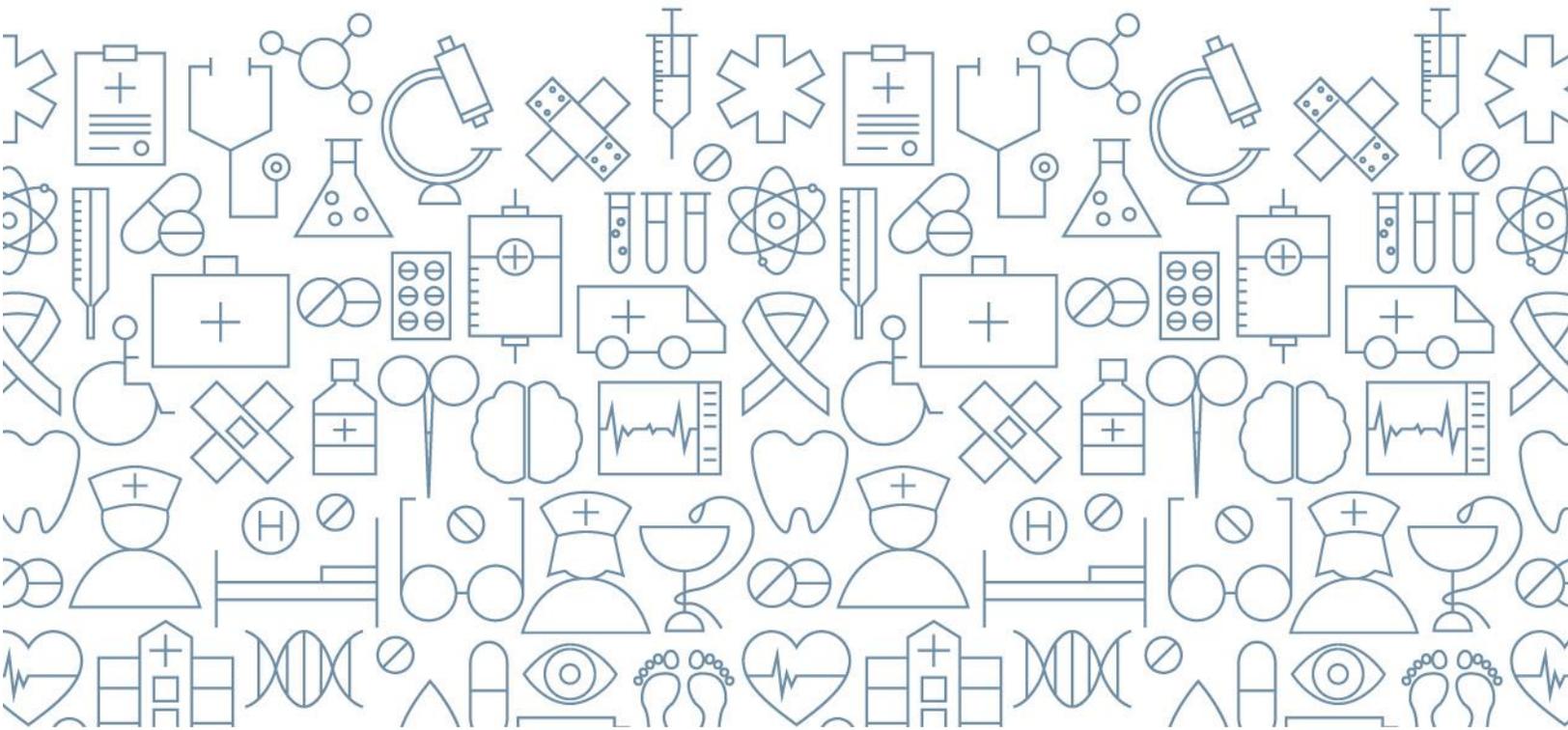




VA NURSES WEEK 2019
100,000 REASONS TO CELEBRATE

VA NURSES WEEK 2019 TOOLKIT

Resources for celebrating VA nurses during National Nurses Week
U.S. Department of Veterans Affairs Edition



www.vacareers.va.gov

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VA NURSES WEEK 2019
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Toolkit Introduction

Letter from Donna Collins, RN, BSN, M.Ed.

National Nurses Week 2019 begins May 6 and ends on May 12, the 199th anniversary of Florence Nightingale's birthday in 1820. This year, the U.S. Department of Veterans Affairs (VA) has 100,000 reasons to celebrate our nurses' exceptional service to Veterans.

VA nurses are on the front lines working with Veterans each day. They're fierce advocates for Veterans, making sure they get the care they need, when they need it. VA nurses are also valued members of integrated care teams that collaborate to help millions of Veterans feel better, faster. Through their daily service, VA nurses make lasting improvements in the quality of care Veterans receive at more than 1,250 facilities around the nation.

Join VA Careers in making sure VA nurses get the recognition they deserve and that more people explore VA careers in nursing. Our **VA Nurses Week 2019 Toolkit** contains tools and resources you can use to promote the high-quality care that VA's nearly 100,000-strong nursing team delivers to the nation's Veterans. Deploy these tools to acknowledge the dedication, passion and hard work of VA nurses and to highlight the rewards of a VA nursing career among your networks, co-workers and peers.

Thank you for using and sharing the toolkit, and for helping us celebrate and thank our healthcare stars: VA nurses. Please send questions to VHARecruitmentMarketing@va.gov.

Sincerely,

Donna

National Associate Director Nurse Recruitment and Retention
National Healthcare Recruitment Service
Human Resources Operations and Oversight
Workforce Management and Consulting Office
Veterans Health Administration
U.S. Department of Veterans Affairs

P.S. During Nurses Week and all year long, learn more about VA nursing careers at <https://www.vacareers.va.gov/Careers/Nursing>.

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Toolkit Table of Contents

Toolkit contents are listed below.

These items are in the document:

- Who Can Use the VA Nurses Week Toolkit.
- Ways to Use the VA Nurses Week Toolkit.
- VA Nurses Week Article on VA Nursing Careers.
- VA Nurses Week Social Media Content.
- VA Nurses Week Social Media Graphic Library.
- Additional VA Nurses Week Talking Points.

These toolkit items are available for download at

<https://www.vacareers.va.gov/OurPatients/VideosBrochures/#VACareersToolkits>:

- VA Nurses Week Logo.
- VA Nurses Week Digital Billboards (six, including a customizable version).
- VA Nurses Week Flyer and Career Information Flyers.
- VA Nurses Week Table Tent.
- VA Nurses Week Social Media Graphics for Download.

Throughout the week, share and promote the VA Nurses Week Kickoff Blog Post and four Profiles at <https://www.blogs.va.gov/VAntage/tag/nurses-week-2019>.





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Who Can Use the VA Nurses Week Toolkit

We are counting on you to share what you know and appreciate about VA nurses and nursing careers during VA Nurses Week. Below is a list of just some who are best positioned to celebrate VA nurses and highlight VA nursing careers.

VA/Veterans Health Administration (VHA) Offices of Public and Intergovernmental Affairs

- Media and publication managers and employees
- Social media managers and employees
- Webmasters

VA Careers/Human Resources

- Human resources
- Nurse recruiters

Veterans Integrated Service Networks (VISNs)/VA Health Systems

- Chiefs, directors, associate directors and other executives
- Nurse executives
- Behavioral health/mental health leads
- Social work chiefs/leads
- Chiefs of public affairs and public education
- Media centers/public affairs officers

VA Medical Centers (VAMCs)/Community-Based Outpatient Clinics

- Chiefs, directors, associate directors and other executives
- Nurse specialists
- Behavioral health/mental health specialists
- Social work specialists
- Chiefs of public affairs and public education
- Media centers/public affairs officers

Other Stakeholders

- Veterans service organizations
- Healthcare associations and websites
- National/regional media outlets

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Ways to Use the VA Nurses Week Toolkit

Create promotional “thank you” items.

- Use the VA Nurses Week 2019 logo graphic and ask VA Canteen Service or other vendors to create promotional items for VA nurses such as mugs, pens, ribbons and t-shirts.

Host a Nurses Week celebration and recruiting event.

- Plan an event and use the enclosed flyer, along with the following flyers, to share information about VA nursing careers: [Nurse Executive Careers](#) | [Nursing Careers](#) | [Nurse Practitioner Careers](#) | [Nursing Scholarships](#) | [Education Debt Repayment](#)

Distribute or post materials at events or around your organization.

- Print the enclosed VA Nurses Week 2019 flyer, table tents and [other VA careers information](#) for display at local and regional events and in break rooms, cafeterias, lobbies, offices and other areas.

Publish an article/blog.

- Place the enclosed article about VA nursing careers in your e-newsletter, magazine or other publication and/or on your Pulse page, website or blog.

Go digital.

- Display the e-billboard PowerPoint posters on digital screens.
- Use the five different designs for each day of Nurses Week and/or the “thank you” version.

Make a video statement.

- Shoot a video about why you celebrate VA nurses and post it on social media with #VANursesWeek2019, #NursesWeek and #ChooseVA hashtags. Use the talking points provided or speak from the heart! Either way, VA Careers will repost your videos.

Share information on social media.

- Share the enclosed national, regional/local and partner messages and graphics on social channels. Use the provided hashtags for maximum exposure.



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VA Nurses Week Article on VA Nursing Careers

On May 6, place the article below about VA nursing careers in your e-newsletter, magazine or other publication and/or on your Pulse page, website or blog.

VA thanks the nearly 100,000 VA nurses who serve Veterans

Today marks the start of National Nurses Week 2019, when the U.S. Department of Veterans Affairs (VA) joins our healthcare partners in celebrating the nearly 100,000-strong VA nursing corps for tirelessly serving those who have served and for choosing a career based on giving back.

“I celebrate VA nurses because they are committed and dedicated,” said Kelly Irving, Associate Director for Patient Care Services at [Michael E. DeBakey VA Medical Center](#) in Houston. “They show up every day willing to do it all over again.”

Growing, leading and serving 24/7

As the nation’s largest nursing corps, VA nurses touch Veterans lives 24 hours a day, seven days a week

“The most rewarding part of my job is knowing that I’m serving our nation’s heroes,” said Beth Taylor, DHA RN, NEA-BC and Acting Chief Nursing Officer for the Veterans Health Administration (VHA). “There’s no better mission than the one that we have.”

VA nurses provide support for Veterans at risk of homelessness, Veterans in crisis and Veterans who just need someone to talk to, often educating themselves to be better caregivers.

In turn, VA offers nurses almost limitless opportunities to grow, lead and serve. At all of VA’s 1,250 sites of care, nurses have a voice at the table, often weighing in with physicians and leadership to improve nursing care at their VA facility.

VA also empowers nurses by encouraging them to accelerate their healthcare career training. Taylor cited [scholarship](#) and [education repayment](#) opportunities available to nurses both before and after they embark on a career path at VA:





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- Under the VA Learning Opportunities Residency (VALOR), students pursuing bachelor's degrees in nursing who agree to serve in full-time VA careers can apply for financial assistance equal to up to 800 hours of salary dollars.
- Through the Education Debt Reduction Program, nurses with qualifying student loans receive reimbursements of up to \$120,000 over a five-year period. Payments cover tuition and other reasonable expenses, including fees, books, supplies, equipment, materials and laboratory costs.
- Under the National Nursing Education Initiative (NNEI), VA registered nurses employed for at least one year can receive up to \$40,117 toward the cost of higher education.

Offering career-changing mentorship and advancement

VA offers a wealth of formal and informal mentoring and preceptor programs and resources, which encourage the promotion of staff nurses to executive-level positions.

“You can start off here as a VALOR nurse and become a Chief Nurse all in the same course of your career,” Irving said, pointing to her trajectory at VA as evidence. “VA saw more in me and invested in me,” Irving said. “I took every opportunity to be challenged to learn more.”

How you can choose VA

- APPLY for an [nursing position](#) near you.
- Explore opportunities for VA nurses in the Office of Nursing Services brochure ([PDF](#)) and the Nurse Executive flyer ([PDF](#)).
- LEARN how to Choose VA at www.VAcareers.va.gov.



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VA Nurses Week Social Media Content

Use social media to celebrate VA nurses and raise awareness about VA nursing careers. Tailored messages are provided below for national, regional/local and partner audiences and can be customized for your facility or organization.

For maximum impact, combine messages with the hashtags and social media graphics (displayed in this document and available for download at <https://www.vacareers.va.gov/OurPatients/VideosBrochures/#VACareersToolkits>).

National hashtags: #VANursesWeek2019 #NursesWeek #ChooseVA

National handles: @VeteransAffairs @DeptVetAffairs @VACareers

National audiences

Post Date	Facebook	Twitter	Instagram
May 6	<p>Celebrating VA nurses during Nurses Week 2019</p> <p>Today marks the start of #NursesWeek 2019, when @VeteransAffairs joins our healthcare partners in celebrating our 100,000-strong VA nursing corps for tirelessly serving those who have served and for choosing a career based on giving back.</p> <p>During #VANursesWeek2019 and all year long, VA celebrates the exceptional service VA nurses offer our nation's Veterans. Learn how to #ChooseVA nursing careers at https://www.vacareers.va.gov/Careers/Nursing.</p>	<p>Today marks the start of #NursesWeek, when @DeptVetAffairs joins healthcare partners in celebrating our 100,000-strong VA nursing corps for tirelessly serving the nation's #Veterans. #ChooseVA nursing careers at https://www.vacareers.va.gov/Careers/Nursing.</p>	<p>Today marks the start of #NursesWeek, when @DeptVetAffairs joins our healthcare partners in celebrating our 100,000-strong VA nursing corps for tirelessly serving the nation's #Veterans. #ChooseVA nursing careers at https://www.vacareers.va.gov/Careers/Nursing.</p>
May 7	<p>Celebrating the contributions of VA nurses during Nurses Week 2019</p>	<p>For @VeteransAffairs Acting Nursing Chief Beth Taylor, #NursesWeek 2019 is a time to celebrate how VA nurses</p>	<p>For @VeteransAffairs Acting Nursing Chief Beth Taylor, #NursesWeek 2019 is a time to celebrate how VA nurses</p>



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May 8	<p>Celebrating the diversity of VA nurses during Nurses Week 2019</p> <p>For @VeteransAffairs Registered Nurse Cathy Mattox, #NursesWeek 2019 is a time to celebrate the variety of skills and experiences that VA nurses bring to the Veteran care conversation.</p> <p>“There is strength in diversity,” she says. “There are no two nurses who are the same. I love that — as nurses, we can all learn something from each other.”</p> <p>During #VANursesWeek2019 and all year long, VA thanks our 100,000-strong nursing team for their exceptional service to Veterans. Learn how to #ChooseVA nursing careers at https://www.vacareers.va.gov/Careers/Nursing.</p>	<p>For @DeptVetAffairs #RegisteredNurse Cathy Mattox, #NursesWeek 2019 is a time to celebrate the variety of skills VA nurses bring to the #Veteran care conversation. “There is strength in diversity,” she says. #ChooseVA nursing careers at https://www.vacareers.va.gov/Careers/Nursing.</p>	<p>For @DeptVetAffairs #RegisteredNurse Cathy Mattox, #NursesWeek 2019 is a time to celebrate the variety of skills VA nurses bring to the #Veteran care conversation. “There is strength in diversity,” she says. #ChooseVA nursing careers at https://www.vacareers.va.gov/Careers/Nursing.</p>



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Regional/local audiences

Post Date	Facebook	Twitter	Instagram
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Partner organization audiences

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Date	Facebook	Twitter	Instagram
	<p>exceptional service to Veterans. Learn how to #ChooseVA nursing careers at https://www.vacareers.va.gov/Careers/Nursing.</p>		
<p>May 10</p>	<p>Celebrating the dedication of VA nurses during Nurses Week 2019</p> <p>For @VeteransAffairs Associate Director for Patient Care Services Kelly Irving, #NursesWeek 2019 is a time to celebrate the exceptional service VA nurses provide for our nation’s Veterans.</p> <p>“VA nurses are committed, dedicated and they show up every day willing to do it all over again,” says Irving {in blog}.</p> <p>During #VANursesWeek2019 and all year long, @[insert your organization handle here] joins VA in thanking the 100,000-strong nursing team for its exceptional service to Veterans. Learn how to #ChooseVA nursing careers at https://www.vacareers.va.gov/Careers/Nursing.</p>	<p>For @DeptVetAffairs Associate Director for Patient Care Services Kelly Irving, #NursesWeek 2019 is a time to celebrate the exceptional service VA nurses provide for #Veterans. “VA nurses are committed, dedicated and they show up every day willing to do it all over again.” Learn how to #ChooseVA nursing at https://www.vacareers.va.gov/Careers/Nursing.</p>	<p>For @DeptVetAffairs Associate Director for Patient Care Services Kelly Irving, #NursesWeek 2019 is a time to celebrate the exceptional service VA nurses provide for #Veterans. “VA nurses are committed, dedicated and they show up every day willing to do it all over again.” Learn how to #ChooseVA nursing at https://www.vacareers.va.gov/Careers/Nursing.</p>





VA NURSES WEEK 2019
100,000 REASONS TO CELEBRATE

VA Nurses Week Flyers and Social Media Graphics

Get full-sized printable and high-resolution electronic versions of these graphics online at <https://www.vacareers.va.gov/OurPatients/VideosBrochures/#VACareersToolkits>.

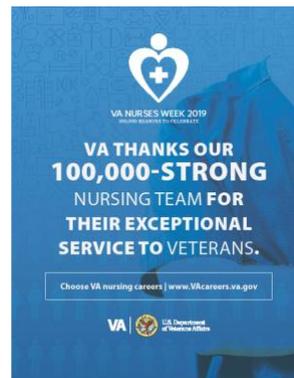
Nurses Week Logo and Flyer

VA Nurses Week Logo



VA NURSES WEEK 2019
100,000 REASONS TO CELEBRATE

Flyer/Table Tent (front and back)





VA NURSES WEEK 2019
100,000 REASONS TO CELEBRATE

VA Nurses Week Flyers and Social Media Graphics

Continued

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Digital Billboards (six; thank you version is customizable)

<p>VA NURSES WEEK 2019 100,000 REASONS TO CELEBRATE</p> <p>THANK YOU!</p> <p>@vacareers www.vacareers.va.gov VA U.S. Department of Veterans Affairs</p>	<p>VA NURSES WEEK 2019 100,000 REASONS TO CELEBRATE</p> <p>"VA nurses make such a strong contribution to improving the health of our Veterans. They are by the bedside providing not only clinical expertise and knowledge, but also human compassion."</p> <p>Beth Taylor, DHA RN, NEA-BC Acting Chief Nursing Officer Veterans Health Administration</p> <p>@vacareers www.vacareers.va.gov VA U.S. Department of Veterans Affairs</p>	<p>VA NURSES WEEK 2019 100,000 REASONS TO CELEBRATE</p> <p>"I celebrate VA nurses because there is strength in diversity. There are no two nurses who are the same. I love that — as nurses, we can all learn something from each other."</p> <p>Cathy N. Mattox, RN, MSN, MBA-HCM Salmon VA Medical Center, Salem, Virginia</p> <p>@vacareers www.vacareers.va.gov VA U.S. Department of Veterans Affairs</p>
<p>VA NURSES WEEK 2019 100,000 REASONS TO CELEBRATE</p> <p>"I celebrate VA nurses for their incredible passion for serving Veterans and selfless commitment to meeting Veteran care needs."</p> <p>Kathleen J. Barry, MHA RN, NEA-BC Director, Workforce and Leadership, Office of Nursing Services, U.S. Department of Veterans Affairs, Washington, D.C.</p> <p>@vacareers www.vacareers.va.gov VA U.S. Department of Veterans Affairs</p>	<p>VA NURSES WEEK 2019 100,000 REASONS TO CELEBRATE</p> <p>"I celebrate VA nurses because they are committed, dedicated and show up every day willing to do it all over again."</p> <p>Kelly A. Irving, MSN, RN Assistant Director for Patient Care Services, Michael E. DeBakey VA Medical Center, Houston, Texas</p> <p>@vacareers www.vacareers.va.gov VA U.S. Department of Veterans Affairs</p>	<p>VA NURSES WEEK 2019 100,000 REASONS TO CELEBRATE</p> <p>"I celebrate VA nurses because they are always on the front line. They are resilient, hard-working, compassionate, selfless and giving."</p> <p>Robin Davis, MSN RN Nurse Manager (PDS)/CD Salmon VA Medical Center, Salem, Virginia</p> <p>@vacareers www.vacareers.va.gov VA U.S. Department of Veterans Affairs</p>

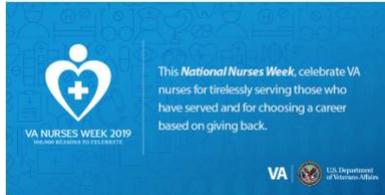


VA NURSES WEEK 2019
100,000 REASONS TO CELEBRATE

VA Nurses Week Flyers and Social Media Graphics

Continued

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Twitter/Facebook		
General 	General 2 	Beth Taylor 
Cathy Mattox 	Kelly Irving 	Robin Davis 

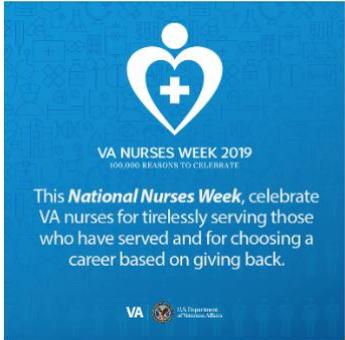
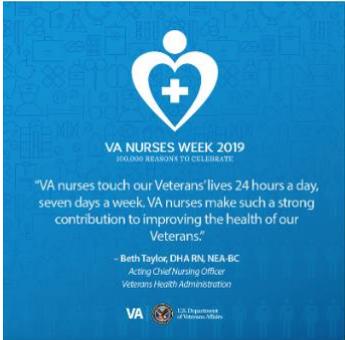
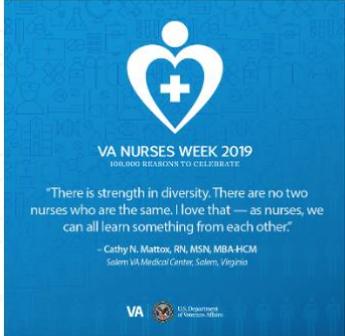
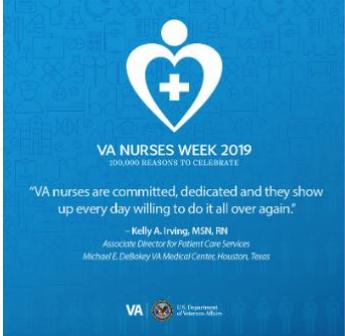
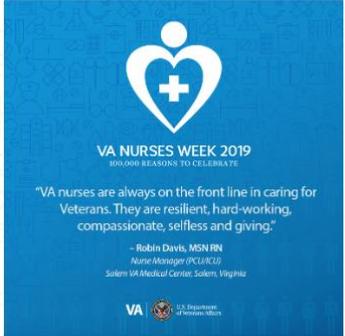


VA NURSES WEEK 2019
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VA Nurses Week Flyers and Social Media Graphics

Continued

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Instagram		
General 	General 2 	Beth Taylor 
Cathy Mattox 	Kelly Irving 	Robin Davis 



VA NURSES WEEK 2019
100,000 REASONS TO CELEBRATE

Additional VA Nurses Week Talking Points

Refer to the following messages to create videos and other content for Nurses Week promotions.

Thank you to VA's nursing staff and Choose VA careers

This week and all year long, VA thanks our 100,000-strong nursing team. VA nurses deliver the highest quality care to Veterans every day and are among the 4 million reasons to celebrate National Nurses Week. There's another reason to cheer: Anyone can Choose VA for their nursing career and contribute to Veterans' care. Visit www.VAcareers.va.gov today.

Additional thank you messages:

- We thank VA nurses for their exceptional service to Veterans, which starts at intake, continues at the bedside and is maintained through careful case management.
- We thank VA nurses for always being there for Veterans at risk of homelessness, Veterans in crisis and Veterans who just need someone to talk to.
- We thank VA nurses for being fierce advocates for Veterans and making sure they get the care they need, when they need it.
- We thank VA nurses for offering innovative, caring solutions that resolve complex health challenges faced by Veterans.
- We thank VA nurses for being valued members of integrated care teams that work collaboratively to help millions of Veterans feel better, faster.
- We thank VA nurses for serving Veterans in cities, in rural areas, in the suburbs and in every part of the United States.
- We thank VA nurse leaders for mentoring the next generation of nurses and helping them become the very best caregivers to Veterans.

Careers for nurses, including students and trainees

I am a VA nurse. Because I know it's more than a job. It's a mission to contribute to a Veterans' care team. Be among the 4 million reasons to celebrate Nurses Week. Choose VA for your nursing career.

www.vacareers.va.gov

VA



U.S. Department
of Veterans Affairs



VA NURSES WEEK 2019
100,000 REASONS TO CELEBRATE

- During Nurses Week and all year long, VA celebrates the work of the 100,000 nurses who provide high-quality care to Veterans every day.
- VA is a nursing career leader, training and employing the largest number of nurses in the nation.
- VA nurses' exceptional service starts at intake, continues at the bedside and is maintained through careful case management.
- Members of VA's 100,000-strong nursing team lead patient-care teams conduct research and take on leadership roles to mentor and guide the next generation of nurses.
- VA nurses solve complex challenges as integral members of Veteran-centered care teams.
- VA nurses are:
 - **Mission-critical:** Filling high-need occupations in nursing and delivering services that help Veterans get better, faster.
 - **Collaborative:** Applying clinical nursing skills to Veteran-centered care teams and providing integrated care to 9 million Veterans enrolled in VA.
 - **Always learning:** Growing a nursing career with an employer that rewards continuous learning.

Careers for Nurse Executives/Associate Directors

I am a VA Nurse Executive. Because I know it's more than a job. It's a mission to shape the delivery of healthcare to Veterans. Be among the 4 million reasons to celebrate Nurses Week. Choose VA for your Nurse Executive career.

- During Nurses Week and all year long, VA celebrates the work of the Nurse Executives who lead in providing high-quality care to Veterans every day.
- VA Nurse Executives are:
 - Advancing the quality of nursing care for more than 9 million Veterans enrolled in VA.
 - Applying clinical skills to develop the care practices of all VA nurses who care for Veterans.
 - Driving results and supporting innovation in the delivery of nursing services to Veterans.
 - Continuing to grow and shape leadership skills at VA through these programs:
 - Executive Career Field Candidate Development Program.
 - Health Care Leadership Institute.
 - High Performance Development Model.

www.vacareers.va.gov

VA



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VA NURSES WEEK 2019
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- Nursing Executive Leadership Board and Field Advisory Committee.
- Nurse Manager Development.
- Nurse Executive Mentoring.
- Senior Leadership Academy.
- Supervisor Training.
- VA Leadership Institutes.

Information to share with organizations

This week and all year long, join VA as we salute our 100,000-strong nursing team. VA nurses deliver high-quality care to Veterans every day and are among the 4 million reasons to celebrate Nurses Week.

- VA celebrates the work of all our nurses and invites your members to explore VA nursing careers.
- During Nurses Week, help educate your members about the benefits of a VA career and how to Choose VA nursing careers.
- VA provides information, tools and thought leadership to educate your members about nursing at VA through your channels, events and networks.
- VA offers creative advertising, brochures, messaging and recruiter outreach to help you spread the word about the benefits of VA nursing careers.