



NEWS RELEASE – FOR IMMEDIATE RELEASE

Everyone knows an exceptional nurse – This National Nursing Week, help boost spirits with a virtual postcard

NORTHUMBERLAND COUNTY, Monday, May 3, 2021—National Nursing Week is celebrated annually across the country from the Monday to the Sunday of the same week as Florence Nightingale’s birthday, May 12.

The theme this year, developed by the Canadian Nurses’ Association (CNA), is #WeAnswerTheCall, a timely descriptor to highlight the many roles that nurses play in a patient (and family’s) health-care journey.

In this, our second National Nursing Week celebration in a global pandemic, we will be honouring the courage and commitment nurses bring to their work every day, and we are inviting the community’s participation, virtually.

“Our worlds, personal and professional, continue to experience unprecedented change and challenge as a result of this global pandemic,” said Susan Walsh, Vice President of Patient Services at NHH, and Chief Nurse Executive. “In my view, the 2021 Nursing Week theme could not be more appropriate. Nurses make up close to seventy percent of the NHH workforce. Every day nurses come to work and put on their personal protective equipment and walk into a patient’s room, they answer the call. Every time they interact with a patient, whether to hold their hand in a moment of crisis, hand them their newborn baby, or share a moment of sadness with a family member whose loved one has died, they answer the call.”

Wave 3 has challenged the spirits of front-line care providers across Ontario. To recognize the important contribution of nurses who continue to “answer the call” throughout the hospital, and say thank you for all they do, NHH is inviting submissions of short, virtual postcards through our general NHH email in-box or our NHH and NHH Foundation social media channels, using the hashtag **#IKnowANurse**.

“Nurses hold many roles across our organization and in the community,” adds Susan Walsh. “The work nurses choose to do is not easy, yet day after day, they answer the call because they are committed to making a difference in the lives of people who need their skill, their support and their compassion—regardless of the risks the pandemic may present. This year has again demonstrated the collective impact of many souls choosing to answer—and keep answering—that call. Please help us to say thank you to an NHH nurse who made a difference in your life. The respect is deep, and very well deserved.”

Submit a virtual postcard honouring a nurse who made a difference in your life

Has an NHH nurse inspired you through:

- An act of kindness
- Exceptional care
- Teamwork
- Mentorship
- Leadership
- All of the above?

Share your story, and we'll add your message to an in-hospital display along the corridor leading to and from the staff entrance for the NHH team to see. Selected postcards will be shared more broadly throughout Nursing Week on our NHH and NHH Foundation social media channels and in a special feature story in our community newsletter *In Touch* the week of May 10.

Email: info@nhh.ca

Social media: Share your virtual postcard directly with us on any of our social media channels, Facebook, Twitter, LinkedIn or Instagram, using the hashtag #IKnowANurse (watch for this promotion and simply respond in the comments).

About National Nursing Week – International Nurses Day was designated on May 12, 1971, the birthday of nursing pioneer Florence Nightingale. In 1985, CNA members passed a resolution to begin negotiations with the federal government to have the week containing May 12 proclaimed as National Nurses Week annually. Soon after, the federal ministry of health proclaimed the second week of May as National Nurses Week. In 1993 the name was changed to National Nursing Week—the designation it continues to carry today--to emphasize the profession's accomplishments as a discipline.

About Northumberland Hills Hospital – Located approximately 100 kilometres east of Toronto, NHH delivers a broad range of acute, post-acute, outpatient and diagnostic services. Acute services include emergency and intensive care, medical/surgical care, obstetrical care and palliative care. Post-acute specialty services (PASS) include restorative care and rehabilitation. Mental health care, chemotherapy, dialysis and 16 other ambulatory care clinics are offered on an outpatient basis through partnerships with regional centres and nearby specialists. NHH offers a full range of diagnostic services, including magnetic resonance imaging (MRI), computed tomography (CT) and mammography. The hospital serves the catchment area of west Northumberland County. A mixed urban and rural population of approximately 60,000 residents, west Northumberland comprises the Town of Cobourg, the Municipality of Port Hope and the townships of Hamilton, Cramahe and Alnwick/Haldimand. NHH employs more than 700 people and relies on the additional support provided by physicians and volunteers. NHH is an active member of Ontario Health (East) – formerly the Central East Local Health Integration Network. For more information, please visit www.nhh.ca or follow us on Twitter [@NorHillsHosp](https://twitter.com/NorHillsHosp) or Facebook [@northumberlandhillshosp](https://facebook.com/northumberlandhillshosp)

About the Northumberland Hills Hospital Foundation – The mission of the Northumberland Hills Hospital Foundation is to inspire generous giving to enable exceptional patient care at Northumberland Hills Hospital. With a dedicated team of enthusiastic volunteers and staff, the NHH Foundation is passionately committed to

improving health care and the quality of life for people living in west Northumberland. Since 2002, the NHH Foundation has raised over \$61 million to build and equip Northumberland Hills Hospital. This support comes from generous community support through a variety of programs including major gifts, planned giving, signature and third party events, direct mail and commemorative giving. For more information, visit: www.nhhfoundation.ca or like us on Facebook.

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