



**CARDIOVASCULAR  
PROFESSIONALS**

***Don't Miss a Beat***

**WEEK 2021**

# **Cardiovascular Professionals Week 2021**

**February 14-20**

Sponsored by



**The Alliance of Cardiovascular Professionals**

P.O. Box 2007  
Midlothian, VA 23113  
Ph: 804.639.9213  
Fx: 804.639.9212

**[www.acp-online.org](http://www.acp-online.org)**

## INTRODUCTION—

By the time Cardiovascular Professionals Week arrives, February 14-20, 2021, we'll be nearing an entire year of delivering healthcare through the COVID-19 pandemic.

To say "Cardiovascular Professionals Don't Miss a Beat," any year, would be to recognize the constancy, dedication and professional commitment of invasive and non-invasive professionals delivering emergent and routine care for some of the most vulnerable and intensive populations in the health care system.

To say it in 2021, after nearly a year of this crisis, carries even more weight. We know that cardiovascular professionals and their patients are among those most impacted by this crisis, and yet, cardiovascular professionals don't miss a beat.

Despite even greater requirements and risk to them—above and beyond *above-and-beyond*—cardiovascular professionals from the front-line technicians and technologists to the administrators who have navigated and led during this crisis have continued to deliver outstanding patient care and save lives in our communities.

This is their week. **Cardiovascular Professionals Week: February 14 - 20, 2021.**



## CELEBRATING CARDIOVASCULAR PROFESSIONALS IN A VIRTUAL WORLD—

The delivery of high-quality healthcare is a complex task, which relies on a diverse team of health professionals, particularly in the cardiovascular arena. Some cardiovascular team members – physicians, nurses, pharmacists – are familiar to the public, but others are less widely acknowledged. Most of these less acknowledged care providers fall into the broad category of “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 a crucial part of the solution for addressing cardiovascular care issues.

Developed out of the specialization of medicine and improvements in clinical 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 for both providers and patients by making care more efficient, improving the quality of care delivered, encouraging cost effective approaches, and increasing access to necessary services.

Cardiovascular Professionals represent a huge part of the healthcare workforce. We recognize their contribution to the lives of professionals and patients alike through Cardiovascular Professionals Week.

This year especially, in the midst of a global pandemic, front-line cardiovascular professionals have been some of the most heavily impacted. Covid-19 is as much a vasculotropic virus as it is a respiratory virus, and the work of cardiovascular professionals in combatting this deadly disease remains absolutely essential for our collective success in both minimizing effects and eradicating the disease altogether.

As they continue to work on behalf of *all of us* to save lives, find solutions to problems, and keep their fellow professionals afloat, it is an honor and a privilege we show our gratitude, demonstrate our support, and thank them for their critically important work.

***Many activities will necessarily be virtual this year in light of the ongoing pandemic, and this document provides guidance for how to effectively accomplish this virtual task.*** In some ways, with the increased flexibility of a virtual format, this is a great opportunity to generate *more* engagement than years prior!

So please, take some time to review this document in full and start planning how you will celebrate the work of your colleagues, friends, and professional peers this February!

## IMPLEMENTATION OUTLINE FOR ACTIVITIES—

### Step 1: Planning

1. Make a list of each Cardiovascular Professionals department you can identify and include a contact person. This person will act as an intermediary for you to ensure that all professionals in the department receive your communications, and plan to participate.
2. Run a general notice in the institution's newsletter (virtual or print) asking for volunteers from as many Cardiovascular Professionals disciplines as possible — this should cover the departments you may have missed in your contact list. If your institution maintains a blog, or organization-wide bulletin, you should also post information here.
3. Get a count for the total number of Cardiovascular Professionals at your organization.
4. Plan a small in-person, or virtual meeting to organize Cardiovascular Professionals Week events. If your institution has an organization-wide virtual meetings solution (e.g. through the Google Workplace, Microsoft Teams, GoTo Meeting, etc.), be sure to use this same platform for your meeting, as it is more likely to be integrated into existing systems. Once you have scheduled this meeting, be sure to personally notify your contact list and send everyone the link to join and any codes/passwords. Send a notice through the newsletter/bulletin to anyone else interested in attending as well.

### 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, and celebrating the contributions of *all* cardiovascular team members.
2. Discuss ways to celebrate Cardiovascular Professionals Week. Preparing questions ahead of time is a good way to get this discussion started. If meeting virtually with more people than can be seen or heard on a single screen, ask for suggestions to be shared via the “chat” function. 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 or a specialty area to prepare an activity - funny, educational, informational, charity-oriented, or plan one cooperative event for the week. (There are examples of *virtual* and physically-distanced CVP week activities on page 7 of this document.)
4. Don't forget about night and weekend shifts. Include evening celebrations which can be accomplished safely both within your physical organization, and also create opportunities for virtual participation.

### **Step 3: Preparing – the Run-Up to February 14-20**

1. Hold short meetings every few weeks to check on group progress.
2. Contacts for donations always take the longest, so be sure to contact vendors early, as this will likely take more than a single communication!
3. If doing in-person events, be sure to set your time and plans early, as it will likely require additional effort to account for appropriate physical-distancing measures.
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, run virtual events, 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. It is worth creating/sharing a public calendar of events institution-wide, and *also* creating/sharing a volunteer-specific calendar with responsibilities, timelines, and tasks for all helpers.
3. In general, any events involving food should be done earlier in the week, and those events involving give-aways and awards towards the end.
4. Have a clean-up team for the end of the events and/or the week. (This task should be much easier in a virtual format!)
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 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 14-20, 2021. 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 DON'T MISS A BEAT**. This theme emphasizes the dedication to safe and quality care exhibited by cardiovascular professionals around the United States who touch so many lives each day.

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. **Especially this year, as these professionals work to combat the Covid-19 pandemic among particularly at-risk populations, your support is more important and meaningful than ever. Truly.**

Please send this letter and/or declaration to HOSPITAL OR ORGANIZATION, ADDRESS, CITY, STATE ZIP no later than February 4, 2020. 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

## SAMPLE PRESS RELEASE—

FOR IMMEDIATE RELEASE

CONTACT:

Your Name

Your Telephone

HEALTH CARE HEROES: 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 14-20, 2021. 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.

Especially in light of the Covid-19 pandemic, and considering the detrimental effects of Covid-19 on cardiovascular function, *this year it is more important than ever that cardiovascular professionals are recognized for their contributions and celebrated.*

To say in accordance with this year's theme, "Cardiovascular Professionals Don't Miss a Beat," any year, would be to recognize the constancy, dedication and professional commitment of these professionals delivering emergent and routine care for some of the most vulnerable and intensive populations in the health care system.

To say it in February 2021, after nearly a year of this crisis, carries even more weight.

We know that cardiovascular professionals and their patients are among those most impacted by this crisis, and yet, *cardiovascular professionals don't miss a beat.* Despite even greater requirements and risk to them—above and beyond *above-and-beyond*—cardiovascular professionals from the front-line technicians and technologists to the administrators who have navigated and led during this crisis have continued to deliver outstanding patient care and save lives in our communities.

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

Please join us in celebrating these health care heroes.

For further information and materials, please contact the ACVP Office at 804.639.9213.

## **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. Though this may be difficult during the pandemic, another option is to invite high school students to ask questions of the professionals, and select someone from each department to provide an answer and send back to the students.
- Invite high school guidance counselors to a luncheon (or virtual meet and greet) 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.

## WAYS TO CELEBRATE CVP WEEK 2021 AND RECOGNIZE TEAM MEMBERS—

- **GET TO KNOW US** – 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. Additionally, during a period of higher-than-usual strains on *all* healthcare teams, making posters provides a great opportunity to de-stress in a physically-distanced environment.
- **CARDIAC 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 responses. Those with the most correct responses should be recognized!
- **TRIVIA HAPPY HOUR/TRIVIA TEAM BUILDING** – Though similar to cardiovascular jeopardy, this can be used as an in-person or virtual team building activity. Each cardiovascular department at your institution would field a team (could be as few as 3-4 people, or as many as the whole department, but using teams makes the trivia both easier to host and more fun for participants!), and you will need someone to act as the emcee. This resource from QuizRunners is a good place to start if you’ve never done this before -- <https://quizrunners.com/blogs/how-to-host-a-quiz-night/how-to-host-a-remote-trivia-night-using-zoom> But, as long as you have questions and teams, this should be a fairly straightforward event to orchestrate. The winning team/department should be recognized with a sign, prize, or some other form of acknowledgment.
- **INSTITUTIONAL SCAVENGER HUNT** – While a day in the life of a cardiovascular professional is anything *but* a leisure activity, there are still opportunities to pepper some fun into the workday. At the beginning of the week, put signs/items at various locations around your organization. Send an email to all cardiovascular teams/ members/ departments with the signs/items listed and inform them that they have been placed around the building or campus. The team which collects the most items (or pictures of the items) by the end of the week is recognized as the “winner.” What they win is entirely up to you, whether it is recognition or a prize. This may be an opportunity to solicit vendor support for a prize item!

- **GRATITUDE JOURNALING** – Corny as it may sound, practicing one’s gratitude really does make it easier to be grateful. Get everyone involved with a cardiovascular team to write down one thing for which they are grateful each day of CVP Week 2020, and submit them to you or a volunteer organizer. At the end of the week, take some time to share these “grateful moments” across the team in an email, announcement, word-cloud, etc. and display them in the building. Being able to take stock of what makes you feel grateful, seeing it displayed, really improves optimism, which is even more important during moments of duress.
- **SUPERLATIVES** – This is a tried and true way to recognize work, individuals, and teams. Come up with a set of superlatives for your institution (best scrubs, best taste in music, ideal teammate, etc. – the more organization-specific, the better!), and have staff vote on who should win each category. Announce winners and hand out certificates/prizes at the end of the week. (Example superlatives on page 14 of this document).
- **TEA AND/OR COFFEE TASTING** – Reach out to a local tea/coffee shop, and request two to four interesting/unusual/local teas or coffees for a tasting. Distribute these materials among cardiovascular team members, and walk them through a guided tasting as a meditation activity at the start or end of the day, or as a virtual happy hour (this could be done by the local shop as well, and also accomplished virtually if need be). After brewing their beverage of choice, have team members inhale/exhale the aroma of their drink deeply, before taking a sip. Then everyone shares a first sip (of their own beverage, obviously) and considers where it came from, what it tastes like, how it makes them feel *before swallowing*. You can then ask participants for their reactions and impressions. This can be done for multiple “rounds” or with multiple teas/coffees. This is a great way to center everyone on the team before the unpredictability of the day unfolds, practice mindfulness and self-care with a welcome treat, and as an added bonus, it provides caffeine to the team (for those interested).
- **WHO’S THAT BABY** – Have cardiovascular team members provide you with a photo of them as a baby (0-2 years old) and a photo of them that is more current. Display these photos next to one another *with the current photo covered* either on the walls of your building. Have staff try to guess whose baby photo is whose and collect their responses. At the end of the week whoever guessed the most baby photos correctly wins a prize. This provides the added benefit of team-building and the occasional new nickname (looking at you “cake-face”... you know who you are).
- **ORIGIN STORIES** – Collect superhero origin stories from each professional on the team. Why did they pursue this profession? What interests them most about cardiovascular care? What is most fulfilling about their job? Compile responses and pair them with individuals’ pictures to create a superhero “movie poster” of the cardiovascular team, which can be displayed and/or sent out via email or newsletter.

## SAMPLE RECOGNITION AWARDS AND SUPERLATIVES—

- **Most Productive:** No matter what the volume or how short the deadline, these staff members always manage to get the job done. We often marvel at how they get so much work done in so little time! *We thank them for always finishing what they start!*
- **Most Positive:** These staff members represent our “Can Do” People. Give them a problem, and they’ll see 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 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!*
- **Steadiest:** 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!*
- **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 their compassion!*
- **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 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!*

## **MORE WAYS TO CELEBRATE (ACVP CAN HELP)—**

All of these suggestions are exactly that – suggestions. Ultimately, YOU know your team best and have a better sense of what will resonate with them. But the important thing is that you celebrate them for their work, and give them the recognition they deserve (and which you deserve too). Pretty much all of the above activities can be accomplished both in-person and virtually, but of course, if you have your own ideas, or want a bit more guidance, you can always reach ACVP's office at 804.639.9213.

If you need help facilitating virtual get-togethers or events, ACVP would be happy to help your organization host team-building events, and ACVP will be running its own events for members throughout the week.

Peggy McElgunn is ACVP's Executive Director. Kurt Jensen is ACVP's Communication Director. Zach McElgunn is ACVP's Education Director. All three of them are more than happy to assist you in any way they can as you celebrate CVP Week and your team.

**Here to Support YOU!**



**The Alliance of Cardiovascular Professionals**

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**SUPPORT ACVP AND CELEBRATE YOUR PROFESSIONALS WITH OFFICIAL CVP WEEK MERCHANDISE—**



**“Big Heart” Front-and-Back Short-Sleeve Unisex T-Shirt**

\$19.00 – \$23.00

SELECT  
OPTIONS



**CVP Week 2021 Trucker Cap**

\$20.00

SELECT  
OPTIONS



**CVP Week 2021 Short-Sleeve Unisex T-Shirt**

\$14.00 – \$18.00

SELECT  
OPTIONS



**CVP Week 2021 Mug**

\$12.00

ADD TO CART

**Act now** to order official and exclusive **CVP Week 2021** promotional merchandise in time for CVP Week, February 14-20.

***Allow up to two weeks for fulfillment and shipping!***

Your purchases support the Alliance of Cardiovascular Professionals and raise the profile of the CVP Week event. Place your orders via our online shop at:

**[acp-online.org/shop/](http://acp-online.org/shop/)**