

AACVPR
Media Kit 2010



CARDIAC REHABILITATION WEEK
FEBRUARY 14 - 21, 2010

pulmonary
rehabilitation:
every breath brings success

PULMONARY REHABILITATION WEEK
MARCH 14 - 21, 2010

Cardiac Rehabilitation Week

February 14 - 21, 2010

“Cardiac Rehabilitation: Building a Strong Heart. You can do it. We can help,” the theme of National Cardiac Rehabilitation Week 2010, reflects the dedication of cardiac rehabilitation professionals and the patients they serve to the goal of reducing the devastating effects of heart disease. Hold a special event at your facility to raise awareness in your community. Celebrate the accomplishments you share with your patients and their families, and show what you have to offer. Be sure to invite physicians who prescribe your services and members of your local media to get the most publicity possible.

To help you publicize and celebrate your event, AACVPR offers a variety of promotional items through Jim Coleman, Ltd. The popular t-shirts, balloons, posters, and buttons are available again this year, along with some new often-requested products like key rings, pens and long-sleeved t-shirts. Camera-ready artwork with the year 2010 theme and logo is available without charge from Jim Coleman Ltd. Be sure to include the theme and logo in your program’s newsletter and on your flyers and invitations. Start planning now for the most successful Cardiac Rehabilitation Week possible. You may also visit the Jim Coleman, Ltd. Web site at www.JimColemanLtd.com/aacvpr.

WHAT

2010 National Cardiac Rehabilitation Week

THEME

Cardiac Rehabilitation: Building a Strong Heart. You can do it. We can help.

WHEN

February 14 - 21, 2010

WHERE

In hospitals, exercise facilities and outpatient rehabilitation centers throughout the country.

WHY

This effort was initiated by the American Association of Cardiovascular and Pulmonary Rehabilitation (AACVPR) to focus national attention on cardiac rehabilitation’s contribution to the improvement of the health and physical performance of individuals at risk for heart disease and/or those individuals diagnosed with heart disease or dysfunction.

HOW

Cardiac rehabilitation centers nationwide will hold special events such as risk factor screenings, health fairs, open houses, and seminars on the heart, cardiovascular health, fitness, and rehabilitation topics.

Contact your affiliate society of the AACVPR for information on activities in your area.

Pulmonary Rehabilitation Week

March 14 - 21, 2010

Celebrate National Pulmonary Rehabilitation Week: “Every Breath brings Success,” and promote awareness of the role pulmonary rehabilitation plays in enhancing the quality of life for those who struggle to take a breath. Join pulmonary rehabilitation facilities across the nation in sponsoring special events for your patients, facility, and community and publicize them to patients, coworkers, media, and the public.

To help you publicize your events, AACVPR offers a variety of promotional items through Jim Coleman, Ltd. (Order form is enclosed). T-shirts, mugs, balloons, posters, and buttons are available, along with some new items including key rings, pens, and long-sleeved t-shirts. Camera-ready artwork with the “Pulmonary Rehabilitation: Every Breath brings Success,” logo and theme are also available through Jim Coleman, Ltd. Put them on your program newsletter, flyers, and invitations. You may also visit the Jim Coleman, Ltd. Web site at www.JimColemanLtd.com/aacvpr

WHAT

2010 National Pulmonary Rehabilitation Week

THEME

Pulmonary Rehabilitation: Every Breath brings Success

WHEN

March 14 - 21, 2010

WHERE

In hospitals, exercise facilities and outpatient rehabilitation centers throughout the country.

WHY

This effort was initiated by the American Association of Cardiovascular and Pulmonary Rehabilitation (AACVPR) to focus national attention on pulmonary rehabilitation’s contribution to the enhancement of the life of the person with chronic obstructive pulmonary disease.

Greater visibility is needed for the chronic pulmonary patient who constantly lives with shortness of breath and faces a future of declining health.

HOW

Pulmonary rehabilitation centers nationwide will hold such events as health fairs, open houses, and seminars on health, lungs, and fitness topics. Contact your state affiliate society of the AACVPR for information on activities in your area.

Ideas for Promoting Cardiac and Pulmonary

Rehabilitation Weeks

Cardiac and Pulmonary Rehabilitation weeks are ideal times to promote your facility and publicize the benefits of rehabilitation programs. In your efforts, target your community at large. Be sure to include hospital administrators, physicians, coworkers, and current patients.

Publicity and Advertising

- Ask your affiliate society president to draft and sign a proclamation. Send it to the rehabilitation programs in your state along with suggestions for promoting Cardiac and Pulmonary Rehabilitation Weeks. Petition your state Governor's Office to proclaim Cardiac and Pulmonary Rehabilitation Weeks. Notify the press of the signing.
- Prepare a press release for local TV, radio, and newspapers in your area announcing Cardiac and Pulmonary Rehabilitation Weeks. Be sure to let contacts for local event calendars know about the events you are planning.
- Arrange for interviews on radio and/or TV talk shows or local news magazine shows to publicize Cardiac and Pulmonary Rehabilitation Weeks. Promote your activities and provide specific information on heart and lung disease prevention and rehabilitation.
- Provide speakers on cardiac and pulmonary rehabilitation to local service organizations and clubs.
- Advertise your events through your in-house newsletters and bulletins.
- Sell or distribute promotional items like t-shirts, buttons, pens, etc. announcing Cardiac and Pulmonary Rehabilitation Weeks.
- Create a table or window display at your program's location, or at the public library, senior center, or shopping mall providing program information.
- Get your patients involved. They may have unique ideas for promotions. Encourage them to include their own or their employers' businesses.
- Contact local grocery stores to have Cardiac and Pulmonary Rehabilitation Weeks promotions featured on their brown paper grocery bags. (In California the state affiliate society arranges with Safeway supermarkets to do this free of charge.) You may want to suggest the store promote heart-healthy food items for their specials.

Special Events

- Sponsor an educational program or seminar for health professionals.
- Invite your community and area health professionals to an open house at your facility. Be sure to include program graduates and physicians with whom you want to work.
- Make your special events fun and educational. Offer risk factor assessments, lung function screenings, smoking cessation clinics, heart-healthy cooking classes, etc.

- Sponsor a walk, run, bike ride or other athletic event. Donated proceeds from the event can benefit your program, the AACVPR, or other special projects like a patient library.
- Arrange for your cafeteria to serve heart-healthy meals during Cardiac and Pulmonary Rehabilitation Weeks. Suggest they continue to serve them year round.
- Declare a “smoke out” campaign in your community.
- Take plenty of pictures of your event and use them for publicity and next year’s promotions.

Co-sponsor with other organizations

- Contact other organizations interested in rehabilitation, like the American Heart and American Lung Associations, and request that you jointly observe and co-sponsor educational programs or other special events. Pooling your resources can increase your visibility and success.

Let the Membership & Marketing Committee know about your ideas so we can add them to the list!

Please email your hospital’s events to aacvpr@aacvpr.org and help other facilities create activities of their own!

Cardiac/Pulmonary Rehabilitation Week Gubernatorial

Proclamation Procedure

During the last quarter of the year (October - December):

The State Office of Greeting and Proclamations will prepare the actual proclamation and you must contact them to initiate the process. In making your request, include the specifics on how cardiac/pulmonary disease affects the citizens of your state. Also, include statistics on the number and types of rehabilitation programs located in your state. Be sure to ask for a public signing of the proclamation, and be prepared to provide the Proclamations Office with any additional information they need. (The local chapter of the American Heart or American Lung Association can help.)

Verbal confirmation of the signing date and specific instructions regarding the signing ceremony come approximately 4 - 6 weeks ahead of time. Final written confirmation is usually given two weeks in advance. Keep in mind that protocols in each state office vary, so be sure to maintain periodic contact with state office personnel.

Once you have a confirmed date for the proclamation signing, confirm the number of guests allowed to participate. (The state office usually requires submission of a guest list a few days prior to the signing event.) Invite state society representatives to participate in the proclamation signing and request a letter of appreciation from the AACVPR President to the Governor for presentation. Make the event as press-worthy as possible by preparing a press release (see the How to Submit a Press Release on page 7) and arranging for a photographer.

Next, begin promotion and publicity around the event. Forward your press release to selected local newspapers, radio and TV stations, and hospital and society newsletters. Notify member centers and other facilities with emphasis on cardiac or pulmonary issues and other organizations with a related focus (i.e., American Heart Association, American College of Respiratory Care). Actively promote your signing event to the public.

One to two weeks ahead:

Confirm, once again, the date and time of the signing event with your contact from the state. Let your contact know how many people will attend the event and clear any announcements or gifts made to the governor (for security reasons, surprises are a problem).

Generic Proclamation — Sample A

Proclamation for Cardiac Rehabilitation Week

WHEREAS, The American Association of Cardiovascular and Pulmonary Rehabilitation is observing National Cardiac Rehabilitation Week with the 2008 theme “Cardiac Rehabilitation : A Smart Start to a Healthy Heart” and WHEREAS, Coronary heart disease is the leading cause of death in our Nation.

In **(list your state)**, **(number of)** people are affected by coronary heart disease;

and WHEREAS, Observation of Cardiac Rehabilitation Week calls special attention to the dedicated professionals who promote the dissemination of information about coronary heart disease, its prevention and rehabilitation;

and WHEREAS, In recognition of the strides made to conquer coronary heart disease and in support of **(your state)** dedicated pulmonary specialists;

Now, therefore, in resolution, I, **(Governor of) (State)**, do hereby proclaim **(date)** as Cardiac Rehabilitation Week in **(state)**. I urge all citizens to take a healthy and sound approach to caring for their well being and to join forces to battle one of the Nation’s killers.

Given under my hand and the Seal of the State of _____ this _____ day of _____ in the year _____.

State Seal

Governor’s Signature

Generic Proclamation — Sample A

Proclamation for Pulmonary Rehabilitation Week

WHEREAS, The American Association of Cardiovascular and Pulmonary Rehabilitation is observing National Pulmonary Rehabilitation Week with the 2008 theme “Pulmonary Rehabilitation: Inspiration, Respiration & Perspiration” and WHEREAS, Pulmonary disease is the fifth leading cause of death in our Nation.

In **(list your state)** **(number of)** people are affected by pulmonary disease;

and WHEREAS, Observation of Pulmonary Rehabilitation Week calls special attention to the dedicated professionals who promote the dissemination of information about pulmonary disease, its prevention and rehabilitation;

and WHEREAS, In recognition of the strides made to conquer lung disease and in support of **(your state)** dedicated pulmonary specialists;

Now, therefore, in resolution, I, **(Governor of) (State)**, do hereby proclaim **(date)** as Pulmonary Rehabilitation Week in **(state)**. I urge all citizens to take a healthy and sound approach to caring for their well being and to join

forces to battle one of the Nation's killers. Given under my hand and the Seal of the State of _____ this _____ day of _____ in the year _____.

State Seal

Governor's Signature

How to Submit a Press Release

A well-written press release will generate interest in your event and encourage your reader to contact you for more information. There is a standard format for preparation of a release to help you get the word out to the media, businesses, and professional organizations, as in the samples.

Before you begin to write, check first with your facility's Public Relations Department. You can take advantage of your in-house media specialists to assist you with writing the release. They will also have contacts with radio, TV, and newspapers, and can help you with the protocol for giving interviews and working with TV crews who visit your facility.

If your facility doesn't have its own PR department, you can adapt one of the news releases shown in the samples or write your own version. Do include who, what, when, where in the most interesting, efficient and clear way you can. Don't forget to list the name of a contact person. Use the names of any patients only with their permission, and keep the length of your release to one page. To signify the end, place -30- or ### at the bottom of the page. Either method is a standard sign for the end. After completing your release, compose a cover letter to send along with it. Address the letter to a specific media contact, and suggest the placement you have in mind, i.e., a piece in the social section of your local paper, a short radio interview, or a celebrity visit to your facility. Time the mailing of your letter and release for at least three weeks ahead of the date for your event. If you need to assemble your own press contacts, identify newspapers, radio, and television stations in your area. You can find name, address and other contact information through the reference librarian at your local library, your local bureau of tourism or chamber of commerce, and on the internet. For major publications and on-air media, contact their medical features editors. Be sure to find out well in advance (4 - 8 weeks) what the story deadlines are so you can get your material in on time. If the editor isn't interested in doing a story, pitch your information as a public service announcement—there is no fee involved.

Watch for the stories that result from your press release and collect tapes and clippings—they make great publicity for your program. Finally, be sure to thank all the reporters, photographers, and any other significant contributors to your efforts.

Sample News Release

For Immediate Release

When Joe Kelly was told by his doctor that he would need heart surgery because of blocked arteries, he felt his life was over. Joe's dad had died of a heart attack at 50. Joe thought he would suffer the same fate, but he was lucky. After his surgery, he enrolled in a cardiac rehabilitation program. Now, five years later, Joe jogs every day, has lost weight, and lowered his blood pressure as a result of this rehabilitation program. Joe is like over 100,000 Americans each year who are helped to recover from heart attacks or heart surgery through cardiac rehabilitation. February 10-16 is National Cardiac Rehabilitation Week. The theme of this week is "Cardiac Rehabilitation: A Smart Start to a Healthy Heart." to highlight the role of prevention in the treatment of heart disease. Health professionals involved in cardiac rehabilitation programs throughout the United States will be sponsoring activities to help people learn about preventing heart disease. _____ (your hospital or facility) is sponsoring _____ (a/an open house/lecture/risk appraisal) for the public on _____ (date/time) at _____ (address). Contact _____ (name/phone) for further information.

For Immediate Release

Free Health Risk Appraisal Offered

Ever wondered what your risk for developing heart disease is? Now is your chance to find out. _____
(**Name of hospital organization**) is sponsoring a risk appraisal for the public on _____ (**Date/Time**) at
_____ (**Address**). The appraisal will include a number of tests to examine risks for heart disease.
Blood cholesterol and blood pressure will be measured to see if the levels are too high. For smokers, some advice on
how to quit will be available. High cholesterol, high blood pressure, and smoking are considered to be the three
major risk factors for heart disease. A measure of body fat will be taken. Individuals with greater than average body
fat are at greater risk for coronary disease and other health problems. Questions will also be asked to determine
activity level and amount of stress. Lack of exercise and high levels of stress contributes to the development of heart
disease. For further information contact _____ (**name and phone number**).

Sample News Releases

For Immediate Release

Normally, you are not even aware of your breathing. But then you begin experiencing shortness of breath with
activities that you normally could perform without any interference. You may have begun getting more colds over
the course of the last year. You know your exercise program is nonexistent and maybe you've had more sputum
production and more tightness in your chest. All these symptoms could mean that you are suffering from Chronic
Obstructive Pulmonary Disease. Emphysema and bronchitis are slow and insidious processes which began many
years ago but may be just starting to cause you symptoms.

March 16-22 is National Pulmonary Rehabilitation Week. The theme of this week is "Pulmonary Rehabilitation:
Inspiration, Respiration & Perspiration" to highlight the education and treatment of Chronic Obstructive Pulmonary
Disease. Health professionals involved in pulmonary rehabilitation programs throughout the United States will be
sponsoring activities to help people learn about preventing lung disease as well as educating themselves and their
family to a better quality of life if they have been diagnosed with emphysema, bronchitis, asthma, or other lung
problems. The "breath of life" is important to everyone, so please contact (**name/phone**) for further information.

For Immediate Release

Free Smoking Cessation Workshop Offered

Would you like to quit smoking? To celebrate National Pulmonary Rehabilitation week, (**Name of
hospital/organization**) is sponsoring a free Stop Smoking Workshop for the public on (**Date/Time**) at (**Address**).
The workshop will include information on the risks of smoking and offer a variety of tips and techniques on how to
quit. Information will also be available on the new nicotine patches. For further information, contact (**name and
phone number**).