AANP’s NP Week webpage to download the posters. Email socialmedia@aanp.org for access to higher resolution files.

With 270,000 NPs delivering primary, acute and specialty health care to patients nationwide, there are more options than ever to find the health care provider that’s right for you.

To the millions of patients who already choose an NP for their family’s health, we say thank you. To those still searching for their health care provider, we invite you to consider an NP.

This year, patients chose an NP for their health care needs in more than a billion visits. It’s a big number — and an important testament to the trust patients have in the high-quality health care our nation’s 270,000 NPs provide.

It’s care you can count on from the health care provider patients trust — more than a billion times every year.

Learn more about NPs: AANP.ORG
Locate an NP: NPFinder.com