

FOR CENTERS
Template Newsletter and Sample Social Media Content
Please tailor for your own use

2019 National Skilled Nursing Care Week (NSNCW)

Sample Newsletter

[CENTER] is excited to participate in the upcoming observance of **National Skilled Nursing Care Week (NSNCW)**, which will be held **May 12-18, 2019**.

The NSNCW 2019 theme, “Live Soulfully”, will celebrate skilled nursing centers, and their residents and staff, by showcasing how they achieve happy minds and healthy souls.

Established as an annual, week-long observance by the American Health Care Association (AHCA) in 1967, NSNCW, formerly known as National Nursing Home Week, provides an opportunity to recognize the role of skilled nursing care centers in caring for America’s frail, elderly, and disabled.

[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 “Live Soulfully” theme, including graphics, social media sample posts, and a newsletter template.

The NSNCW Planning Guide & Product Catalog will be available in late February.

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 to spread the word.

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

- The 2019 National Skilled Nursing Care Week theme is “Live Soulfully”! Every day, skilled nursing centers assist our seniors and people with disabilities in living their happiest and best lives. Learn more at ahcancal.org/NSNCW. #NSNCW [NSNCW GRAPHIC]
- We’re excited to participate in National Skilled Nursing Care Week with the 2019 theme, “Live Soulfully”! Learn more at ahcancal.org/NSNCW. #NSNCW [NSNCW GRAPHIC]
- National Skilled Nursing Care Week is May 12-18, 2019! We can’t wait to celebrate our residents, staff and volunteers and share how they “Live Soulfully”. Find out more: ahcancal.org/NSNCW #NSNCW
- What are you doing for yourself and others every day? What makes you happy? We’ll answer these questions and more by participating in National Skilled Nursing Care Week this coming May. Learn more about the 2019 theme: ahcancal.org/NSNCW #NSNCW [NSNCW GRAPHIC]
- Whether it’s planting, cooking, reading or listening to music, [CENTER NAME] helps our residents to improve quality of life. This National Skilled Nursing Care Week, we’ll showcase how our residents Live Soulfully. Join the celebration! #NSNCW [NSNCW GRAPHIC]

- Are you ready to “Live Soulfully” for National Skilled Nursing Care Week 2019? We are! #NSNCW [**NSNCW GRAPHIC/PHOTO**]
- We’ll be participating in National Skilled Nursing Care Week in 2019 and share how our center’s residents and staff Live Soulfully! Join us and find out more at ahcancal.org/NSNCW. #NSNCW

TWITTER

- JUST ANNOUNCED: The 2019 National Skilled Nursing Care Week theme is “Live Soulfully”! Learn more at ahcancal.org/NSNCW. #NSNCW [**NSNCW GRAPHIC**]
- What are you doing for yourself and others every day? What makes you happy? We’ll answer these questions and more by participating in National Skilled Nursing Care Week this coming May. Learn more about the 2019 theme: ahcancal.org/NSNCW #NSNCW [**NSNCW GRAPHIC**]
- Each [**RESIDENT/STAFF MEMBER**] at [**CENTER**] is unique in the way they find happiness and contribute to the happiness of others. This National Skilled Nursing Care Week, we’ll share how they “Live Soulfully” here every day. #NSNCW [**PHOTO OF RESIDENTS/STAFF**]
- We’ll be participating in National Skilled Nursing Care Week in 2019 and share how our center’s residents and staff Live Soulfully! Join us and find out more at ahcancal.org/NSNCW. #NSNCW [**NSNCW GRAPHIC**]