



Certified Nurses Day, March 19, 2019 Marketing communications toolkit

Purpose

The following marketing communications tools can be utilized by national specialty practice associations to leverage Certified Nurses Day to:

- raise awareness among the nursing profession, health-care employers, the health-care industry and the public of the value of CNA-certified RNs to patient outcomes and the health-care system;
- publicly acknowledge nurses who dedicate themselves to earn and maintain the highest credentials in their specialty;
- raise the profile of the CNA Certification Program and the role each national specialty association plays in supporting and promoting certification and certified nurses
- engage with CNA-certified nurses and those interested in certification

Contents

1. Promotional content
2. Social media content
3. E-newsletter and website article
4. Congratulatory letter template
5. Links to Certification Program materials

1. Promotional content

Usage: post on your website, publish in your e-newsletter and/or include it in an e-mail message to your members leading up to and on the day of March 19. Wherever possible, include hyperlinks to additional content, such as the certification section on your website or to cna-aiic.ca/certification

Sample content:

- Attention all certified nurses! Did you know that March 19 is Certified Nurses Day? It's an international day of recognition celebrating certified nurses' contribution to the profession.
- Certified Nurses Day was created by the American Nurses Credentialing Center and the American Nurses Association in 2008. It is held on March 19 to commemorate the birthday of Margretta 'Gretta' Madden Styles, the renowned American nurse credentialing expert who advanced practice and regulation for more than two decades worldwide.
- For Certified Nurses Day on March 19, we're inviting all CNA-certified RNs to proudly wear their certification pins on that day. On social media, celebrate the day by using the "Proud to be CNA-certified" Facebook frame with a photo of yourself. Also, take a few moments to share your story about why you became nationally certified in your nursing specialty.

- In celebration of Certified Nurses Day on March 19, we would like to congratulate you on your CNA certification credential in *[insert specialty, i.e.: community health nursing]*!
- It's Certified Nurses Day! Read these inspirational stories, "[Why I Became Certified](#)", and share what your credential means to you

2. Social media content

Usage: disseminate via your Facebook, Twitter, LinkedIn and other social media channels leading up to and on the day of March 19.

Facebook frame, "Proud to be CNA certified": Visit CNA's Facebook page to get the newly created "Proud to be CNA certified" Facebook frame to use on your association's Facebook page. Need help adding or removing the Facebook frame? [See these helpful instructions from Facebook](#). Once uploaded, post a message to tell your followers it's Certified Nurses Day on March 19.

Twitter hashtag, #IamCNAcertifiedbecause: on our around March 19 CNA will start a campaign on Twitter asking why nurses chose to become CNA certified.

Sample content:

- March 19 is Certified Nurses Day — a day of recognition celebrating certified nurses' contribution to the nursing profession. We have changed uploaded the "Proud to be CNA certified" Facebook frame to acknowledge and thank all the *[insert specialty, i.e.: medical-surgical]* nurses who hold their *[insert credential, i.e.: CMSN(C) ®]* credential.
- Help celebrate Certified Nurses Day, March 19. We're inviting all RNs who hold a Canadian Nurses Association certification in *[insert specialty, i.e.: oncology nursing]* to proudly wear their certification pins on that day.
- March 19 is Certified Nurses Day — a day of recognition celebrating certified nurses' contribution to the nursing profession. Created by the American Nurses Credentialing Center and the American Nurses Association in 2008, it's now celebrated around the world.
- On March 19, Certified Nurses Day, let your family, friends and colleagues know you're "Proud to be CNA certified" in *[insert specialty, i.e.: cardiovascular nursing]* by using CNA's certification Facebook frame.
- Celebrate nursing excellence on Certified Nurses Day, March 19. #CNAcertification
- It's Certified Nurses Day! Read inspirational stories, "Why I Became Certified", at <https://cna-aiic.ca/en/certification/why-i-became-certified> and share your story using #IamCNAcertifiedbecause.

3. Article

Usage: post on your website, publish in your e-newsletter and/or include in an e-mail message to your members. Whenever possible, tailor the article to your own workplace or specialty.

Sample content:

Headline: Plan to make Certified Nurses Day a success

March 19 is Certified Nurses Day, a day of recognition celebrating certified nurses' contribution to the nursing profession. Leading up to the day, the Canadian Nurses Associations wants to get nurses and

employers thinking about ways to shine the spotlight on the value of being certified in a nursing specialty and having certified RNs in their workplace.

If you're an employer:

- Promote Certified Nurses Day within the workplace and to media and the public through your facility's communications vehicles. Use the "Proud to be CNA certified" on your facility's Facebook page
- Acknowledge the day with a celebratory message on your facility's bulletin board and intranet, and include an honor roll of certified nurses
- Sponsor a health break for certified nurses
- Send an appreciation letter or handwritten card to each certified nurse at your facility
- Set up an information table displaying certification material (tip: print copies of CNA [certification poster](#) and [Impact of Certification infographic](#) for interested nurses to take)

If you're a certified RN:

- Show your pride in your achievements by wearing your nursing specialty certification pin on March 19
- Host a lunch and learn or presentation to tell your colleagues why you chose to pursue certification and how it has positively impacted you and your patients/clients
- Post the [Impact of Certification infographic](#) on bulletin boards throughout your workplace
- Propose to your communications department that it profile some certified nurses in upcoming newsletters
- Organize a breakfast, potluck lunch or dinner to bring together certified nurses and other team members

Enjoy the activities you've planned to mark this notable event.

4. Congratulatory letter template

Usage: disseminate via e-mail to your members who are CNA-certified. Consider modifying the letter and posting it on your website as an open letter to all CNA-certified nurses. If you are an employer, you can modify the letter and distribute to CNA-certified nurses on your team.

Sample content:

Dear CNA-certified registered nurse,

In celebration of Certified Nurses Day on March 19, the *[insert name of your national specialty association]* would like to thank and acknowledge you for pursuing and maintaining your Canadian Nurses Association certification in *[insert nursing practice specialty]*.

You are one of *[insert number of RNs certified in the specialty; refer to this chart for the latest statistics]* registered nurses in Canada to hold this prestigious national credential. Well done!

Certified Nurses Day is a day to recognize certified registered nurses' contributions to the advancement of the nursing profession and their commitment to nursing excellence and continuing competence. On

March 19, be proud! Wear your CNA certification pin and show your patients, clients, colleagues and employer that you Care to be the Best in your specialty.

The *[insert name of your national specialty association]* is proud of your achievements and are pleased to partner with the Canadian Nurses Association to support and promote the Certification Program.

Yours in nursing,

[insert signature block]

5. Links to Certification Program materials

Usage: post links on your website, publish in your e-newsletter and/or share with your members.

Links:

Why I Became Certified stories

English: <https://cna-aiic.ca/en/certification/why-i-became-certified>

French: <https://cna-aiic.ca/fr/certification/pourquoi-je-suis-devenue-certifiee>

Impact of Certification infographic

English: <https://cna-aiic.ca/~media/cna/page-content/pdf-en/certification-infographic-en.pdf?la=en>

French: <https://cna-aiic.ca/~media/cna/page-content/pdf-fr/certification-infographic-fr.pdf?la=fr>

Certification Program 2019 poster

English:

https://cna-aiic.ca/-/media/cna/page-content/pdf-en/certification-important-dates_one-pager-en_feb2019.pdf?la=en&hash=70232BD989F3EF7140633838BEFB7D155456654E

French:

https://cna-aiic.ca/-/media/cna/page-content/pdf-fr/certification-important-dates_one-pager-fr_feb2019.pdf?la=fr&hash=786FFAC3534C95D6BBFAA94912F8589B8B5EF3A3

Certification Numbers by Specialty and Province or Territory (as of January 31, 2019)

English:

https://cna-aiic.ca/-/media/cna/page-content/pdf-en/certification-statistics-2018-by-specialty-area-and-province-territory_en.pdf?la=en&hash=4D448780A1D21AB63F616D3EC083311808F74A24

French:

<https://cna-aiic.ca/-/media/cna/page-content/pdf-fr/certification-statistics-2018-by-specialty-area-and-province-territory-fr.pdf?la=fr&hash=D5997F7E49DB377B546C29567379285AA93A2A17>

Certification Numbers by Specialty (2014-2018)

English:

<https://cna-aiic.ca/-/media/cna/page-content/pdf-en/certification-statistics-2018-by-specialty-area-aggregate-5-year-e.pdf?la=en&hash=99AE9BB7B9AA6A744F0A0E7803F9C03D0D49D3D7>

French:

<https://cna-aiic.ca/-/media/cna/page-content/pdf-fr/certification-statistics-2018-by-specialty-area-aggregate-5-year-f.pdf?la=fr&hash=CF978BA24DAE14782E35E8DBE49E0627845A48F1>

Certified Nurses Day, history, FAQs and other information

English: <https://www.nursingworld.org/education-events/certified-nurses-day/>