

OCCUPATIONAL HEALTH
Nurses Week 2021

← APRIL 11-17, 2021



#OHNWeek
aaohn.org/ohnweek

Marketing Kit

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 *Event Information*

Occupational Health Nurses Week
April 11-17, 2021
aaohn.org/OHNweek

Each April, Occupational Health Nurses (OHN) Week recognizes and celebrates the thousands of occupational and environmental health nursing professionals. These professional nurses promote the health and well-being of workers and their families, developing programs that enable healthy, engaged and productive employees.

OHN Week also commemorates the inception of the largest professional association for occupational and environmental health nurses on April 12, 1942, when 300 nurses from 16 states founded the American Association of Industrial Nurses (AAIN), the predecessor to AAOHN.



Talking Points

Whether you're talking to active members, colleagues, or simply your friends, incorporate these messages in your conversations to help promote OHN Week 2021.

- Every April, AAOHN dedicates one week to recognize the thousands of nurses who promote and protect the health, safety, and well-being of workers in the United States and around the globe. This year Occupational Health Nurses Week will take place April 11-17.
- While most understand the function of a nurse, not everyone is aware of all the additional responsibilities that fall on an occupational and environmental health nurse's role. From case management to health counseling to the oversight of legal and regulatory compliance, OHNs help to improve employees' health and a business' bottom line.
- OHNs implement worker population health management programs that drive workers' health, engagement and productivity. Their commitment to creating a culture of health and safety every day drives business success and demonstrates corporate social responsibility.
- Without OHNs, a business' bottom line may suffer. Businesses count on OHNs to protect their workers' health which in turn helps to reduce absenteeism, lower turnover rates, improve employee morale, increase productivity, and create a positive brand image. *(Source: multiple case studies, The Business Case for OHNs)*
- Healthcare providers worldwide have been actively engaged in emergency operations related to the coronavirus/COVID-19 pandemic for a year. Occupational health nurses are being called upon to provide care for workers and their families during this unprecedented time, including return to work guidelines and administering COVID-19 vaccines to employees and their families.
- OHNs play a critical role in the pandemic. They develop policies and procedures on the prevention and mitigation of transmission of the virus, including disinfection, contact tracing, return-to-work decisions, tracking employees in isolation or quarantine, providing PPE and more. OHNs may administer COVID-19 vaccines to employees or within their communities.
- AAOHN supports the OHN community as they support their own communities. OHNs keep the world open for business.



Sample Social Media Posts

Promote Occupational Health Nurses Week 2021 by posting one of the customizable messages below to your own networks. Be sure to link the [Occupational Health Nurses Week homepage](#) to all posts.

Tips:

- Add the official hashtag, #OHNWeek, to your posts to generate more views.
- Incorporate a visual element in your post by including one of the OHN Week graphics.
- Posts on social networks should generally be kept to fewer than 280 characters, including hyperlinks, hashtags, and images.
- Consider posting on social networks at high-traffic times during the week to maximize your exposure. The optimal time to post is between 1 PM and 4 PM Eastern time, Monday through Thursday.



Twitter

#OHNWeek, April 11-17: One week of recognition, 365 days committed to ensuring the health and safety of every worker. <http://aaohn.org/ohnweek>

During times of crisis OHNs provide preventative care to their worker populations. Learn more about the critical role OHNs have throughout the pandemic. <http://aaohn.org/ohnweek> #OHNWeek

Show your support for OHNs by participating in #OHNWeek with @AAOHN! <http://aaohn.org/ohnweek>

OHNs are essential to the healthcare & safety of workers. Join @AAOHN in thanking them during #OHNWeek, April 11-17. <http://aaohn.org/ohnweek>

OHNs keep the world open for business. Show your love and appreciation during #OHNWeek <http://aaohn.org/ohnweek>



Facebook

Occupational Health Nurses Week (#OHNWeek) is April 11-17 this year. One week of recognition, 365 days of protecting the health of workers in the United States and abroad. Learn more about this incredible profession: <http://aaohn.org/ohnweek>

Throughout the COVID-19 pandemic occupational health nurses have played a vital role within their communities. They develop policies and procedures on the prevention and mitigation of transmission of the virus, including disinfection, contact tracing, return-to-work decisions, tracking employees in isolation or quarantine, providing PPE and more. Show your support for by participating in #OHNWeek. <http://aaohn.org/ohnweek>

**Facebook** *(continued)*

Occupational health nurses keep the world open for business in the middle of the COVID-19 pandemic. Show your love and appreciation during #OHNWeek <http://aaohn.org/ohnweek>

Occupational Health Nurses Week (#OHNWeek), April 11-17, celebrates those nursing professionals who create a culture of health and safety in the workplace day in and day out. Make sure to thank OHNs today! <http://aaohn.org/ohnweek>

Did you know that OHNs contribute to a healthy bottom line for businesses? They help to reduce absenteeism, lower turnover rates, improve employee morale, increase productivity, and forge a positive brand image. Find out more at <http://aaohn.org/ohnweek>.

**LinkedIn**

Without occupational health nurses, a business' bottom line may suffer. Businesses count on OHNs to help drive workers' health, engagement and productivity. Learn more during #OHN Week April 11-17. <http://aaohn.org/ohnweek>

Case management, coaching, health counseling, and the promotion of wellness activities. These are just some of the daily responsibilities of an occupational health nurse. Celebrate all that OHNs do with @AAOHN during #OHNWeek, April 11-17. <http://aaohn.org/ohnweek>

Thanks to occupational health nurses, businesses succeed! That's because they're committed to creating a culture of health and safety every day. Let's celebrate all that OHNs do with @AAOHN during #OHNWeek, April 11-17. <http://aaohn.org/ohnweek>

During times of crisis occupational health nurses provide preventative care to workers and their families. Learn more about the critical role OHNs have had throughout the pandemic. <http://aaohn.org/ohnweek> #OHNWeek



Promotional Graphics

Click on the links below to download graphics you can use to promote Occupational Health Nurses Week 2021 in social posts, email signatures, and newsletters. Be sure to link your graphics back to <http://aaohn.org/ohnweek>.



OHN Week graphics include:

- [Thank you note](#)
- [Email or newsletter banner](#)
- [Email signature](#)
- [Facebook cover image](#)
- [Twitter cover image](#)
- [Social media post](#)

>> [Download full package](#)

We Love OHNs graphics include:

- [Email or newsletter banner](#)
- [Email signature](#)
- [Facebook cover image](#)
- [Facebook profile frame](#)
- [Twitter cover image](#)
- [Social media post v1](#)
- [Social media post v2](#)

>> [Download full package](#)



>> [Download the Occupational Health Nurses in a Pandemic PDF](#)



Celebrate Occupational Health Nurses Week

Occupational Health Nurses Week is the ideal time to host an event, conduct media outreach, advocate for the profession, and promote the value of occupational health. Some of these ideas can be executed at other times of the year, so keep them in mind if you can't carry them out during Occupational Health Nurses Week, April 11-17.

Advocacy

- Write to a politician to educate them on the work you do to keep your employees safe.
- Request a proclamation from your mayor and/or governor declaring April 11-17 as Occupational Health Nurses Week.
- Share the OHN Week and Occupational Health Nurses in a Pandemic flyers with your institution to help spread the word about this important week and the work you do every day.

Events

- Host a special virtual event or schedule a future event to recognize one or more occupational health nurses in your community.
- Host a presentation discussing the importance of occupational health. Use this event to highlight the contribution occupational health nurses have made locally to improve worker safety.
- Partner with other organizations in your area to sponsor or host a joint Occupational Health Nurses Week virtual event or plan a future event.

Outreach

- Use the thank you card to write a letter of appreciation to your mentors and colleagues. Write and distribute a press release announcing Occupational Health Nurses Week.
- Submit a letter to the editor or op-ed in your local newspaper(s) about Occupational Health Nurses Week and the contributions of occupational health nurses.
- Working with media such as newspapers, television and radio stations is an effective way to reach a large audience with messages about genetic counseling by sharing information about the role occupational health nurses have played in the pandemic.
- Take to your social media channels to promote Occupational Health Nurses Week and the role of occupational health nurses. *Tip: Use the sample posts and graphics provided in this kit!*