



The Power of Nurses™

National Nurses Week Toolkit
Celebrating May 6 – 12, 2026

Recognition	Community	Social Media	Lighting Up the Sky	Visibility	Healthy Nurse, Healthy Nation™	Professional Development	Getting A Proclamation	Resources
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Celebrating National Nurses Week

The American Nurses Enterprise, which includes the American Nurses Association, the American Nurses Credentialing Center, and the American Nurses Foundation, is proud to shine a light on **The Power of Nurses™** May 6 -12 in honor of National Nurses Week. Beyond sharing gratitude — this annual celebration is dedicated to elevating nurses' voices and recognizing their unwavering commitment to patients, communities, and better healthcare outcomes for all.

93%

of all nurses in the United States participate in gratitude content during National Nurses Week.

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Recognition

Celebrating, honoring and supporting nurses during National Nurses Week provides a high-impact opportunity to promote the value of nurses, nursing, and advocate for the profession. All enhanced by sharing impact stories, conducting media outreach, and hosting live and virtual events. Organizations, associations, sponsors and individuals all play a critical role in driving awareness and reaching a wider audience by connecting your activities to the national campaign to fully realize **The Power of Nurses™**.

We hope you use the resources available in this toolkit to have a successful and meaningful National Nurses Week!

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Community

You have the power to drive awareness by promoting nurses' invaluable contributions in your community. Nurses are not only the heartbeat of healthcare as caregivers, and they also play a vital role as leaders in healthcare organizations, on boards of directors, and as elected officials at the local, state, and federal levels.

During National Nurses Week we hope you will share stories of nurses who exemplify **The Power of Nurses™** in your community and in the world.

We encourage you to honor a local nurse who is making a positive impact in your community, or recognize all nurses who provide care every day, year-round. You can write them a personalized thank you note or share a video from your nurses.

American Nurses Association will boost select stories on our platforms -- share your stories, photos, videos or special shout out on social media using the hashtags **#NationalNursesWeek & #ThePowerOfNurses**.

You may also use this annual strategic touchpoint milestone moment to discuss current and ongoing healthcare issues with elected officials at the local,

state, or federal level. Elected officials should be visible and accountable for their positions on healthcare. Stay up to date with the association's Policy & State Government Affairs program, which monitors trends in nursing-related legislation in the states.

You can also take this opportunity to inform and educate state legislators about the role and value of registered nurses in healthcare. Visit RN Action's advocacy toolkit to learn how to voice your concerns about the nursing profession to your members of Congress and stay up to date on the latest news and legislation from Capitol Hill.

We know most healthcare hubs celebrate National Nurses Week – we have found that this is a unique opportunity to partner with other nursing and healthcare organizations in your area to co-sponsor an NNW event. Consider a meet up at a participating healthcare hub or landmark that is lighting up in honor of nurses for NNW (see more below), a 5K run or other fundraiser for the community, a blood drive, fireside chat or workshops designed to support nurses today and into the future.



Social media gives you the power to elevate nurse stories, gratitude and the nursing profession as a whole. As the most trusted profession in the world for the past 24 years¹, every nurse is an influencer.

Social Media

Below are a few engagement ideas on how your organization can best share gratitude and your stories while reaching a wider target audiences, and have a voice in the conversation during National Nurses Week. Remember to follow your organization's social media policy when posting content. You can find American Nurses Association's social media principles [here](#).

Trust nurses. Nursing is the most trusted of all professions, in part, because of the values and Code of Ethics nurses live by every day. Share a photo with a caption that explains which values are most important to you.

Your voice matters. Sharing your experiences as a nurse has the power to not only inspire the next generation of nurses but also the communities we serve. Make your nurses voices heard this week by sharing stories on social media — pictures say a thousand words, video drives higher engagement but even a special post dedicated to nurses moves the needle.

Express your gratitude. We know every day nurses navigate countless challenges and this is the perfect time to share gratitude for nurse mentors, inspirational leaders, and healthcare heroes who have made a positive impact in your life and journey.

Don't forget to use the hashtags **#NationalNursesWeek** & **#ThePowerOfNurses** so the association can see, share and amplify your stories.

¹ <https://news.gallup.com/poll/655106/americans-ratings-professions-stay-historically-low.aspx>

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Lighting Up the Sky to Celebrate Nurses

As in year's past, American Nurses Association will be illuminating **The Power of Nurses™** by lighting up landmarks, healthcare hubs, and monuments across the country in honor of nurses during National Nurses Week. Last year we lit up 206 buildings across the country and this year our goal is 250! Our #NursesLightUpTheSky campaign is designed to shine a light on the profession, honor nurses, and ignite recognition and gratitude among the general public in support of nurses.



We will update the list of buildings that are lighting up on the website with plans to have a complete list of participating landmarks by mid to late April. We encourage you to visit these landmarks and snap selfies, share with your friends and colleagues, post pictures on social media, and even schedule a meet up with fellow nurses and allies as a local activation. If you are planning a meet up or event at a landmark, please reach out to NursesWeek@ana.org we might have sponsors interested in honoring nurses by providing giveaways and treats to nurses on a local level.



Visibility

Working with your local media can drive awareness, engagement, and gratitude for the critical role nurses play in our lives and society, as well as generate publicity and recognition for your organization, nurses and the nursing profession.

These are good news stories at a time when media organizations and people are seeking good news, but you will need to pitch your story. Come up with a few ideas and work with reporters in advance. Set realistic goals to secure coverage for National Nurses Week by identifying a specific number of print and/or TV news outlets in your community, state, or region. Here are some tips for working with local media to inform your community about National Nurses Week.

Select a media relations liaison. Designate one individual to respond to media inquiries, pitch ideas to the media, schedule interviews, and coordinate appearances. Ideally, your media relations liaison should have experience and expertise in working with the news media (i.e., background in public relations, media relations, and/or corporate communications). Your liaison should be clearly identified on any digital or printed materials distributed to the media as the contact person, along with their phone number and email address.

Develop materials. Identify key points you want to make and keep your message clear and concise. If you want to pitch a news story, make sure it is relevant, timely, and newsworthy. If it is not new, different, timely, or unique, the media probably won't consider it newsworthy.

Feature stories, on the other hand, do not have to be fast-breaking news, but should still be timely. These are human interest stories, such as the heroics of a nurse or an initiative your organization is undertaking. Most importantly, make sure the story that you pitch is relevant to the topics, issues, and community the reporter covers.

Top Tips

- Localize your information by including the number of nurses in your state.
- Share stories of nurse heroes who are making a positive impact in your community.
- Identify examples of nurses who are leading innovative approaches to delivering or improving health and healthcare services in your community. See how nurses are leading the transformation of our health system through the American Nurses Foundation's Reimagining Nursing Initiative.
- Showcase examples of how nurses in your community advocate on behalf of patients and better healthcare outcomes.
- Share how you are working to inform the public and policymakers and why it is critical to recognize The Power of Nurses™ in your community and in the world.
- Be prepared to answer questions on issues that are critical to nurses, such as: workplace violence, quality of care, and the need to increase access to healthcare.
- You can reference campaigns such as #EndNurseAbuse and refer to the Association's official position statements.
- Talk openly about what the nurses in your area are doing to promote safe, high-quality care.
- Have the facts about any health-related legislation initiated by your elected representatives.
- Consider creating and distributing fact sheets or backgrounder.
- Provide statistics and data to support your story.
- Remember to consider why these issues are important to the media outlet's target audience.

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Think like a journalist. As you develop your news and feature ideas to pitch to the news media, look for stories that are interesting, relevant, timely, unique, unexpected, heartwarming, inspirational, and exclusive.

Identify your spokesperson(s). Identify local and regional nurses in various practice settings who can talk about their work and the impact their efforts have on the lives of patients and families on camera and with reporters. Be sure your spokesperson(s) consults with their employer's media relations policies before agreeing to speak to the press or appear on camera.

The spokesperson(s) should be willing and available to respond to media inquiries. Obtain biographical data and photos of your spokesperson(s), as well as day and evening telephone numbers, email addresses, and professional schedules. Carefully choose the spokesperson(s) who will project the image you intend to portray.

Brief the spokesperson(s). The spokesperson(s) should understand local and national messaging for National Nurses Week. Provide them with fact sheets, talking points, and other helpful materials. Ensure they are prepared to handle questions that may arise concerning local issues. The spokesperson(s) should be prepared to respond with the official position and messaging of your association or organization.

Identify community members who are willing to provide additional perspectives on your key messages. Leverage existing relationships to find people and political leaders who are willing to talk about how nurses have made an impact in their lives. Of course, it's ideal to include local leaders who will talk about their support for nursing and nursing issues.

Media outreach. If you don't have one in-house, create or obtain a list of reporters, editors, and producers from local television stations, radio stations, magazines, newspapers, and newsletters. Sometimes you can purchase local media directories or create your own. Don't forget to send follow-up messages, which are key in guaranteeing someone has received your message and will consider covering it. You can also hire a local public relations agency.

Create a press release and send it to reporters and assignment editors in your area. Place a follow-up telephone call to key contacts to discuss local news and feature angles. Call well in advance of National Nurses Week. Do not expect coverage if you wait until the last minute.

Increase the chance of media coverage by tailoring your message to an issue that is receiving media attention or is of interest to your community. Be receptive and flexible to appropriate suggestions. If you have questions, please contact us at nursesweek@ana.org.

Monitor your coverage. Alert members of your organization, including the marketing and public relations team, to monitor the coverage you receive and urge them to share and celebrate the recognition with their coworkers, friends, and families. Positive consumer response tells the media that nurses' issues are important to the community and will help you obtain news coverage in the future.

Share links to print and broadcast media coverage on your organization's social media channels and encourage colleagues and others to amplify this news on their social media. And of course, we are excited to hear and share the coverage as well. Leverage hashtags #ThePowerOfNurses & #NationalNursesWeek so we can share your good news.

Even if your ideas don't receive immediate attention, consider this initial contact as the beginning of a productive working relationship. Don't be afraid to make multiple contacts. Tap all available resources, such as the reporters and editors handling healthcare, consumer news, and community events.

Work with institutional and local officials to invite the media to attend any events, activities, or celebrations during National Nurses Week. Most officials will welcome the opportunity to receive some positive public attention. Host a meet-and-greet with local media (if there is a local landmark that is lit up for National Nurses Week, it might be a great place to host a meet up and invite the press). Highlight The Power of Nurses™ and share initiatives and issues important to nurses, and how reporters play a role by covering those issues and help improve healthcare outcomes for all.



40%

of nurses who practice regular self-care report 40% lower rates of anxiety and depression compared to those who don't

Healthy Nurse, Healthy Nation™

Self-Care Resources

We know nursing is a calling, but calling it hard work is an understatement. Data shows access to support systems and tools are critical for a healthy workforce. Prioritize self-care by engaging in healthy activities that target both body and mind.

Consider joining **Healthy Nurse, Healthy Nation™**, a program designed to help you maximize your health in six areas: physical activity, nutrition, rest, quality of life, safety, and mental health.

Once you join the program, you can take the **Healthy Nurse Survey** assessment to evaluate your current health status, access information, insights, inspiring blogs, and join our monthly 10-day challenges focused on supporting micro-behavior.

Learn how to manage stress through the **Nurse Well-Being: Building Peer and Leadership**

Support Program. This program was developed by nurses using the Stress First Aid (SFA) Model, a framework to improve recovery from stress reactions. The program provides access to real-time resources and tools to help nurses understand the science behind what they are experiencing, and how to manage moments of extraordinary stress.

In addition, ANA in partnership with SE Healthcare, provides over 22,000 resources, 137 free CNE and customized tools through the **Nurse Burnout Prevention program**.

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The American Nurses Enterprise offers world-renowned educational tools, programs, certifications and resources we create to help nurses at every step of your journey.

Professional Development Resources

As the largest group of healthcare professionals in the U.S., nurses provide care across all areas of healthcare systems and settings. The American Nurses Enterprise offers world-renowned educational tools, programs, certifications and resources we create to help nurses at every step of your journey.

Grow with us:

We encourage you to commit to participating in at least two free professional webinars a year offered by the association. Look for topics that will expand your skills, such as leadership, ethics and problem solving.

Consider a specialty certification. The American Nurses Credentialing Center certification program enables nurses to demonstrate their specialty expertise and validate their knowledge to employers and patients. The credentialing center's certifications are the most respected in the profession.

The association's mentorship programs facilitate one-to-one mentoring relationships that connect

mentees with more experienced nurses. This unique online networking and career development community is a free benefit of being an American Nurses Association member. To learn more about mentoring resources visit www.mentorship.nursingworld.org.

Consider registering for a National Provider Identifier (NPI). While you provide quality care to your patients day in and day out, an NPI helps to identify nurses as clinicians and can show their contribution to patient care, which is often hidden within other billing codes. Read more about the association's position on NPIs and advocacy on the Value of Nursing.



Getting a proclamation is one of the most significant actions your organization can take to draw local and national attention for National Nurses Week, and it's easier than it sounds. In many cities and states, a mayor or governor can issue a proclamation without action from the city council or state legislature.

Advocacy

Tips for Getting an Official Proclamation

Getting a Proclamation Issued Without Legislative Action

Call your local mayor's or governor's office to determine how proclamations are issued.
Contact information can be found on the official's website.

Identify a city council member to sponsor the proclamation. Your local mayor's or governor's office can direct you to a city council member who may sponsor your proclamation. If you already know a city council member, it should be easy to garner assistance. Have your materials ready when you call to ask for support, such as the sample proclamation in this toolkit.

Elicit support for your proclamation from other leaders in your city or state. Ask your co-workers and fellow American Nurses Association or state nurses association leaders and members to contact their mayors, city council members, or local and state officials by writing letters or scheduling visits encouraging support of the proclamation.

Determine the approval process. Work with your sponsor to determine a schedule for approving your proclamation. Offer letters of support or speakers if needed.

Ensure your sponsor sees your proclamation through to the final stages. Follow up with your sponsor throughout the process to make sure things are on track.

Express your thanks after the proclamation is issued. Ask your sponsor to participate in any National Nurses Week events. The Proclamation is a great asset to garner press — remember to inform the media about your events and the recognition you receive.

After the week is over, send thank you letters to your sponsor and any city council members or staff who helped you through the process.

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Getting a Proclamation Issued When Legislative Action is Required

Start the process immediately if you need to work through the city council or state legislature to obtain a resolution. You will know if you need legislative action after you call your local mayor's or governor's office.

Identify a sponsor for the resolution. The sponsor must be a state representative or state senator. Find someone who is supportive of nursing or who has voiced an interest in healthcare issues. This could also be an opportunity to educate a government official not familiar with the nursing profession or healthcare issues. Of course, it is always easier to work with someone with whom you have a relationship.

Determine how the legislation will move forward. Keep in touch with your sponsor to ensure passage of the resolution. You may also be asked to send someone to speak on behalf of the resolution at a hearing. Have materials prepared and be ready to share insight about the contributions nurses make to their patients and the community.

Elicit support for your resolution from other leaders in your city or state. Ask your co-workers and fellow association leaders and members to contact their mayors, city council members, or local and state officials by writing letters or scheduling visits. The legislature will appreciate hearing from constituents and knowing they have their support on specific issues.

Follow up with your sponsor. Legislators are busy with many issues each day. Stay in touch with your sponsor and identify other steps you can take to ensure passage.

Express your thanks after the resolution passes. Ask your sponsor to participate in any National Nurses Week events. The Proclamation is a great asset to garner press — remember to inform the media about your events and the recognition you receive.

After the week is over, send thank you letters to your sponsor and any city council members or staff who helped you through the process.

[Download](#)

Sample Proclamation
Word Document



Resources

The American Nurses Enterprise has designed and developed a suite of tools and resources to drive engagement and support your team during National Nurses Week.

We hope you will download and use the assets included in this toolkit to craft compelling and consistent messages for your staff, fellow nurses, and the public.

These resources include:

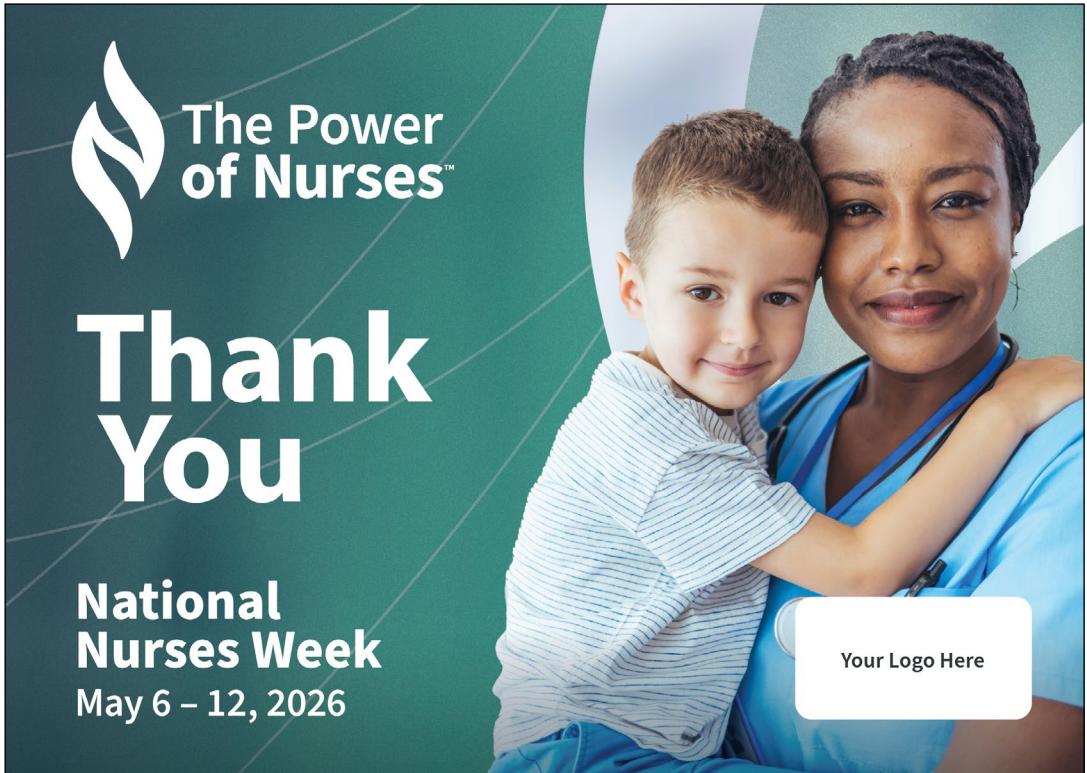
- Thank You Card
- Certificate of Appreciation
- Display Banner
- Digital and Social Ads

Constituent and State Nurses Association seeking to learn more about co-branded assets should contact Brian Pinder at brian.pinder@ana.org.

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Thank-You Card

Show and share your gratitude using the files below to customize your card by adding your organization's logo. Consider adding personalized messages — handwritten is even more meaningful.



5"x7", fits standard A7 envelope, blank inside

[Download](#)

[High Resolution PDF](#)

[Click to jump to different resources](#)

[Certificate of Appreciation](#) | [Posters](#) | [Online Ads](#)

Certificate of Appreciation

Print and distribute this 2026 National Nurses Week Certificate of Appreciation to recognize and honor your nurses.

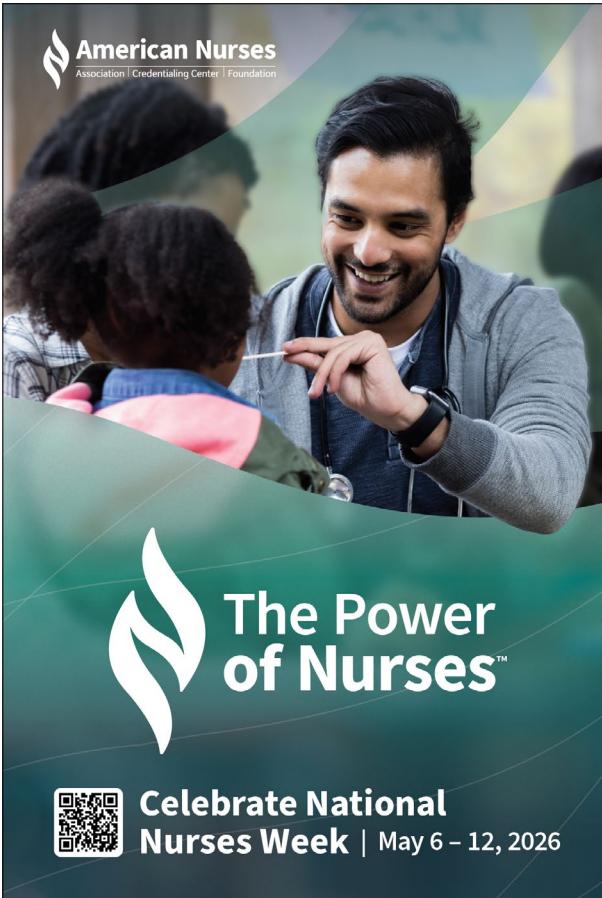
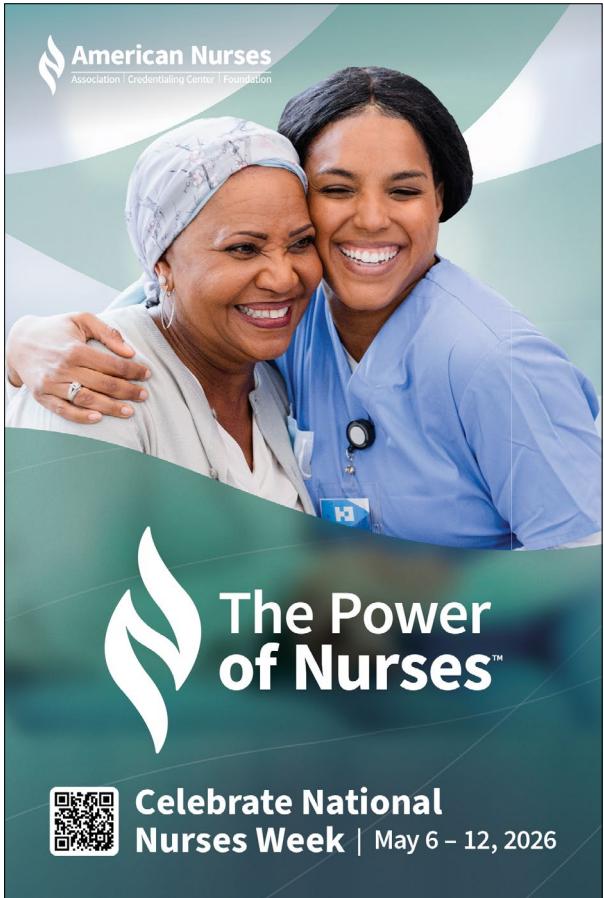


[Click to jump to different resources](#)

[Thank You Card](#) | [Posters](#) | [Online Ads](#)

Large Display Banner

We recommend using a local vendor for printing. If using an online print vendor, upload a high-resolution PDF when prompted after selecting “upload your design”.



[Download](#)

[High Resolution PDF](#)

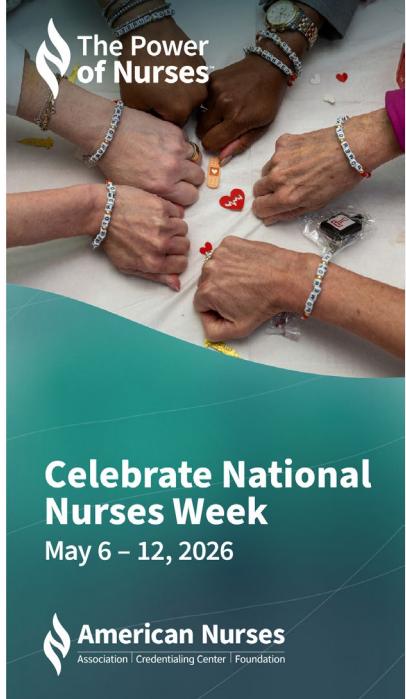
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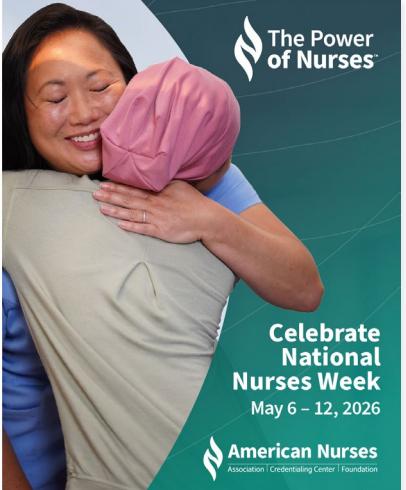
Digital and Social Ads

American Nurses Enterprise has created a series of digital ads for you to use on your organization's website and across social media to promote National Nurses Week. The series includes these standard ad sizes:

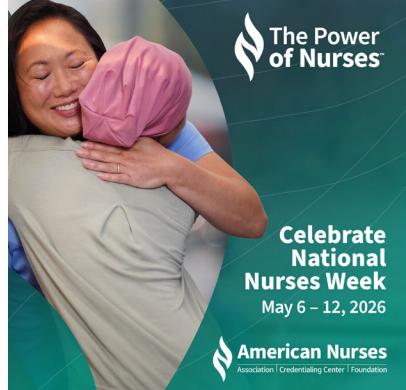
1080x1920



1080x1350



1080x1080



1200x630



1600x600



160x600



300x250



1500x540



1280x913



728x90



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JPGs

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Thank you!

We couldn't do what we do without you,
or the support of our sponsors and donors.

**SHAKES FOR
SHIFTS**

premier
protein®