

## Guidelines for the celebration of Blessing Hospital departmental/professional national observances

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Many groups of hospital employees observe nationally designated weeks and months honoring their profession. Occasionally, several observances take place within the same time period. To better meet the expectations of celebrating departments, these guidelines have been developed by the Public Relations & Communications staff.

In general, nationally designated weeks/months are for the enjoyment of the people in the profession being honored by the observance. If department employees wish to undertake a public event to mark their national observance, those events should be planned and carried out by representatives of the celebrating department with the assistance of the Public Relations & Communications Department as needed. Following is a checklist to help you plan for the observances of nationally designated weeks and months at Blessing Hospital:

\_\_\_ Administration allows \$2.00 per employee to celebrate & recognize staff for a departmental/professional national observance. The account number is 1111-79001-62193289-98.

\_\_\_ Contact your **department liaison** in the Public Relations & Communications Office to begin the process. Call ext. 4192 if you are unsure of your liaison.

\_\_\_ **Announcements**- A short description of your celebration and department can be included on The BRAIN Announcements. **This announcement will not be included in the all-user daily announcements unless it is with regard to a house-wide or public event in relation to the observance.** Public Relations & Communications reserves the right to edit all copy submitted for space and clarity.

\_\_\_ **Inside Blessing**- Departments are welcome to write an article about the services they provide for printing in Inside Blessing, the employee newsletter, in relation to their national observance. The deadline for Inside Blessing information is the Wednesday of non-payday weeks. Public Relations & Communications reserves the right to edit all copy submitted for space and clarity.

\_\_\_ **News release** - The Public Relations & Communications Department will generate a news release about the nationally designated week/month **when the celebrating department hosts a public event in relation to the observance.** An example of an event of public interest would be a public educational presentation by a department staff member/physician or a health screening for the public.

\_\_\_ **Displays** – Public Relations will loan a display board to the department when available. Call ext. 4192 to reserve a board, preferably one month in advance. Display boards are provided on a first come, first serve basis. Displays in the 11<sup>th</sup> St. Cafeteria should be set-up on the round tables in front of the vending machines to avoid taking up space for employee/visitor seating. The department is responsible for providing the material for their display. Due to time and budget constraints, Public Relations will not create any new displays for the observance of professional weeks or months. If a display already exists it will be provided to the department for their use.

Displays regarding professional observances should educate the public about disease prevention and health promotion, rather than celebrate the role of a certain health profession in the care delivery system. Individual portraits of each staff member to include in a display will not be taken by the Public Relations staff.

\_\_\_ **Food & Nutrition** – If departments are planning on observing their celebration with food catered by the Food & Nutrition Department – you will need to supply an account number and have department monies budgeted for such. Contact the Retail Services Manager at ext. 6455.

Any questions please contact Lisa Neisen, director of Public Relations & Communications, ext. 4190.