

# Neonatal Nurses Day

## September 15th

The health of a community is judged by its infant mortality rate. What an eye-opening statement! Neonatal nurses truly do hold the future in their hands.

NANN is the only non-profit professional nursing association for neonatal nurses! Join NANN in:

- ✓ Raising public awareness of the role of neonatal nurses and their work to ensure the health of their communities.
- ✓ Providing networking opportunities for neonatal nurses.
- ✓ Suggesting ways to get support from elected officials and local agencies.

### Raising Public Awareness

- Seek support from your hospital's Board of Trustees
- Ask for an official proclamation to be posted in the unit and released to the local press.
- Display Neonatal Nurses Day information prominently throughout the hospital.
- Ask your fellow neonatal nurses to write their stories and submit them to the hospital's newsletter.
- Send letters to the Editor of the local newspapers for release during September.
- Place tent cards on patient trays identifying September 15<sup>th</sup> as "Neonatal Nurses Day".
- Place tent cards in common eating areas of the hospital.
- Conduct an essay contest about the essence of neonatal nursing, let the staff neonatal nurse do a blind review and select the winner!
- Create pins or flyers asking: "Do You Know What September 15<sup>th</sup> Is?" (Answer: It's Neonatal Nurses Day!)

### Seeking Help From Elected Officials

- locate your national elected officials at [Congress.Org](http://Congress.Org) or [Votesmart.org](http://Votesmart.org) and e-mail them information regarding the work of neonatal nurses.
- Check NANN's advocacy web page
- Contact your local Board of Health.
- Try other governing bodies in your area.
- Contact the local March of Dimes or the United Way for support.
- Notify your state nursing association of your efforts.
- Don't forget service clubs and organizations in your area such as, Kiwanis, etc.

It is important to get the word out about the nature of neonatal nursing and the work that you do.

This effort serves two purposes:

- Recognition of your special skills by your peers and clients, and
- Attracting new nurses to the specialty of neonatal nursing!

If you have any questions or would like to provide some suggestions for the annual observance of Neonatal Nurses Day, please contact the NANN office at 800/451-3795.