

CVP WEEK

Sponsored by:
The Alliance of Cardiovascular Professionals
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FEBRUARY 14-21, 2010



*Allied
in Excellence*

Cardiovascular Professionals Week
February 14-21, 2010

INTRODUCTION

The delivery of high quality health has become very complex, relies on a diverse team of health professionals and particularly in the cardiovascular arena. Some on this team — physicians, nurses, pharmacists are familiar to the public; others are less known. Most of these less providers are in a category called health professionals. These members of the health care team are invaluable in all aspects of care delivery in cardiovascular settings.

The Alliance of Cardiovascular Professionals represents 3000+ professionals including administrators, managers, supervisors, nurses, technologists and technicians. These professionals represent a large and very diverse constituency within the cardiovascular workforce, and are part of the solution for addressing cardiovascular care issues. Developed from the specialization of medicine, and growth of technology, cardiovascular health providers work in a variety of disciplines at many levels of the health care infrastructure. Broad-based collaboration has strengthened and benefited all cardiovascular delivery by increasing the quality, encouraging cost effective approaches and making health care more accessible.

Cardiovascular Professionals are responsible for supporting a huge part of the healthcare workforce. We can recognize their contribution through Cardiovascular Professionals Week.

IMPLEMENTATION OUTLINE FOR ACTIVITIES

STEP 1: Planning

1. Make a list of each allied health department you can think and identify a contact person.
2. Run a general notice in the institution's newsletter asking for volunteers from as many allied health disciplines as possible — this should cover the departments you may have missed in your contact list.
3. Get count for total allied health professionals at your organization.
4. Plan a meeting to organize Allied Health Professions Week events. Set a meeting room, then personally notify your contact list. Send a notice through the newsletter to anyone else interested in attending.

STEP 2: Organizing

1. Explain to the participants the purpose and importance of Allied Health Professions week and stress the focus on collaboration among the disciplines.
2. Discuss ways to celebrate Allied Health Professions Week. Review the list of ideas or create some ideas of your own. Be cautious not to take on too much!
3. Assign each day to a discipline to prepare an activity - funny, educational, informational, charity-oriented, or plan one cooperative event for the week.
4. Don't forget about night and weekend shifts. Include evening celebrations.

STEP 3: Preparing

1. Hold short meetings every few weeks to check on group progress.
2. Contacts for donations always take the longest, so get to those vendors early!
3. Scheduling space in the cafeteria can also be tight, so set your time early.
4. Use email and phone to keep in touch with everyone.
5. Get concrete commitments from individuals for time to man tables, set up displays, etc.

STEP 4: Implementing

1. Get the right person into the right job. Everyone can contribute a few minutes during the week to make it run smoothly.
2. Make a chart of what happens when, who is in charge and their phone numbers and email addresses and the time required by each helper. List all helpers for each activity.
3. In general, do the food things earlier in the week and the give-aways toward the end.
4. Have a clean-up team for the end of the events and/or the week.
5. Make sure all donors get a thank- you letter. You'll want to have them for next year!
6. In the week following, meet with your team to assess successes and set the tone for next year's celebration.

With an idea in mind, here is a plan to get you started and to inspire you and your co-workers to celebrate Cardiovascular Professionals Week. Keep in mind that most projects start with humble beginnings. Contacting and collaborating with other allied health workers and identifying common goals and interests are the real activities for this week

Get financial assistance for your activity from vendors or local stores and organizations that might donate gifts, food or other resources. Also, solicit support from the marketing department, the CEO, human resources, or your department manager. Explain your cause, be professional and always send a thank you!

SAMPLE PRESS RELEASE

FOR IMMEDIATE RELEASE

CONTACT: Your Name

Your Telephone

CARDIOVASCULAR PROFESSIONALS WEEK CELEBRATED AT [YOUR INSTITUTION/ORGANIZATION]

YOUR LOCATION, STATE -- The Alliance of Cardiovascular Professionals and YOUR INSTITUTION OR ORGANIZATION announces its annual celebration of the work performed by Cardiovascular Practitioners and Managers and the contribution these individuals make to healthcare. Cardiovascular Services Practitioners include those professionals working in Invasive, Noninvasive, Echo, EKG, and Cardiopulmonary Departments.

Cardiovascular Professionals Week is February 14-21, 2010. It is a nationally recognized week, which can be found on the official federal legislative calendar for important dates and recognitions. ACVP and its over 3,000+ members celebrate the week through a variety of activities. One of the most visible ways to support the work these professionals perform to is to place posters and wear buttons visibly throughout your institution. These items are available through ACVP.

This year's theme for the week is CARDIOVASCULAR PROFESSIONALS: ALLIED IN EXCELLENCE! This theme emphasizes the work performed together in achieving the highest quality healthcare. For further information and materials, please contact the ACVP Office at 804.632.0078.

YOUR INSTITUTION/ORGANIZATION supports many professionals involved in the work of cardiovascular care. Our services to the community include [LIST PROGRAM INFORMATION].

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SAMPLE IDEAS OF ACTIVITIES FOR CELEBRATING CARDIOVASCULAR PROFESSIONALS WEEK

GET TO KNOW THE PEOPLE – Instruct everyone in the department to make a poster about their “other” life. This can include what individuals do in their spare time, how they spend holidays and days off, hobbies, etc. Provide poster board, glitter, and felt pens for staff to use. They may use a theme of their choice, the theme of the week, pictures, etc. Designate four people to make the first posters and hang these in the department halls to get the rest of the department started. All posters should be hung. There could be a contest for the most ingenious, most glamorous, etc. This is a great way for everyone to get to know each other beyond professional lives.

CARDIOVASCULAR JEOPARDY – Instruct a team of cardiovascular professionals to develop “answers” to questions involving your institution, cardiovascular practice and healthcare. Post these questions in a common area throughout the week asking staff members to provide questions. Those recording the most questions could win a prize or recognition.

LETTER TO RECEIVE LOCAL/STATE RECOGNITION OF THE WEEK
PLACE ON INSTITUTIONAL LETTERHEAD

Date

The Honorable Mayor's Name/Governor's Name
Address
City, State Zip

Dear Mayor/Governor Name:

Cardiovascular Professionals Week is February 14-21, 2010. It is a nationally recognized week which is on the official federal legislative calendar for important dates and recognitions.

This year's theme for the week is **CARDIOVASCULR PROFESSIONALS: ALLIED IN EXCELLENCE**. This is an annual celebration of the work performed by cardiovascular practitioners and managers and the contribution these individuals make to healthcare. Cardiovascular services practitioners include those professionals working in invasive (cath labs), noninvasive, echo, EKG and cardiopulmonary departments.

The Alliance of Cardiovascular Professionals and NAME OF YOUR HOSPITAL OR ORGANIZATION are writing to ask you to help us celebrate Cardiovascular Professionals Week by writing a letter and officially recognizing the professionalism and care with which individuals in this allied health profession exhibit.

Please send this letter and/or declaration to HOSPITAL OR ORGANIZATION, ADDRESS, CITY, STATE ZIP no later than February 5, 2010. This will give ample opportunity for this prestigious proclamation to be prominently displayed in our healthcare facility.

Thank you for your time and support. If you have any questions or require any further information, please don't hesitate to call.

Sincerely,

Director of Program
Name of Institution

IDEAS FOR PROMOTING ALLIED HEALTH PROFESSIONS WEEK

The magnitude of your intervention is not as important as the fact that you do SOMETHING, and the fact that you COLLABORATE with other health professionals while doing so. Pick a project and get started NOW'

To celebrate our profession...

- Provide cardiovascular professionals with ribbons or buttons to wear for the week to celebrate Cardiovascular Professionals Week.
- Hold a raffle for staff each day during the week; post winners' names in location where other employees will see them.
- Develop a quiz or crossword puzzle about cardiovascular medicine and give prizes at the end of the week for the best entry.
- Have a "Cardiovascular Professional" or "Cardiovascular Student" honored for each day of the week by his/her colleagues. Publicize who is named and then have a small luncheon for all the winners to celebrate.
- Invite health leaders from area institutions to a luncheon; have a guest speaker celebrate contributions of the cardiovascular health workforce to health care.
- Organize a picnic, potluck dinner, softball game, volley ball, etc. for allied health professionals on one evening during Cardiovascular Professionals Week.

To make the public aware...

- Post Cardiovascular Professionals Week posters throughout the institution.
- Plan a bulletin board or display cabinet in a prominent area of the institution for a weekly/ monthly display of cardiovascular information.
- Plan a balloon arch for the facility entrance or for the cafeteria entrance to hold a banner announcing Cardiovascular Professionals Week.

- Have all employees in the cardiovascular health department wear the same color shirts (CVP Week shirts), or produce shirts promoting Cardiovascular Professionals week.
- Profile special cardiovascular professionals in the institution's newsletter.
- Profile outstanding professionals, educators and/or students in the institution's newsletter for the week.
- Celebrate one outstanding cardiovascular professionals daily by displaying a poster with a large photograph, name, and brief biographical sketch in a public area.
- Contact local newspaper well in advance with idea(s) for an article(s) about Cardiovascular Professionals Week and/or about local citizens who fill prominent allied health positions in local health care institutions.
- Have the institution or department purchase several bunches of flowers and distribute to the patients in honor of Cardiovascular Professionals Week. Inform the patient that a cardiovascular professional cared for them.
- Sponsor a series of films during the week that highlight contributions of health professionals to health care.
- Make "table tents" for the cafeteria that highlight cardiovascular contributions.
- Contact local service organizations (Lions Club, Kiwanis, etc.) and offer to provide speakers on health professionals' contributions to health care.
- Set up a display table in the cafeteria or other central location to be manned during lunchtime by health providers or educators to highlight the different areas of cardiovascular medicine. Distribute promotional literature and snacks.

To educate authorities...

- Have the institution's President/CEO invite a group of cardiovascular professionals to lunch or breakfast as an opportunity to talk with him/her about health contributions/challenges in the institution.
- Ask the CEO/Vice President(s) to take time that week to tour the workplaces of cardiovascular professionals with the department leader and have them shake hands and express thanks to the staff.
- Have the President/CEO or VP of Human Resources send a bouquet of flowers to the cardiovascular department with a message of thanks and congratulations for the excellent contributions to the institution.

To recruit to the profession...

- Send posters and information to local high schools advertising Cardiovascular Professionals Week.
- Invite a select group of local high school students to 'shadow' health professionals for a few hours to gain firsthand experience and knowledge. Students should report back to their classes about their experiences.
- Invite high school guidance counselors to a luncheon with cardiovascular department heads or educators to discuss opportunities in allied health.

To improve relationships within healthcare...

- Invite all cardiovascular health staff to a coffee/donut reception in the morning or to a coke/cookie reception in the afternoon with the institution's cardiovascular health leaders to say "thanks" for their contributions. (Give attendees a small gift pen, mug, etc. with celebratory message on it.)
- Invite allied health faculty from local college/university to the institution to meet allied health clinical professionals; college/university faculty could invite allied health clinical professionals to campus to meet the faculty.
- Arrange panel discussion for institution's allied health leaders to discuss current issues in each of their professions; invite all health care colleagues.

CVP WEEK 2010 – FEBRUARY 14-21, 2010

Contact/Shipping Information

Name _____
 Address _____
 City: _____ State: _____ Zip: _____
 Phone: _____ Fax: _____
 Email: _____

I wish to place an order for the following

<u>Item</u>	<u>Quantity</u>	<u>Cost</u>
Travel Cup @ \$8.25/each	_____	_____
Sports Bottle @ 7.50/each	_____	_____
Tote Bag @ 8.00/each	_____	_____
Back Pack @ \$6.00/each	_____	_____
Pens @ \$1.50/each	_____	_____

Apparel

Short Sleeve T-Shirt @ \$15.95/each		
M L XL XXL	_____	_____
Long Sleeve T-Shirt @ \$17.95/each		
M L XL XXL	_____	_____
Sweat Shirt @ \$24.95		
M L XL XXL	_____	_____
Caps @ \$7.00/each	_____	_____

Posters

1-10 @ \$5.50/each	_____	_____
11-50 @ \$5.25/each	_____	_____
51+ @ \$5.00/each	_____	_____

Lapel Pins

1-10 @ \$6.00/each	_____	_____
11-50 @ \$5.50/each	_____	_____
51+ @ \$5.25/each	_____	_____

Shipping

Regular mail = \$10 2-day UPS = \$30 Overnight = \$50

All items will be shipped the last week in January to arrive prior to CVP Week!

Membership in ACVP – Special CVP Week Rates!!

- Individual – All Specialties = \$52.50 (regularly \$105) Quantity: _____
- Institutional – up to 10 team members - \$500 with all individual fees waived
- Institutional – up to 25 team members - \$1000 with all individual fees waived

Payment Information

Check/Money Order PO Number Credit Card (MC; Visa; Amex)

Credit Card Number: _____ Exp. Date: _____

Signature: _____



Mail payment to: ACVP -- P.O. Box 2007; Midlothian, VA 23113

Fax: 804.639.9212



Phone Orders: 804.632.0078

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