



Seven Steps for a Successful Celebration of National Medical Staff Services Awareness Week

1. **Have a plan.** Start with a plan with reasonable goals.
2. **Create a taskforce.** Form a team of motivated colleagues to rally support and accomplish the steps of your plan. If your facility has a public relations staff, get to know them and ask them to be on the team.
3. **Designate a leader.** Elect a chairperson and a record keeper. As planning commences, designate specific tasks to individuals or groups.
4. **Determine objectives.** Write down your goals, objectives, and the primary message you'd like to promote.
5. **Recognize your team.** Medical services professionals are integral to the entire healthcare team. Do people in your facility know the important role that you and your team play? Here are some simple ways to recognize and increase awareness of the role of MSPs in your environment:
 - ✓ Display (using a poster, bulletin board, or display case) pictures of the team and include information on what role your team plays as well as some interesting information about each team member.
 - ✓ Hold an ice cream social or a simple “cookies and punch” reception to honor the MSPs and to bring visibility to National Medical Staff Services Awareness Week.
 - ✓ Send a news article (sample available at www.namss.org) to your marketing team for inclusion in the hospital newsletter. Feel free to tweak it to fit your needs.
 - ✓ Print out and hang the National Medical Staff Services Awareness Week poster available at www.namss.org!
6. **Get the word out in your community.** The work that MSPs do affects everyone who seeks medical care. Do the people in your community know the important role that you and your team play in their care? Here are some ideas on how to promote your NAMSS week to the community at large:
 - ✓ Offer to speak at a local service club meeting during National Medical Staff Services Awareness Week.
 - ✓ Call a local college or high school and offer to speak to a class about a career as an MSP.
 - ✓ Send a press release (sample and guidelines available at www.namss.org) to local media outlets.
7. **Evaluate your efforts.** At the end of your celebration, evaluate what worked best. This is a good time to reflect on the week and lay the groundwork for next year's event.