



5 Nurses Week Celebration Ideas

Nurses are feeling exhausted and overwhelmed as the pandemic continues to stress healthcare systems. Many have become burned out and ready to leave their nursing jobs. In fact, a full two thirds of nurses consider quitting annually due to job-related stress.¹

That's why National Nurses Week, beginning on National Nursing Day, May 6th, and ending on Florence Nightingale's birthday, May 12th is the ideal opportunity to go all-out to show the nurses in your organization appreciation for the critical role they serve.

1

Swag



Everybody loves swag, and packaged in a bag or kit, it makes a great unobtrusive gesture of appreciation. Include logoed items with a bit of messaging and you can simultaneously reinforce your brand.

TIPS

- Provide a mix of practical and useful items along with food and goodies
- Apply your logo to merchandise and/or create commemorative apparel
- Announce and promote their delivery through all available channels



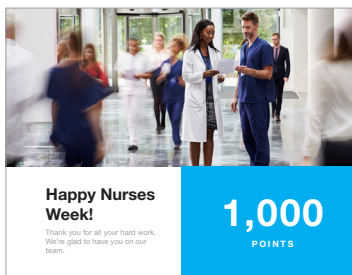
There are almost 4.2 million RNs and 950,000 LPNs/LVNs in the United States.

Source: The 2020 National Nursing Workforce Survey

2

Extra Recognition

Hospitals and health systems with employee recognition platforms can create special Nurses Week extras.



TIPS

- Double nursing-related award values for the week and encourage recognition, which also helps boost awareness of the program
- Hold raffles for one or more big gifts throughout the week
- Encourage managers to give thanks to nurses in person
- Create themed on-the-spot recognition cards to reward nurses throughout the week
- Handwrite a note of thanks



Nurses walk up to 4 to 5 miles total on an average workday.

Source: Travel Nursing

3

Food & Drink



Provide coffee, a hearty energizing meal, or order something special, either way food and drink is always welcome!

TIPS

- Provide managers a budget for Nurses Week meals
- Take a quick poll of everyone's favorite food or local takeout
- Consider hiring a local food truck or catering service
- Create a nurse appreciation snack cart filled with goodies like healthy treats, fresh fruit, coffee, flavored waters, and other snacks



Free food in the workplace can increase employee satisfaction by up to 11%.

Source: USA Today

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Health & Wellness

There might be nothing more relaxing and stress-relieving than a massage or spa treatment, making a great way to recognize nurses.

TIPS

- Use an express massage service on site to give 5 to 10-minute sessions during downtime
- Give out certificates to local spas as gifts
- Set up essential oil diffusers for added relaxation in break areas
- Start a walking challenge or gratitude contest as a healthy activity



Workplace stress accounts for as much as \$190 billion in healthcare costs.

Source: Udemy

5



Therapy Animals

Does your hospital have an animal-assisted therapy program? Unleash them to spread empathy and bring some instant relief to nurses after a stressful day.

TIPS

- Take pictures and share on social media
- Consider employee allergies and hospital regulations
- Be prepared to find out who's a good boy/girl



Interacting with therapy animals can lower anxiety, stress, and reduce the risk of cardiovascular disease.

Source: Frontiers in Psychology Journal

Theme Days

If you want to take it to the next level, you can do all of the above and tie it all together with a week of theme days. Theme days are a fun and uncomplicated way to plan out an engaging week of appreciation.



Here's a quick example:

Massage MONDAY	Tasty TUESDAY	Winning WEDNESDAY	Thankful THURSDAY	Fuzzy FRIDAY
Hire a 10-minute massage service and offer it at the end of shifts or during breaks	Spring for coffee and breakfast, cater lunch, or hire a food truck for the day	Hold a raffle for the day and/or deliver swag bags	Deliver a special Nurses award from management through your rewards system	Schedule some unwinding time with therapy animals throughout the day



Happy Nurses Week!

It has been a long couple of years for nurses. They are among the most undervalued and under-appreciated workers. Some researchers believe this lack of recognition may even contribute more to daily stress levels than actual workloads.²

Nurses Week is one of the best opportunities of the year to show meaningful appreciation.

However you plan to celebrate, make sure you keep doing it year-round to build a culture of recognition around all that nurses do to keep healthcare on its feet.

¹Nursing Times - "Two thirds of nurses 'consider quitting' due to stress"

(<https://www.nursingtimes.net/roles/nurse-managers/two-thirds-of-nurses-consider-quitting-due-to-stress-says-rcn/5062748.article>)

²BBC - "Nurses 'more stressed by being undervalued than by workload'"

(<https://www.bbc.com/news/uk-scotland-north-east-orkney-shetland-35101089>)