

CVP WEEK

Sponsored by:
The Alliance of Cardiovascular Professionals
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FEBRUARY 11-17, 2018



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 Cardiovascular Professionals 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 Cardiovascular Professionals disciplines as possible — this should cover the departments you may have missed in your contact list.
3. Get count for total Cardiovascular Professionals at your organization.
4. Plan a meeting to organize Cardiovascular Professionals 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 Cardiovascular Professionals week and stress the focus on collaboration among the disciplines.
2. Discuss ways to celebrate Cardiovascular Professionals 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 11-17, 2018. 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: HEART OF THE MATTER. This theme emphasizes the work performed together healthcare is supported tremendously by cardiovascular professionals. 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 11-17, 2018. 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 **CARDIOVASCULAR PROFESSIONALS: THE HEART OF THE MATTER**. 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 cardiovascular professionals exhibit.

Please send this letter and/or declaration to HOSPITAL OR ORGANIZATION, ADDRESS, CITY, STATE ZIP no later than February 5, 2018. 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 CARDIOVASCULAR PROFESSIONALS 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 Cardiovascular 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 Cardiovascular Professionals 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 Cardiovascular Professionals.

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 Cardiovascular faculty from local college/university to the institution to meet clinical professionals; college/university faculty could invite Cardiovascular Professionals clinical professionals to campus to meet the faculty.
- Arrange panel discussion for institution's Cardiovascular Professionals leaders to discuss current issues in each of their professions; invite all health care colleagues.

Most Organized

These staff members are coordinated and methodical in their approach allowing little to ever fall through the cracks. They can be counted on to remain on track and focused on the goal at hand.

We thank them all for their directive abilities!

Most Productive

No matter what the volume or how short the deadline, these staff members always manage to get the job done. The rest of us often marvel at how they get so much work done in so little time!

We thank them for finishing what they start!

Most Positive Attitude

These staff members represent our "Can Do" People. Give them a problem and they will see it as an opportunity. Their cup is always half full! It's their positive attitude that keeps us moving.

We thank them for being our "Lemonade" makers!

Most Reliable

These staff members are always there when you need them. They are the ones you can depend on when the going gets tough and will always go the extra mile to see that the job is done well.

We thank them for being the backbone of our success!

Most Resourceful

These staff members have the ability to act effectively or imaginatively in any, but especially in difficult, situations. We are frequently amazed at their quiet determination and dedication.

We thank them for sharing their special and unique abilities!

Most Stable

These staff members provide calmness when everything seems to be in turmoil. They serve as a touchstone in our ever-changing, emotionally charged, adrenaline-driven work settings.

We thank them for sharing their clarity and steady perspective!

**SAMPLE AWARDS
TO RECOGNIZE
TEAM MEMBERS
DURING CVP WEEK**

Best Communicator

These staff members are the glue that holds patients, providers, and staff together. They ensure that feelings are understood, and that information provided is accurate and consistent.

We thank them for their interpersonal rapport!

Best Team Player

These are the staff members that can be depended on to insure that projects come to fruition. They will go the extra mile to assist in any way they can to achieve the overall goal.

We thank them for all of their team effort!

Best Juggler

These staff members are the ones that can multi-task with a smile.

They are able to rapidly move from one "fire" to another without seeming to blink an eye.

We thank them for being able to help to prevent disasters!

Most Compassionate

These staff members are truly kind, considerate, and caring. They exhibit an empathetic approach and show their genuine concern for others through their caring actions.

We thank them for treating others as they would like to be treated!

Most Creative

These staff members are definitely out of the box thinkers who can keep the primary goal in sight. They can think on their feet and are always able to find a way to get the job done.

We thank them for their original and expressive performance!

Most Flexible

These staff members stay on their toes and are ready to make a change in direction at a moment's notice. They understand the need to adapt quickly, and they do so without complaint.

We thank them for being enthusiastic "Can-Doers"!

Most Diplomatic

These staff members are able to tell someone they did something wrong and make them feel good about it.

They can address controversial issues and arrive at win-win decisions.

We thank them for being there for all of us!

Most Motivated

These staff members have that Gung-Ho attitude, that at times can make some folks a little crazy, but overall helps to motivate and boost the morale of those around them.

We thank them for their passion and enthusiasm!

CVP WEEK 2018 ITEMS

QTY.



TRAVEL CUP

\$8.25 ea.

- A red travel cup with a three-color CVP week logo variant with red hands.
- Patent pending contrasting bold color silicone texture grip protects your hand, gives a solid grip and calls attention to the CVP week logo.
- The cup fits standard automotive cup holders.
- BPA-free hard plastic dual-wall insulation keeps beverages hotter for longer.
- Matching screw-on lid with drink-through opening.
- Holds 19oz.
- Not recommended for microwave or dishwasher.

SUBTOT.



SPORTS BOTTLE

\$7.50 ea.

- A two-color CVP Week logo variation (white and yellow) stands out on this light-weight and durable red aluminum water bottle.
- Re-use, recycle and support CVP Week 2018!
- The bottle is easy to transport with a matching carabiner that conveniently attaches to a backpack, duffel or sport pack.
- The bottle is dishwasher safe, BPA-free and easy to use with its screw-on lid and food-grade internal liner.
- Holds 26 oz.

SUBTOT.



TOTE BAG

\$8.00 ea.

- A one-color white CVP Week 2018 logo stands out on this roomy, royal blue tote.
- 15" H x 13" W with a 10" gusset.
- Pack a picnic—thermal insulation helps keep hot food hot and cold food cold for hours in this tote.
- Front and back slip pockets are ideal for storing grocery lists or other small items.
- Includes a zippered closure, reinforced handles and a black PVC bottom board.
- Made from 100-gsm non-woven polypropylene.
- 100% recyclable, hand washable and made from recycled material.



BACK PACK

\$6.00 ea.

- A two-color (white and yellow) CVP Week 2018 logo stands out with a large imprint on this durable red drawstring pack.
- 16.5" H x 13" W.
- This sports pack is made of 80gsm, non-woven, coated and water-resistant polypropylene.

SUBTOT.



PENS

\$1.50 ea.

- A one-color red CVP Week 2018 makes this vibrantly colored red pen stand out.
- The solid, plunger-action retractable pen features a comfortable rubber grip, white barrel and silver accents.

SUBTOT.



POSTERS

1-10	\$5.50 ea.
11-50	\$5.25 ea.
51+	\$5.00 ea.

- 11" W x 17" H poster with large full color CVP Week Logo.
- Text in top left reads "Cardiovascular Professionals Week celebrates the technicians, technologists and nurses that keep loving hearts healthy in cardiac care."

SUBTOT.

CVP WEEK 2018 APPAREL



SHORT SLEEVE T-SHIRT

\$15.95 ea.

- Wear a large, colorful CVP Week 2018 four-color logo variation (with blue hands) on this comfortable white tagless Hanes T-Shirt.
- 100% preshrunk, comfort-soft 6.1oz cotton.
- Double-needle cover-seamed neck with shoulder-to-shoulder taping.

M _____

L _____

XL _____

XXL _____

SUBTOT.



LONG SLEEVE T-SHIRT

\$17.95 ea.

- Wear the stand-out two-color (white and yellow) CVP Week 2018 logo over your heart with this comfortable red Gildan long sleeve t-shirt.
- This shirt has a double-needle collar and bottom hem, taped neck and shoulders, quarter-turned to eliminate center crease, and ultra-tight knit surface.
- Fits men and women.

M _____

L _____

XL _____

XXL _____

SUBTOT.



SWEATSHIRT

\$24.95 ea.

- Wear a colorful four-color CVP Week 2018 logo variation (with blue hands) over your heart with this comfortable white sweat shirt.
- This mid-weight fleece Jerzee matches to every season and all weathers.
- The crewneck sweatshirt has spandex at collar, cuffs and waistband with a cover-seamed neck and armholes and double stitching throughout.
- The 8oz 50% cotton / 50% polyester blend washes well.

M _____

L _____

XL _____

XXL _____

SUBTOT.



CAP

\$7.00 ea.

- Wear the stand-out two color CVP Week 2018 logo variation (white and yellow) on this structured, red cotton cap.
- Features brushed cotton twill and a sandwich visor with matching accent stitch design.
- Adjustable fabric strap with hook and loop tape closure.

SUBTOT.



ACVP LAPEL PINS

**1-10
11-50
51+**

**\$6.00 ea.
\$5.50 ea.
\$5.25 ea.**

- Wear a lapel pin with the Alliance of Cardiovascular Professionals logo!
- Pin is ~1in. x 1in.

SUBTOT.

ITEMS & APPAREL SUBTOTAL:

SHIPPING OPTIONS:

Regular Mail	\$10
2-Day UPS	\$40
Overnight	\$100

IMPORTANT: Products will not ship immediately. All products are shipped the last week in January to arrive prior to CVP Week (February 11-17). Upgrading your shipping will ensure your products arrive as soon as possible prior to CVP Week.

MEMBERSHIP OPTIONS FOR YOU & YOUR TEAM (*SPECIAL CVP WEEK RATES!*):

QTY.

Individual Active Membership in ACVP	\$50	_____
Institutional Membership (up to 15 team members)	\$500	
Institutional Membership (up to 25 team members)	\$1000	

YOUR CALCULATED TOTAL:

If individual is selected, add number to QTY. box for total to update.

YOUR INFORMATION:

Name:

Shipping Address:

City:

State:

Zip:

Billing Address:

City:

State:

Zip:

Phone:

Fax:

Email:

PAYMENT INFORMATION:

Credit Card (MC, Visa, Amex)

Check/Money Order

CC#:

Exp. Date:

CCV:

Signature:

Mail payment to:

ACVP - CVP Week
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