

****FOR CENTERS****

****Template Newsletter and Sample Social Media Content****

****Note: Please tailor for your own use****

2018 National Skilled Nursing Care Week (NSNCW)

Formerly known as National Nursing Home Week

Sample Newsletter/Website Blurb

[CENTER] is excited to participate in the upcoming observance for **National Skilled Nursing Care Week (NSNCW)**, formerly known as National Nursing Home Week, which will be held **May 13-19, 2018**.

The NSNCW 2018 theme, “Celebrating Life’s Stories”, serves as a tribute to life’s most significant events, relationships and experiences that shape the unique perspectives of residents, families, staff, and those in the surrounding communities.

Established as an annual, week-long observance by the American Health Care Association (AHCA) in 1967, NSNCW provides an opportunity to recognize the role of skilled nursing care centers in caring for America’s seniors and individuals with disabilities.

[CENTER] will begin publicizing its NSNCW events in [TIMELINE]. In the meantime, please feel free to utilize the resources AHCA has added to the observance [website](#) promoting the “Celebrating Life’s Stories” theme, including graphics, a one-page flyer, and a social media and newsletter template.

Early next year, AHCA will issue a planning guide and product catalog focused on “Celebrating Life’s Stories”. Please visit ahcancal.org/NSNCW or the NSNCW [Facebook page](#) for updated information and resources, and be sure to use the hashtag #NSNCW on social media.

Sample Social Media Content

****Privacy Notice: Every resident has a right to privacy. Prior to posting any pictures of residents online, make sure you have their authorization. Have each resident or their guardian sign your center or company’s image release form.****

FACEBOOK

- We’re excited to participate in National Skilled Nursing Care Week with the new theme, “Celebrating Life’s Stories”! Learn more at ahcancal.org/NSNCW. #NSNCW **[ATTACH NSNCW GRAPHIC]**
- National Skilled Nursing Care Week, observed May 13-19, 2018, will be here before you know it. Our residents, staff and volunteers look forward to “Celebrating Life’s Stories”. #NSNCW
- **[CENTER NAME]’s [STAFF/RESIDENTS – PLEASE TAILOR]** are shaped by their own unique life experiences. This National Skilled Nursing Care Week, May 13-19, 2018, we will honor their stories. Join the celebration at ahcancal.org/NSNCW. #NSNCW
- Are you ready to “Celebrate Life’s Stories” for National Skilled Nursing Care Week 2018? Find graphics, a one-page flyer, and more information on the theme at ahcancal.org/NSNCW. #NSNCW
- For National Skilled Nursing Care Week in 2018, we’ll cultivate a shared sense of purpose by “Celebrating Life’s Stories”. Find out more at ahcancal.org/NSNCW. #NSNCW

TWITTER

**280 character limit*

- For National Skilled Nursing Care Week in 2018, we'll cultivate a shared sense of purpose by "Celebrating Life's Stories". Find out more at ahcancal.org/NSNCW. #NSNCW
- Each **[RESIDENT/STAFF MEMBER – PLEASE TAILOR]** at **[CENTER]** brings a unique perspective to their interactions each day. This National Skilled Nursing Care Week, we'll pay tribute to life's most significant events and relationships with the theme, "Celebrating Life's Stories". #NSNCW **[*ATTACH PHOTO OF RESIDENTS WITH APPROVAL*]**
- Are you ready to ready "Celebrate Life's Stories" for National Skilled Nursing Care Week 2018? Find graphics, a one-page flyer, and more information on the theme at ahcancal.org/NSNCW. #NSNCW **[ATTACH NSNCW GRAPHIC]**