

A How-To Guide for Obtaining a PA Week Proclamation

Overview

A proclamation is a formal public announcement or declaration made by officials to commend individuals or to announce upcoming events or celebrations. PA Week is the perfect opportunity to solicit a proclamation to honor and recognize the contributions of the PA workforce in your practice, facility, state, or community. To help your organization secure a proclamation and maximize its impact, we've created the following resources:

- Guidance for how to obtain a proclamation;
- A sample proclamation;
- A template press release; and
- Tips for follow up and promotion.

Obtaining a Proclamation

1. **Identify the best person/office to approach for the proclamation.** If time allows, getting multiple proclamations from your employer, the city council, a state representative, and even your federal congressperson can be impressive and garner awareness for PAs and PA Week.
2. **Contact the official's office to request the proclamation.** Be sure to check that person's website for instructions on how to submit a formal request, as there may be an online form or instructions on what information must be included in a letter. Plan in advance to allow enough time to process.
3. **Use the sample proclamation.** Create a draft proclamation using the sample below. Add your local information and the date on which you would like the proclamation issued. Remember that the official's office may change some language.
4. **Meet with the official for the signing of the proclamation.** You can likely be in the room when the proclamation is signed, and the official may let you take a group photo once it's signed. Be prepared to take your own photo or hire a photographer and obtain permission to use the photo to promote PA Week. If you are unable to take a photo with the official, make sure to take one with members of your constituent organization or facility PAs. Then, don't forget to share it with AAPA!

Sample PA Week Proclamation

Complete the **bold** phrases to finalize a proclamation. Follow guidelines from the official's office to request the proclamation.

WHEREAS, quality, cost-effective and accessible patient-centered healthcare, provided by PAs (physician assistants) contributes to the well-being and quality of life for all patients of **[employer, your city, state]**; and

WHEREAS, PAs are academically and clinically prepared medical professionals who diagnose illness, develop and manage treatment plans, and often serve as a patient's principal healthcare provider; and

WHEREAS, PAs are often the first point of contact for many patients and play a vital role in helping them understand their medical needs and empower them to become effective advocates for their own health; and

WHEREAS, a valuable asset to the medical team, PAs enhance the delivery of high-quality healthcare for patients, often in medically underserved and rural areas; and

WHEREAS, PAs have earned the respect of the general public for their dedication and contributions to people's lives and for their commitment to team-based care and ensure delivery of effective and efficient healthcare services;

NOW, THEREFORE, I **[your name, title]**, do hereby proclaim October 6–12 **[insert year]** as NATIONAL PA WEEK throughout **[facility, city or state name]** and encourage all of our residents to recognize PAs for the significant impact they have made and continue to make in healthcare as a critical part of the healthcare team.

Template Press Release

Complete the **bold** phrases to finalize a press release. Follow guidelines from your local newspaper to submit the release.

Contact: **[Spokesperson Name, Email, Phone]**

[City/State/University] Declares October 6-12 National PA Week

[CITY], [STATE] (Month Day, Year)—Today, **[City/State/University]** officially declared October 6-12 National PA Week through a proclamation put forward by **[Organization]**.

PAs, or physician assistants, are licensed clinicians who practice medicine in every specialty and setting. With thousands of hours of medical training, PAs practice in every state and in every medical setting and specialty, improving healthcare access and quality.

There are currently **[Number of PAs]** practicing in **[State]** and more than 178,700 PAs practicing nationwide.

[Insert quote from official at your organization OR state/city official OR supportive physician] *Example: "PAs enhance the delivery of high-quality healthcare and are a valuable asset to any medical team. PAs are committed to team-based care and dedicated to delivering effective and efficient healthcare for patients in [State]."*

Throughout the week, PAs and PA students will participate in PA Week on social media, hold events in their communities, and work to raise awareness of the profession. **[Organization]**, the membership organization representing PAs in **[State]**, plans to **[Insert PA Week plans, if applicable]**.

PA Week, celebrated every year from October 6-12 by the American Academy of Physician Associates (AAPA), recognizes the PA profession and its contributions to healthcare. The starting date, October 6, honors the anniversary of the first graduating class of PAs from the Duke University PA program in 1987.

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About [Organization]

Insert more information about the chapter. 2-4 sentences

Following up: Saying thank you can build relationships

After receiving the proclamation and photo of the signing ceremony (if provided by the official), remember to acknowledge the official by saying thank you. This can be done in one of several ways:

- Provide official with a framed picture of the group at the proclamation signing.
- Send a thank you note along with the picture of the group at the proclamation signing.

Promoting a proclamation

- Identify local newspapers throughout the state and submit press release with photo.
 - If the article is picked up by the newspaper, note this information on your constituent organization's website along with copy of newspaper article.
- Post photo and story on your organization's Facebook page and/or Twitter and Instagram using hashtags #PAWeek and #PAsGoBeyond.
- Include photo and story in constituent organization newsletters.
- Share any media coverage of proclamation with key legislators and use as an opportunity to introduce the official to the mission and work of the constituent organization while discussing PA issues.
- Use the publicity created through the proclamation as an element of the constituent organization's value to members when creating annual membership renewal and recruitment materials.
- Notify the governor or official's office that your organization plans to distribute a press release about the proclamation and ask if they would be willing to provide a quote.