

We Are **H** Health Care

This [National Hospital Week](#), the American Hospital Association will follow the theme **We are Health Care – recognizing the women and men who work in America’s hospitals and health systems**. We are asking the public to join in this effort to help celebrate National Hospital Week by showing support to all health care workers.

There are varieties of ways hospitals can participate, listed below, in addition to general guidance regarding messaging for the initiative.

Showing the H

We encourage National Hospital Week participants to create unique ways of showing support to your local hospital.

Participate by changing your social media profile image to one of the three hospital “H” graphics we have on [AHA.org/HospitalWeek](#).

Instagram & Facebook AR Filter Effect

Share that you are proud to be a health care provider with the National Hospital Week Instagram and Facebook AR filter effect. .

Add a filter to your Instagram story by searching Instagram story filter effects for “Celebrate Caregivers” or visit the AHA Instagram profile.

Add a filter to your Facebook story by searching Facebook story filter effects for “Celebrate Caregivers” or “National Hospital Week”.

Promote in your hospital with a poster directing staff to use the filter with an easy to access QR code – [Download Poster for your Hospital](#)



Stories from Caregivers on the Front Lines

We are proud to share stories from health care workers that are working on the front lines of the pandemic. They have a story to tell, and we are pleased to share it during National Hospital Week. Below is social copy for to promote the stories.

The people who comprise America’s health care workforce are your neighbors, friend, and family members. Hear and celebrate the stories from the health care workers on the front line of the pandemic. #HospitalWeek 📍 AHA.org/HospitalWeek

The pandemic has taken a toll on the health care workforce community. Hear from those who have worked tirelessly to treat patients and help their communities remain healthy throughout the pandemic. Honor, respect, and lift their voice. #HospitalWeek 📍 AHA.org/HospitalWeek

Caregivers have risen to the challenge of the pandemic repeatedly to serve their patients and community. We are grateful for their sacrifice. Honor them by sharing their story. #HospitalWeek 📍 AHA.org/HospitalWeek

Social Media:

Especially during the COVID-19 pandemic, this important week gives us all the opportunity to highlight our hospitals, health systems and health care workers and the innovative ways they are supporting the needs of their community members.

To that effort, we have provided sample messages and graphics so you can join us in showing appreciation and support to our nation's health care workers. We encourage you to use #HospitalWeek and tag @ahahospitals in your messages.

Tweets – Click to tweet

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

Social Graphics – [Download Graphics](#)



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MAY 8 - 14



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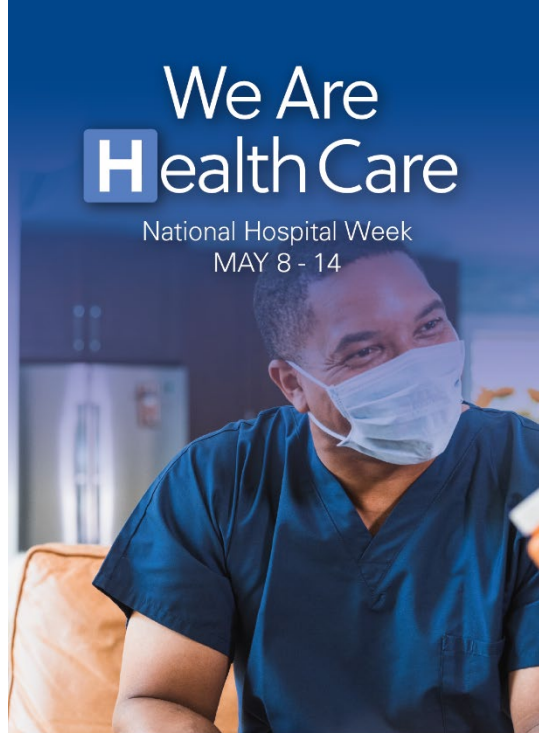
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