NPs: RISING
TO MEET THE NEEDS OF PATIENTS

#NPWEEK | NOVEMBER 13-19, 2022
Dear Colleagues,

It’s time to celebrate you! National Nurse Practitioner Week (NP Week) is a time to highlight the positive contributions nurse practitioners (NPs) make as we increase access to high-quality care, improve the health of our communities and make a lifesaving difference for patients. This year, I want to ensure your story is told, your well-being is prioritized and your needs are met as you continually rise to meet the needs of patients — overcoming countless challenges along the way.

With more than 355,000 NPs licensed to practice in the United States, we are a formidable group of professionals who bring clinical expertise, leadership and vital solutions to the challenges our health care system faces. We are well-positioned to reduce health care disparities and address social determinants of health, ensuring each patient receives the equitable, person-centered, high-quality care they deserve. From the front lines of the pandemic to telehealth, NPs are rising to meet the needs of patients in all communities and practice settings.

Now it is time to recognize the work you are doing — and the positive impact you are making! Please use the resources in this guide as inspiration to help you prepare for the November 13-19 NP Week celebration. This year, our theme is NPs: Rising to Meet the Needs of Patients. Together, we can increase awareness of the NP role, remove barriers that impede access to care and make this the best NP Week yet.

Inside this guide, you’ll find creative ideas, useful tips and media outreach templates to help you promote the NP role locally and nationwide. Use these resources to reach legislators and community members, plan and promote NP Week activities and get the word out to local media. Share your stories, photos and videos with AANP, and yours may be among the stories selected to help highlight the NP role during NP Week and throughout the year.

Thank you for everything you do to improve the health of patients in your community. This NP Week, let’s work together to amplify The Voice of the Nurse Practitioner® and increase awareness of the lifesaving care NPs provide. We look forward to showcasing — locally and nationwide — why millions of patients choose NPs!

Sincerely,
April N. Kapu, DNP, APRN, ACNP-BC, FAANP, FCCM, FAAN
AANP President
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**NPs: Rising to Meet the Needs of Patients**
Emphasize your message and media outreach during interviews and speaking engagements by using the official, AANP-approved talking points.

**Sample Press Release**
Customize your media outreach by inserting your area’s NP facts and NP Week activities into this sample news release.

**Preparing a Persuasive Letter to the Editor**
Craft an impactful article announcing your local NP Week activities. Send your letter to local newspaper and magazine editors.

**Join the Conversation**
Join the #NPWeek conversation on your own social media networks and help amplify the provided messages.

**Conversation Starters**
As you engage in NP Week discussions on social media, through media interviews or by writing an opinion editorial for your local newspaper, please keep these discussion topics in mind.

**Media Interview Guide**
Are you giving interviews in support of your NP Week activities? Use this guide to control the message and share with your community information about the high-quality care NPs provide.

**Public Service Announcements**
Send these ready-to-use public service announcements to local radio and television stations to help amplify your message and spread the word about your local NP Week activities.

**Television Ads**
Check out AANP’s television commercials and share them on your social channels.

**Posters**
Use these free, downloadable posters to share electronically or print and display in celebration of NP Week!
For more than half a century, NPs have been leading the charge to reduce health disparities and ensure that high-quality, person-centered health care is readily accessible to people in communities nationwide. NPs continue rising to meet the needs of patients — by pursuing the advanced education and clinical training required to become an NP, by completing countless hours of continuing education (CE) throughout their careers and by increasing patients' access to quality care. NPs practice in primary, acute, specialty and long-term care settings; via telehealth; and in mobile clinics — meeting patients where the need is greatest. With a focus on health maintenance and disease prevention, NPs play a key role in filling the growing demand for chronic, mental health and primary care. This NP Week, AANP joins with a grateful nation in recognizing NPs for their leadership, putting the health of patients ahead of their own and rising to meet the needs patients. We thank you!
IDEAS FOR LOCAL ACTIVITIES

Lend Your Voice to the NP Week Celebration!

SHARE your NP story, photos or videos at aanp.org/shareyourstory for the chance to be highlighted during NP Week and throughout the year.

DISTRIBUTE NP Week and We Choose NPs materials in health care settings, with patients and on social media. When possible, 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 (e.g., mayor, city council manager) or state official (e.g., governor, senator) to issue a proclamation designating November 13-19 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 (letter to the editor or opinion editorial) about the significance of NPs locally or the impact of NPs within the health care 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.

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 NP 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 (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.

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.

START a conversation on Twitter using the #NPWeek and #WeChooseNPs hashtags, and post messages on other social media sites.

WRITE a blog post for your practice’s or health system’s blog discussing the role of NPs in health care today.
AANP State Liaisons and NP Organization members are working diligently to secure NP Week proclamations signed by elected officials recognizing the outstanding care NPs provide to patients in each state. Proclamations signed by governors and other elected officials will be showcased in green on AANP’s annual NP Week Proclamation Map — or even better — filled with pictures of NPs who were present for the signing or an image of the proclamation itself. Congratulations to NPs in Alabama for submitting the first NP Week proclamation of 2022, signed by Governor Kay Ivey!
FACTS ABOUT NPs

There are more than 355,000 NPs licensed in the U.S.1

- More than 36,000 new NPs completed their academic programs in 2019–2020.3
- 88.9% of NPs are certified in an area of primary care, and 70.2% of all NPs deliver primary care.3
- 96.2% of NPs prescribe medications, and those in full-time practice write an average of 21 prescriptions per day.3
- 81% of full-time NPs are seeing Medicare patients, and 78.7% are seeing Medicaid patients.3
- 42.5% of full-time NPs hold hospital privileges; 12.8% have long-term care privileges.3
- In 2020, the median base salary for full-time NPs was $110,000.3
- NPs have been in practice an average of 11 years.3
- The majority of full-time NPs (59.4%) see 3 or more patients per hour.2
- NPs hold prescriptive privileges, including controlled substances, in all 50 states and D.C.
- The average age of NPs is 49.3
- The majority of full-time NPs (59.4%) see 3 or more patients per hour.2

To date, 26 states, the District of Columbia and two U.S. territories have adopted Full Practice Authority, giving patients full and direct access to NPs.
### Distribution of NPs by Primary Certification Area

<table>
<thead>
<tr>
<th>CERTIFICATION*</th>
<th>% OF NPs</th>
</tr>
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<tbody>
<tr>
<td>Family^</td>
<td>69.7</td>
</tr>
<tr>
<td>Adult^</td>
<td>10.8</td>
</tr>
<tr>
<td>Adult-Gerontology Primary Care^</td>
<td>7.0</td>
</tr>
<tr>
<td>Psychiatric/Mental Health</td>
<td>4.7</td>
</tr>
<tr>
<td>Acute Care</td>
<td>4.1</td>
</tr>
<tr>
<td>Pediatrics-Primary Care^</td>
<td>3.2</td>
</tr>
<tr>
<td>Adult-Gerontology Acute Care</td>
<td>2.9</td>
</tr>
<tr>
<td>Women's Health^</td>
<td>2.9</td>
</tr>
<tr>
<td>Gerontology^</td>
<td>1.8</td>
</tr>
<tr>
<td>Neonatal</td>
<td>1.0</td>
</tr>
<tr>
<td>Pediatrics-Acute Care</td>
<td>0.7</td>
</tr>
</tbody>
</table>

* The sum of all percentages is greater than 100% because some NPs have more than one certification.

^ Indicates a primary care certification.

Updated April 2022

1 AANP National Nurse Practitioner Database, 2022.
SAMPLE PRESS RELEASE

The following news release can be modified with specific details and shared with your local news outlets. Remember to provide your contact information in case the media have any questions or would like to pursue a story.

FOR IMMEDIATE RELEASE
Contact: [Your Name]
[Your Email Address]
[Your Telephone Number]

Nurse Practitioner Are Rising to Meet the Needs of Patients
2022 National Nurse Practitioner Week Celebrated November 13-19

CITY, STATE (Date) — As the demand for quality health care continues to increase, nurse practitioners (NPs) are rising to meet the needs of patients. Throughout the COVID-19 pandemic, NPs have been on the front lines of health care delivery, ensuring patients have access to lifesaving vaccinations, as well as primary, acute, long-term and specialty care. To honor their many contributions to the health of communities nationwide, [insert your city] is recognizing the critical role of NPs as part of the annual National Nurse Practitioner Week (NP Week) celebration, held November 13-19 this year.

NP Week recognizes the positive impact NPs make in the lives of patients through more than 1 billion annual visits. More than 355,000 NPs are increasing access to equitable, person-centered, high-quality health care. These health care professionals practice in clinics, hospitals, emergency rooms, urgent care centers, nursing homes and private practices across the country — wherever patients are in need. NPs assess patients, order and interpret tests, make diagnoses and provide treatment, including prescribing medications. As clinicians who blend clinical expertise with an added emphasis on disease prevention and health management, NPs are the health care provider of choice for millions of Americans.

"NPs prioritize the needs of patients and improve the health of their communities," said April N. Kapu, DNP, APRN, ACNP- BC, FAANP, FCCM, FAAN, president of the American Association of Nurse Practitioners® (AANP). "Since the nurse practitioner role began more than 50 years ago, NPs have risen to meet each challenge, worked to eliminate health care disparities and strengthened our nation's ability to ensure patients have equitable access to high-quality care."

[Insert local activities and ways NPs in your area go the extra mile to care for patients.]

To access a wealth of timely health care resources, explore ways protect your health during the COVID-19 pandemic and learn more about NPs or locate an NP near you, visit wechoosenps.org.

###
PREPARING A PERSUASIVE LETTER TO THE EDITOR

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 to the readership of a publication. It can be persuasive — and in the case of NP Week — it is an excellent opportunity to educate your community about NPs and their importance to patient health.

**IDENTIFY YOURSELF**

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

**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.

**GET TO THE POINT**

While submission guidelines vary, LTEs should be fewer than 200 words, so stick to one main point and address it quickly, without a lot of filler text or jargon.

**MAKE IT PERSONAL**

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

**TIE IT BACK**

Relate your personal NP experiences to broader NP Week messaging to add important context to your letter.

**SHARE RESOURCES**

Provide links to aanp.org and wechoosenps.org so readers can access more information.

**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 FACTUALLY CORRECT**

Letters should convey a viewpoint, but they must be based on fact, so verify your data before submitting.

**CHECK YOUR WORK**

Review your letter for typos and grammatical mistakes before you submit it!

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THANK YOU FOR RISING TO MEET THE NEEDS OF YOUR PATIENTS!

As you put the needs of your patients first, AANP prioritizes you. Join AANP at join.aanp.org to gain access to exclusive discounts, members-only content and CE activities and much more.
NPs have built a vibrant community of colleagues on social media, where they engage in professional, collegial conversations about trending health care topics, connect with clinicians and patient advocacy groups and share emerging health care resources and research. During NP Week, conversations that include the #NPWeek hashtag may reach millions of people. It’s the perfect time to join in the fun on Twitter, Instagram, Facebook and LinkedIn. We want to hear from you!

As excitement for this year’s celebration builds, begin highlighting upcoming NP Week events and activities by adding your unique voice and insights to the digital dialogue. Engaging in #NPWeek conversations — early and often — will help you build your professional network of NPs, other health care professionals, media, policymakers and patients.

To access the most current NP- and health-related news, make new connections and keep up with leading voices in health care, visit the social media channels below. These are the best places to support NPs and patients this week and all year long. Don’t forget to share your NP Week photos and experiences by adding the #NPWeek tag to your posts!

**FACEBOOK**

With more than 100,000 followers, AANP’s presence is among the largest among health care organizations and provides timely updates on the most important issues facing you and your patients. Like AANP’s Facebook page to stay in the loop about CE activities, conferences, legislative changes and more. Explore the We Choose NPs page while you’re there!

**TWITTER**

Follow @AANP_News to access the most current updates, resources and opportunities for NPs. AANP uses the #NPsLead hashtag year-round, and during NP Week, the #NPWeek tag will be trending. To join the conversation, search for #NPWeek and include that tag in your posts! Be sure to follow @PresidentAANP and @WeChooseNPs, as well.

**LINKEDIN**

The AANP LinkedIn group is a great place to connect with other NPs and discuss issues and trends relevant to your role. Be sure to follow AANP’s LinkedIn page and increase your professional network.

**INSTAGRAM**

For visual content that promotes the NP role, follow @AANP_News and use the #NPWeek hashtag to join the NP Week conversation.

**YOUTUBE**

AANP frequently posts videos on YouTube, so be sure to check for the latest cool clips to share with your social networks.
NP WEEK SOCIAL MEDIA

SAMPLE TWEETS

It’s National #NPWeek! As a (insert your specialty) NP, I (insert a short description of your role). Learn more about NPs at wechoosenps.org, #NPsLead

This National #NPWeek, Nov. 13-19, join me and @AANP_News in celebrating the 355,000 nurse practitioners who are rising to meet the needs of patients and delivering high-quality health care. aannp.org/npweek, #NPsLead

Nov. 13-19 is National #NPWeek! Please help me and @AANP_News honor the nation’s 355,000 NPs — and the patients who choose an NP for their health care needs. wechoosenps.org, #WeChooseNPs

I’m proud to be a #nursepractitioner. NPs deliver high-quality, person-centered primary, specialty, acute and long-term care to patients nationwide. Celebrate NPs during #NPWeek Nov. 13-19, aannp.org/npweek, #NPsLead #WeChooseNPs

NPs are on the front lines of health care, increasing equitable access to quality care. Thanks to all my NP colleagues for rising to meet the needs of patients. aannp.org/npweek, #NPWeek #WeChooseNPs #NPsLead

SAMPLE FACEBOOK POSTS

American Association of Nurse Practitioners

It’s National Nurse Practitioner Week! Join me November 13-19 as we celebrate the more than 355,000 NPs who are rising to meet the needs of patients nationwide. Did you know that NPs provide lifesaving care in more than 1 billion patient visits each year? Special thanks to my NP colleagues — and the millions of patients who choose an NP. aannp.org/npweek

Happy National Nurse Practitioner Week to all my NP colleagues! November 13-19 we’re celebrating the positive difference more than 355,000 NPs are making — rising to meet the needs of patients and delivering high-quality health care in more than 1 billion visits annually. Learn more at aannp.org/npweek

The best thing about being a nurse practitioner is (insert your content). Join me in celebrating National Nurse Practitioner Week November 13-19. Learn more at aannp.org/npweek

During National Nurse Practitioner Week, November 13-19, I’d like to share my gratitude for an NP colleague who has made a meaningful difference by (insert your story). Learn more about NPs at wechoosenps.org
With a spotlight on NPs Sunday through Saturday, NP Week brings an opportunity to highlight the breadth and depth of the NP role, the meaningful difference NPs make in the lives of patients and the leadership NPs demonstrate as they advocate for positive change. As you engage in NP Week discussions on social media, through media interviews or by writing an opinion editorial for your local newspaper, please keep the following discussion topics in mind.

**Sunday, November 13** — This year’s NP Week theme is NPs: Rising to Meet the Needs of Patients. Please share your story of NP leadership, mentorship, innovation, clinical proficiency, resilience or advocacy at [aanp.org/shareyourstory](http://aanp.org/shareyourstory). Recognize NP excellence during media interviews, by writing blogs or articles and by posting on your social media channels. Take time to express your gratitude for an NP who has made a positive difference in your life.

**Monday, November 14** — Help celebrate the variety of roles NPs hold by sharing where you practice, teach or lead. What patient population do you serve and in what setting? What inspired you to become an NP and what motivates you to continue providing high-quality, person-centered health care?

**Tuesday, November 15** — NPs are on the front lines of health care delivery, working to address social determinants of health, achieve health equity and increase access to health care for patients. Discuss ways NPs are reducing health care disparities.

**Wednesday, November 16** — NP Week is the ideal time to celebrate the high-quality health care NPs provide through more than 1 billion patient visits each year. With data-driven insights from 50 years of research studies, it is clear why millions of Americans choose an NP as their partner in health. Share the benefits of NP-delivered care.

**Thursday, November 17** — The future of the NP role is bright! In fact, U.S. News & World Report named NP the top health care job in 2022. As the demand for health care access continues to grow — and nearly 53% of the need for primary care remains unmet — how can NPs help ensure patients have access to high-quality health care?

**Friday, November 18** — AANP is The Voice of the Nurse Practitioner®, advocating for NPs and their patients wherever important health care decisions are being made. How do you choose to use your NP voice? On social media, please use the #NPWeek and #NPsLead hashtags to share which causes are most important to you and what actions you are taking to effect positive change.

**Saturday, November 19** — As NP Week concludes, it’s important to recognize the resilience NPs have shown throughout the COVID-19 pandemic. Share tips or resources that help you restore your joy, rest, reenergize and prioritize your well-being so you can continue bringing your very best to patient care.
MEDIA INTERVIEW GUIDE

Media Dos: 15 Tips for Success

Media interviews provide a tremendous opportunity to spread NP Week messaging and generate important exposure for NPs in your area. Below are recommendations for delivering your message persuasively and effectively in the media.

**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.

**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.

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

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

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

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

**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.

**Avoid health care 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.

**Emphasize important points.** Before you make an important point, flag the sound bite with phrases like, “The most important take away is ...”

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

**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.

**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.

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

**Make yourself available.** Reach out to news outlets at least a week before NP Week. Also, interviewers often have follow-up questions, so share your contact information and make yourself accessible for additional comment.

**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 colors 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 you 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.
- Add a belt to an oversized top to avoid a baggy, wrinkled look.
- Sit on the back of a suit jacket to create a wrinkle-free line and prevent bunching.
- Contact communication@aanp.org before giving an interview to receive guidance and talking points on the interview topic.

INTERVIEW DON’TS:
SIX THINGS TO AVOID

1. Don't disparage other health care providers.
2. Don't guess. Stick to what you know.
3. Don't be sarcastic. You may be misinterpreted.
4. Don't exaggerate. Only use defensible facts.
5. Don't be intimidated. You're the expert.
6. Don't lose your cool. Patience speaks volumes.
PUBLIC SERVICE ANNOUNCEMENTS

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 a challenge 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 1 | 60 SECONDS

NPs: Rising to Meet the Needs of Patients

More than 94 million Americans lack access to primary health care [or insert your state numbers here]. Our nation must do better — and the solution is clear.

Every day, nurse practitioners are rising to meet the needs of patients — with 355,000 NPs providing high-quality health care in communities nationwide. In fact, patients choose NPs in more than 1 billion visits each year.

NPs are an excellent choice for your family’s health care needs — providing primary, acute and specialty care to patients of all ages. In every state, NPs assess patients, order and interpret tests, make diagnoses and provide treatment — including prescribing medications.

During National Nurse Practitioner Week, [COMMUNITY] is celebrating the outstanding contributions of nurse practitioners in [STATE] 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.
NPs: Celebrate the Solution

Choosing the right primary care provider is an important first step in managing your health, but for many Americans, finding a health care provider to meet their needs can be a challenge.

Today, America’s nurse practitioners represent 355,000 solutions to improving patient health. In fact, NPs are the health care provider trusted by millions of Americans, and 80% of adults have been treated or know someone who has been treated by an NP.

In all 50 states, NPs assess patients, order and interpret tests, make diagnoses and provide treatment — including prescribing medications. Most importantly, as clinicians who blend clinical expertise with an added emphasis on disease prevention and health management, NPs bring a comprehensive perspective to patient care.

As we celebrate National Nurse Practitioner Week, learn how NPs are rising to meet the needs of patients in their communities. If you are considering an NP for your health care, visit npfinder.com to find an NP near you!

To learn more about NPs, visit aanp.org.

SCRIPT 3 | 30 SECONDS

More and more Americans (Texans, Oklahomans or customized for your state) are making the healthy choice to see a nurse practitioner for their care. In fact, more than 80% of adults have seen an NP or know someone treated by an NP. With outstanding health outcomes and patient satisfaction rates, NPs emphasize healthy living through education, counseling and disease prevention. Your health matters. Choose an NP to see firsthand how NPs are rising to meet your health care needs.

To learn more about NPs, visit aanp.org.
TELEVISION ADS

AANP frequently develops new commercials to increase awareness of the important role NPs play in health care. During NP Week, please share the informative spots below, and watch for a new commercial that is coming soon!

**We Choose NPs**
31 SECONDS

**Lifesaving Care**
31 SECONDS

**Molly’s Story**
31 SECONDS

**Sasha’s Story**
31 SECONDS
POSTERS

Use these free, downloadable posters to share electronically or print and display in celebration of NP Week!

NP: RISING TO MEET THE NEEDS OF PATIENTS
Honing Nurse Practitioners for Delivering High-Quality Health Care in More Than 1 Billion Visits Annually
#NPWEEK
National Nurse Practitioner Week
November 13-19, 2022
Visit aann.org to learn more.

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Honing Nurse Practitioners for Delivering High-Quality Health Care in More Than 1 Billion Visits Annually
#NPWEEK
National Nurse Practitioner Week
November 13-19, 2022
Visit aann.org to learn more.

NP: RISING TO MEET THE NEEDS OF PATIENTS
During National Nurse Practitioner Week, we honor our nation’s more than 355,000 nurse practitioners (NPs) for rising to meet the needs of patients by delivering high-quality health care in more than 1 billion visits each year. In rural and urban areas alike, NPs diagnose and treat patients of all ages, ordering tests, prescribing medications and managing chronic conditions.

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NP: RISING TO MEET THE NEEDS OF PATIENTS
During National Nurse Practitioner Week, we honor our nation’s more than 355,000 nurse practitioners (NPs) for rising to meet the needs of patients by delivering high-quality health care in more than 1 billion visits each year. In rural and urban areas alike, NPs diagnose and treat patients of all ages, ordering tests, prescribing medications and managing chronic conditions.

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November 13-19, 2022