

May 4, 2022

AHA Releases Resources for National Hospital Week (May 8-14)

#WeAreHealthCare National Hospital Week theme showcases the pride and resiliency of front line workers in America's hospitals and health systems

This National Hospital Week (NHW), the AHA will follow the theme **We Are Health Care — recognizing the women and men who work in America's hospitals and health systems and the vital role they play in our society.**

KEY HIGHLIGHTS

National Hospital Week #WeAreHealthCare resources include:

- Customizable music video;
- Instagram AR filter;
- Hospital "H" social profile takeovers;
- And more!

AHA and its professional membership groups (PMGs) have created resources to assist hospitals and health systems in celebrating National Hospital Week, May 8-14, and National Nurses Week, May 6-12. These weeks provide an extra opportunity to highlight America's health care workers. Join us in this effort to help celebrate their story.

RESOURCES

Videos. The AHA created a series of new videos sharing the health care workers' perspective on the pandemic. The testimonial series shares the pandemic experience from the point of view of health care engineers, nurses, risk managers, environmental, supply chain, and other parts of the health care workforce. Access the [video series](#) on the National Hospital Week webpage.

As part of the video series and to highlight the hard work of America's health care workers over the past two years, the AHA prepared a custom music video, "[Worth Fighting](#)," for use by AHA members. The song was written in 2021 by Musician's On Call Volunteer Brailey Lenderman and hit songwriter Chris Sligh based on their interviews with health care workers, who shared over video conference their moments of joy and struggle during the pandemic. The video can be customized with your hospital or health system logo and used on your digital channels.

Social Engagement. The AHA developed social content allowing social users of all levels to get involved in showing support to health care workers. These include:

- Three distinct graphics for a hospital “H” social media profile takeovers. [Download here.](#)
- Instagram and Facebook AR filter effect. Show your health care provider pride with these social photo frames. Promote the filters in your hospital using a [poster](#) with an easy to access QR code.
- Download the full social media engagement [toolkit](#) and social media assets.

Twitter Messages. Get involved now by using the one-tap-to-tweet sample messages thanking health care workers.

- [Every community has health care workers that worked day and night to provide care on the front lines of COVID-19. Celebrate them during #HospitalWeek by listening and sharing their story. #WeAreHealthCare AHA.org/HospitalWeek](#)
- [Your community has health care workers that work on the front line of the pandemic. This #HospitalWeek, celebrate the health care workers that care for and protect your community. Get involved today! #WeAreHealthCare AHA.org/HospitalWeek](#)
- [Your hospital represents care, community, and comfort. Get involved during #HospitalWeek and celebrate the health care workers that work at your community hospital. One-tap to get involved! #WeAreHealthCare AHA.org/HospitalWeek](#)
- [H is a symbol for care and safekeeping. Celebrate your local hospital during #HospitalWeek by showing support for the health care workers in your community. Get involved! #WeAreHealthCare AHA.org/HospitalWeek](#)
- [Health care workers inspire us every day and are at the heart of National #HospitalWeek. Celebrate the health care workers that protect you and your family. #WeAreHealthCare AHA.org/HospitalWeek](#)

WHAT YOU CAN DO

Share this advisory with your communications and human resources teams.

FURTHER QUESTIONS

If you have further questions, please contact AHA at 800-424-4301 and visit the National Hospital Week [webpage](#).