American Hospital Association™

Advancing Health in America

Forever Grateful 2026

Every holiday season, the American Hospital Association honors the dedicated health care professionals who keep our hospitals running — day and night.

This is a time to recognize the extraordinary commitment of those working overnight shifts, adjusting schedules to meet patient needs, and delivering exceptional care with compassion and resilience. We invite our community to join us in expressing heartfelt gratitude to these heroes who make healing possible, even during the busiest time of year.

Website: https://www.aha.org/forevergrateful

Email/Web Copy

[HOSPITAL/HEALTH SYSTEM NAME] is proud to participate in “Forever Grateful,” a campaign celebrating the people who make care possible across hospitals and health systems. From clinical teams to support services and every role in between, we are grateful for the compassion, skill and dedication shown to patients, families and communities every day.

Sample social messages:

Campaign Launch

Today we’re launching “Forever Grateful,” a season-long celebration of the people who make care possible. From bedside care to behind-the-scenes support, every role helps our hospital serve patients, families and our community. Join us in saying thank you! #ForeverGrateful

Community Gratitude Prompt

Has someone at our hospital made a difference for you or your family? Share a message of gratitude in the comments or tag us with #ForeverGrateful. Your words mean so much to the teams who care for our community every day.

Team Spotlight

Today, we're showing gratitude for our [TEAM/DEPARTMENT NAME] team. Their dedication helps patients and families feel supported, safe and cared for. Thank you for all you do for our hospital and our community. #ForeverGrateful

Behind-the-Scenes Appreciation

Care happens in many places and in many ways. Today we're grateful to the team members whose work often happens behind the scenes but is essential to every patient's experience. Thank you for keeping our hospital moving forward. #ForeverGrateful

Thanksgiving Week

This Thanksgiving season, we are especially grateful for the people who choose to serve others through health care. To every team member who brings compassion, skill and commitment to our hospital, thank you. We are forever grateful. #ForeverGrateful

Holiday Season Message

During a season centered on care, connection and community, we're saying thank you to the teams who are here for patients and families every day of the year. Your service makes a lasting difference. #ForeverGrateful

Year-End Close

As the year comes to a close, we are reflecting on the dedication, teamwork and compassion shown across our hospital. To everyone who helps care for our community, thank you. We are forever grateful today, tomorrow and always. #ForeverGrateful

Short-Form Video Ideas

- **"One Word of Gratitude":** Ask employees or community members to share one word that describes hospital teams.
- **"Thank You Wall":** Film a display of handwritten notes from patients, families or colleagues.
- **"A Day of Care":** Show quick clips of different teams supporting patients across the hospital.
- **"Community Says Thanks":** Compile short thank-you messages from local partners, first responders, schools or civic leaders.
- **"Behind Every Patient Moment":** Highlight roles that patients may not always see but deeply rely on.

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Whether it's a routine checkup or a critical procedure, **you approach each patient with dedication, expertise and kindness.**



Thank you

for maintaining such high standards of care.

Forever Grateful

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Every smile, every word of comfort, every moment spent explaining procedures to worried patients — **these small acts of kindness make such a big difference.**



Thank you

for your compassionate care!

Forever Grateful

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To the health care heroes working nights, weekends, and holidays —



Thank you

for sacrificing time with your own families to care for ours.

Forever Grateful

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To every health care worker who has held a hand, dried a tear, or celebrated a recovery — **your impact extends far beyond medical care.**

You make a difference every day!



Thank you.

Forever Grateful

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In emergencies and everyday moments, **you're there.**



To all health care workers —
your strength and resilience through challenging times amazes us.

Forever Grateful