National Cardiac and Pulmonary Rehabilitation Awareness Weeks
2020 Planning Kit

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Cardiac Rehabilitation Week
February 9-15, 2020

You’re invited to celebrate AACVPR National Cardiac Rehabilitation Week 2020 and draw attention to the role of cardiac rehabilitation in reducing the potentially devastating effects of heart disease.

One way to celebrate is by hosting a special event at your facility to showcase the accomplishments you share with your patients and their families and to show your community what cardiac rehabilitation has to offer. For ideas on how to publicize your event – and your program – to the community, please review the following pages. As you plan your celebration, don’t forget to invite the physicians who prescribe your services, as well as members of your local media to get the most publicity possible.

2020 Theme
New Start Better Heart

When
AACVPR National Cardiac Rehabilitation Week is celebrated during February, American Heart Month, as part of a national campaign to draw greater attention to heart health. The week coincides each year with Valentine’s Day. AACVPR National Cardiac Rehabilitation Week 2020 will be celebrated February 9-15.

Where
At hospitals, exercise facilities, and outpatient rehabilitation centers across the country.

How
Host a risk factor screening, health fair, open house or seminar to share information on the heart, cardiovascular health, fitness and related rehabilitation topics. Contact your affiliate society or AACVPR for information on activities in your area.

Why
National Cardiac Rehabilitation Week 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.

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Pulmonary Rehabilitation Week
March 8-14, 2020

Celebrate AACVPR National Pulmonary Rehabilitation Week and educate your community about the role of pulmonary rehabilitation in enhancing the quality of life of individuals with lung disease.

Invite patients, families, physicians, and the community to visit your facility during this special week to see the work you do every day to improve lives. For ideas on how to publicize your event and your program, please review the following pages. Be sure to include local media in your outreach to maximize your publicity.

2020 Theme
A Breath Away From Better Health

When
March 8-14, 2020

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

How
Host a health fair, open house, or seminars to discuss health, lungs, and fitness topics. Contact your state affiliate society or AACVPR for information on activities in your area.

Why
National Pulmonary Rehabilitation Week was initiated by the American Association of Cardiovascular and Pulmonary Rehabilitation (AACVPR) to focus national attention on pulmonary rehabilitation’s contribution to enhancing the lives of individuals with chronic obstructive pulmonary disease. AACVPR believes that greater visibility is needed for the chronic pulmonary patient who constantly lives with shortness of breath and faces a future of declining health.

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Ideas for Promoting Cardiac and Pulmonary Rehabilitation Weeks

AACVPR National Cardiac and Pulmonary Rehabilitation Weeks are ideal times to promote your facility and publicize the benefits of rehabilitation programs. Nearly everyone knows someone suffering from cardiovascular or pulmonary disease, so reach out to the community at large, as well as hospital administrators, physicians, coworkers and current patients.

Download the Logos
Download the Cardiac and Pulmonary Rehabilitation Weeks logos for use on your program’s newsletters, fliers and invitations.

Click here for the Cardiac Rehabilitation Week logo.
Click here for the Pulmonary Rehabilitation Week logo.

Promotional Items
To help you publicize and celebrate Cardiac and Pulmonary Rehabilitation Weeks, AACVPR offers a variety of promotional items through Jim Coleman, Ltd. The popular T-shirts, drinkware, balloons, posters and buttons are available again this year, along with key rings, pens and long-sleeve shirts, plus much more.

To purchase promotional items, please visit https://www.jimcolemanstore.com/cpweek/
Special Events

- Sponsor an educational program or seminar for health professionals or the community.
- Invite your community and area health professionals to an open house at your facility. Include rehabilitation program graduates, as well as physicians with whom you want to work, in your invitation list.
- Offer risk factor assessments, lung function screenings, smoking cessation clinics, heart-healthy cooking classes, etc. Make your special events both educational and fun.
- Sponsor a walk, run, bike ride or other athletic event. Donations or proceeds from the event can benefit your program, AACVPR, or other special projects, such as a patient library.
- Arrange for your cafeteria to serve heart-healthy meals during AACVPR National Cardiac and Pulmonary Rehabilitation Weeks. Suggest they continue to serve them year-round.
- Declare a “smoke out” campaign in your community.

Publicity and Advertising

- Ask your mayor to issue an official proclamation for AACVPR National Cardiac and Pulmonary Rehabilitation Weeks. Work with your affiliate society and fellow rehabilitation programs in your state to petition the Governor’s Office to issue a similar proclamation. (See pages 7–8 of this kit for a sample proclamation and the standard procedure for gubernatorial proclamations.) Notify the press of the proclamation signing.
- Prepare a news release to announce AACVPR National Cardiac and Pulmonary Rehabilitation Weeks to local TV, radio, and newspapers. Send details of your events to the contacts for local event calendars as well.
- Arrange for interviews on radio or TV talk shows or with local news publications to spread the word about the benefits of rehabilitation and publicize the weeks. Provide specific information on heart and lung disease prevention and rehabilitation and promote your activities.
- Provide speakers on cardiac and pulmonary rehabilitation to local service organizations and clubs.
- Advertise your events through any in-house newsletters and bulletins to staff or patients.
- Post news about your events via your facility’s Facebook page, Twitter account and other social media channels.
- Sell or distribute promotional items – t-shirts, buttons, pens, etc. (See “Promotional Items” above.)
- Create a table or window display at your facility, or at the public library, senior center or shopping mall to provide program information.
- Get your patients involved; they may have unique ideas for promotions, and their successes are your best advertisement. Encourage patients to reach out to their communities and spread the word.

Tip: Take plenty of pictures of your event to post on Facebook and Twitter, and share with AACVPR for next year’s promotions. And use the hashtags #CRWeek20 and #PRWeek20 to join the conversation!
Find a Co-sponsor

Contact other organizations interested in rehabilitation, like local chapters of the American Heart Association and American Lung Association, and ask them to co-sponsor educational programs or other special events. Pooling your resources can increase your visibility and success.

Share Your Plans with AACVPR

Let the AACVPR Membership Committee know about your planned events and promotional efforts. You may even see them reflected in these promotional ideas in the future!

Send an e-mail to eespy@aacvpr.org and help other facilities create activities of their own.
Gubernatorial Proclamation Procedure

Contact the State Office of Greetings and Proclamations or the Office of the Governor to initiate the proclamation process. The Office will prepare the actual proclamation. In making your request, include specifics on how cardiac/pulmonary disease affects the citizens of your state and 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 office with any additional information they may need. (The local chapter of the American Heart Association or American Lung Association may be able to help.)

Verbal confirmation of the signing date and specific instructions regarding the signing ceremony will come approximately four to six weeks before the event will be held. Final written confirmation is usually given two weeks in advance. 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 newsworthy as possible by preparing a news release (see “How to Submit a News Release” on page 9) and arranging for a photographer.

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

Confirm 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).
Sample Proclamations

Proclamation for Cardiac Rehabilitation Week

WHEREAS, the American Association of Cardiovascular and Pulmonary Rehabilitation is observing National Cardiac Rehabilitation Week, February 9-15, 2020, with the theme "New Start Better Heart"; and

WHEREAS, coronary heart disease is the leading cause of death in our nation and (number of) people in the state of (your state) are affected by coronary heart disease; and

WHEREAS, observation of AACVPR National 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, the dedicated cardiovascular specialists of (your state) and the strides made to conquer coronary heart disease are deserving of great recognition;

NOW, THEREFORE, IN RESOLUTION, I, (Name of Official), Governor of (State), do hereby proclaim February 9-15, 2020, as AACVPR National 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 leading killers.

Given under my hand and the Seal of the State of _______________ this ______________ day of ______________ in the year ____________.

State Seal

Governor’s Signature

Proclamation for Pulmonary Rehabilitation Week

WHEREAS, the American Association of Cardiovascular and Pulmonary Rehabilitation is observing National Pulmonary Rehabilitation Week, March 8-14, 2020, with the theme “A Breath Away From Better Health”; and

WHEREAS, pulmonary disease is the third leading cause of death in our nation and (number of) people in the state of (your state) are affected by pulmonary disease; and

WHEREAS, observation of AACVPR National 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, the dedicated pulmonary specialists of (your state) and the strides made to conquer lung disease are deserving of great recognition;

NOW, THEREFORE, IN RESOLUTION, I, (Name of Official), Governor of (State), do hereby proclaim March 8-14, 2020, as AACVPR National 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 leading 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 News Release

A well-written news release will generate interest in your event and encourage readers 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 provided on the following page.

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 may also have contacts with radio, TV, and newspapers and be able to help you with the protocol for giving interviews and working with TV crews who visit your facility.

Tips for Writing a Release

If your facility does not have a public relations staff, you can adapt one of the sample news releases or write your own. Here are a few tips:

- Include the who, what, when, where, and why in the most interesting, efficient and clear manner possible.
- Keep the length of your release to no more than one page.
- List the name of a contact person.
- Use the names of any patients only with their permission.

Cover Letter

Compose a cover letter to send along with your news release. Address the letter to a specific media contact and suggest the placement you have in mind, e.g., a piece in the social section of your local paper, a short radio interview, or a visit to your facility.

Timing

Time the mailing of your letter and release for at least three weeks ahead of the date of your event.

Who to Contact

To assemble your own press contacts, identify newspapers, radio and TV 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, or on the Internet. For major publications and on-air media, contact their medical features editors.

Be sure to find out well in advance (four to eight 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.

Track the Response

Watch for the stories that result from your news release and collect tapes and clippings—they make great publicity for your program.

Send Thank-Yous

Thank all the reporters and photographers who come out to your event or facility, and any other significant contributors to your efforts.
Sample News Releases

Cardiac Rehabilitation Week – Sample

For Immediate Release

Contact
<Name/Phone>

(City, State) (Date) – Join <your facility> during AACVPR National Cardiac Rehabilitation Week 2020, February 9-15, to celebrate the life-saving impact of cardiac rehabilitation. <Your facility> is hosting an <open house/lecture/risk appraisal/etc.> for the public on <date/time> at <address> to honor the role of cardiac rehabilitation in reducing the potentially devastating effects of heart disease and improving quality of life for patients and their families.

Cardiac Rehabilitation Week, initiated by the American Association of Cardiovascular and Pulmonary Rehabilitation (AACVPR), coincides with both Valentine’s Day and American Heart Month in an effort to draw greater national attention to heart health. This year’s theme, “New Start Better Heart,” honors the patients, families, and healthcare professionals who are dedicated to giving cardiac rehabilitation patients a new start.

About <Your Facility>
<Provide a few sentences about your facility and rehabilitation program.>

Pulmonary Rehabilitation Week – Sample

For Immediate Release

Contact
<Name/Phone>

(City, State) (Date) – Join <your facility> during AACVPR National Pulmonary Rehabilitation Week 2020, March 8-14, to celebrate the benefits pulmonary rehabilitation can provide for patients suffering from chronic obstructive pulmonary disease (COPD). <Your facility> is hosting an <open house/seminar/risk appraisal/etc.> for the public on <date/time> at <address> to spread the word about COPD and the available treatment options.

Pulmonary Rehabilitation Week, initiated by the American Association of Cardiovascular and Pulmonary Rehabilitation (AACVPR), aims to educate the community about the role of pulmonary rehabilitation in enhancing the quality of life of individuals with chronic lung disease. This year’s theme, “A Breath Away From Better Health,” honors individuals who struggle to overcome shortness of breath and the pulmonary professionals who work every day towards a path for better health.

About <Your Facility>
<Provide a few sentences about your facility and rehabilitation program.>