# Table of Contents

**Dear AHNA Chapter Leader** .............................................................. 3  
**General Information** ...................................................................... 4  
**Overview** ...................................................................................... 5  
**Terms to Know** ............................................................................... 5  
**Chapter Leader Benefits** ............................................................... 5  
**Types of Chapters** ......................................................................... 6  
**Chapter Participation Policy** .......................................................... 7  
**Organizing and Publicizing Chapter Meetings** ............................... 7  
**Suggestions for Meetings and Events** ............................................ 8  
**News Releases** .............................................................................. 8  
**Educational Opportunities** .............................................................. 8  
**Inappropriate Solicitation Activity in Chapters** ............................... 9  
**Financial Reporting and Accounting Procedures** ......................... 10  
**Chapter Fees and Dues** ................................................................. 10  
**Annual Report** ............................................................................ 11  
**Terms and Conditions for Use of AHNA Membership List** ............. 11  
**Terms and Conditions for Use of AHNA Web Site and Logo** .......... 11  
**Appointing Officers** ....................................................................... 12  
**Templates for Chapter Use** ........................................................... 13  
**Media Kit for Chapter Leaders** ...................................................... 13  
**The American Holistic Nurses Association Fact Sheet** .................... 14  
**What is Holistic Nursing?** ............................................................... 15  
**Holistic Nursing Specialty Status** ................................................... 16  
**Working with the Media** ................................................................. 17  
**Writing and Sending News Releases** .............................................. 18  
**Resources** ..................................................................................... 19

All materials and information in the Chapter Leader’s Handbook are designed exclusively for use by members of the American Holistic Nurses Association. All other rights are reserved as provided by the U.S. Copyright Law; including the right to reproduce this book or portions thereof in any form whatsoever by unauthorized persons.
Dear AHNA Chapter Leader,

Welcome to AHNA Networking! What a pleasure it is for me to welcome you to this community of extraordinary volunteers. Chapter Leaders promote the work of AHNA in their communities, and have a tremendous impact on holistic healthcare and advocacy in the United States. The Chapters are important extensions of AHNA. It is through you and your chapter that we are able to reach holistic nurses in your community and be the “voice” for holistic nursing.

Elizabeth Scala, MSN/MBA, RN is a member of the Board of Directors and she is the Membership and Chapter Coordinator. Her contact information is support@elizabethscala.com and her telephone is (410) 692-2738. She is a current Chapter Leader and is very supportive of community activities for supporting holistic nurses.

I would like to introduce myself, Becky Arb, Membership Administrative Assistant. I am the primary contact person for the AHNA Chapter Leaders here at the National Office.

Please read through this AHNA Chapter Leader Handbook thoroughly. It will assist and guide you through your networking efforts and hopefully bring you a sense of confidence and excitement to your chapter activities and meetings.

The following items are included with this packet: AHNA Nurture the Nurse Bookmarks, AHNA Member benefits forms, membership forms, AHNA Holistic Nursing DVD, AHNA Membership brochures, Beginnings Magazine, AHNA Lapel Pin, an AHNA Tote Bag and an AHNA Logo Decal. It is our “thank you” for the work you do for the AHNA and holistic healthcare.

Should you have any questions, or if I can assist you in any way, please don’t hesitate to contact me.

Sincerely,

Becky Arb
Membership Administrative Assistant
(800) 278-2462, Ext. 20
memberassist@ahna.org
General Information
AHNA promotes the education of nurses, nursing students, other healthcare professionals, and the public in all aspects of holistic caring and healing. The efforts of AHNA resulted in the recognition of holistic nursing as an “official nursing specialty” by the American Nurses Association in December 2006.

AHNA Mission
The Mission of the American Holistic Nurses Association is to illuminate holism in nursing practice, community, advocacy, research and education.

AHNA Vision
AHNA’s Vision is a world where every nurse is a Holistic Nurse.

AHNA Statement of Purpose
The American Holistic Nurses Association (AHNA) is a non-profit membership association for nurses and other holistic healthcare professionals, serving more than 4,500 members and more than 135 chapters across the U.S. and abroad.

AHNA promotes the education of nurses, other healthcare professionals, and the public in all aspects of holistic caring and healing. The efforts of AHNA resulted in the recognition of holistic nursing as an “official nursing specialty” by the American Nurses Association.

AHNA advances the profession of holistic nursing by providing continuing education in holistic nursing, helping to improve the health care workplace through the incorporation of the concepts of holistic nursing, educating professionals and the public about holistic nursing and integrative health care and promoting research and scholarship in the field of holistic nursing.

AHNA has taken positions on the practice of complementary and alternative medicine (CAM), holistic nursing ethics, and research and scholarship within the field of holistic nursing. In addition, AHNA monitors and responds to government policy initiatives around the U.S. Most recently, AHNA issued a response to the FDA on its draft document: Guidance for Industry on Complementary and Alternative Medicine Products and Their Regulation by the Food and Drug Administration.

As a resource to its members, AHNA provides a supportive community, informative publications, continuing education, local chapter opportunities, endorsed liability insurance, and a focus on self-care and wellness, among others.

AHNA is the only full-service professional organization representing the nation’s holistic nurses, and is at the forefront of policy relating to holistic nursing and integrative health care. AHNA recognizes the bond linking patient satisfaction and holistic nursing, as well as the connection between holism and career fulfillment. AHNA and its chapters are working to legitimize holistic health care and to help resolve the nursing shortage.
Overview

Chapters form the very foundation of AHNA. Specifically designed to provide a supportive community, AHNA Chapters nurture holistic nurses and like-minded individuals as they work to maintain their own health, guide others to health and bring a healthy balance to the environment.

Every Chapter operates independently and interdependently as it supports and manifests AHNA’s vision in all its activities. Chapters also provide an avenue for membership development and contribute to the growth of AHNA.

AHNA Chapter Leaders are a part of a co-creative process in developing a local chapter. Chapter Leaders must be current members of the AHNA, support its mission and vision and be willing to commit to a minimum 2-year term of volunteer service.

AHNA staff can provide resources to assist Chapter Leaders in their activities, including lists with contact information of current, new, lapsed and/or prospective members, AHNA brochures and additional printed materials. For specific AHNA staff contact information, see the Resources section of this handbook.

The AHNA Chapter Leader Handbook provides guidelines, policies and procedures for Chapter activities. It has been designed for the sole purpose of assisting with the formation and continuation of Chapters, and fostering communication between Chapter Leaders, Chapter members, AHNA National Office and the AHNA Board of Directors.

Terms to Know

Chapter Activity – defined as an activity, meeting or other gathering that supports the vision/mission of AHNA and is coordinated by a chapter officer.

Chapter Leader Benefits

Discounted Membership Dues
After one year of service, and completion of Chapter Annual and Financial reports, chapter leaders and chapter officers are eligible for a $30 discount off the Standard Membership.

Discounted Fees for CNE Approval
Chapter Leaders are eligible for a discount on fees for AHNA Approval of a Continuing Nursing Education (CNE) Activity for their respective chapters.

Fee Calculation Table

<table>
<thead>
<tr>
<th>Contact hours requested</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0 – 4.0</td>
<td>$50.00</td>
</tr>
<tr>
<td>4.1 – 10.0</td>
<td>$100.00</td>
</tr>
<tr>
<td>10.1 – 15.0</td>
<td>$125.00</td>
</tr>
</tbody>
</table>

Assistance with Outreach and Promoting Chapter Events
In addition to the Chapter Leader’s Handbook to help plan and promote events, AHNA provides electronic media templates and other materials about AHNA and holistic nursing.

Free Materials
As a Chapter Leader you’ll receive these materials for Chapter meetings and events. If you need additional materials, please contact: memberassist@ahna.org

- AHNA membership brochures
- Beginnings magazine (up to three) for display and/or give a way
- AHNA Bookmarks (up to three) for display and/or give a way
- AHNA tote bag
Introduction to Holistic Nursing Module
All AHNA Chapter Leaders can use the “Introduction to Holistic Nursing” continuing nursing education module. Teaching this activity is a great way to attract like-minded nurses in your community and share the vision of holism. The module provides 2.0 contact hours to participants, is free to Chapter Leaders and is a fully prepared Chapter activity! Send an email to Terri Roberts JD, RN, Executive Director at education@ahna.org for more information or for the “Introduction to Holistic Nursing” module.

The American Nurse DVD CNE
All AHNA Chapter Leaders can use the The American Nurse DVD, is an educational and inspirational film that captures the journey of 5 nurses and their patients in different parts of the world. This educational offering allows nurses to enhance their knowledge of the evolution of nursing, learn about different nursing roles outside traditional, clinical settings, and reflect on the collective and personal meaning of nursing. It is available only to Chapter Leaders and another free and fully prepared chapter activity! AHNA will award 1.3 contact hours to participants upon completion. Send an email to Terri Roberts JD, RN, Executive Director at education@ahna.org for more information.

Discounts on AHNA Products
Chapter leaders receive a 40% discount on all AHNA products except educational offerings and the Holistic Nursing: Scope and Standards of Practice book. A discounted product order form will be included in the chapter leader packet or can be downloaded from the Chapter Leader Resource Section http://www.ahna.org/ChapterResources or can be requested by contacting Becky Arb, Membership Administrative Assistant at memberassist@ahna.org or (800) 278-2462 Ext. 20.

Free Online Event Posting
Chapter events can be posted in the ‘Events’ section and ‘Chapter Directory’ of the AHNA Web site. Email Chapter activity listings exactly as you would like them to appear, 30 words or less to: memberassist@ahna.org.

Types of Chapters

Local Area Chapter – shares holistic nursing through presentations, meetings, and community service. To promote the education of health care professionals and the public in all aspects of holistic caring and healing. Must create and provide “Vision and Mission Statements” that supports the role of the chapter in the community, as well as goals that then support the mission. Updates for goal forecasting and accomplishments to be provided to the AHNA national office annually.

Special Interest Chapter – meet around a common interest, such as cultural diversity, homeopathy, and integrative healthcare. Must create and provide “Vision and Mission Statements” that supports special interest as well as goals that then support the mission. Updates for goal forecasting and accomplishments to be provided to the AHNA national office annually.

Web Forum Chapter- meet on-line, and communicate via a list-serve, social media site or the AHNA Discussion Forum at www.ahna.org/chapterdiscussions. Chapter promotes community and the education of health care professionals in all aspects of holistic caring and healing through online discussions. Must create and provide “Vision and Mission Statements” that supports the role of the chapter.

Student/ Faculty Chapter – to teach, nurture, encourage and inspire students and advance the philosophy and practices of holistic nursing. To promote the education of students, health care professionals and the public in all respects of holistic caring and healing. To provide education in holistic nursing and integrative care to students through lectures, presentations, discussions and other educational means. Must create and provide “Vision and Mission Statements” that supports the role of the chapter in the academic institution, as well as goals that then support the mission. Updates for goal forecasting and accomplishments to be provided to the AHNA national office annually.
**Chapter Participation Policy**

It is not required for chapter participants to be members of AHNA, although it is recommended. AHNA periodically offers membership promotions to recruit new members or encourage chapter participants to join the association.

Chapter Leaders have the flexibility to determine whether or not participants are required to join AHNA in order to participate in chapter coordinated activities. However, as a holistic extension of the AHNA, it is recommended that chapter leaders refrain from creating a policy that may discourage participants from the chapter and therefore AHNA.

Several AHNA chapters send follow-up letters and an AHNA Membership Brochure (can be requested free of charge from the National Office) to non-members who attend their chapter meetings.

**NOTE:** Chapter Leaders and chapter appointed officers *must* maintain current membership with AHNA.

**Organizing and Publicizing Chapter Meetings**

There are many ways to promote chapter meetings. Local health care agencies or nursing schools may be contacted. Press releases and/or flyers may be mailed or hand delivered. Follow-up phone calls are encouraged to help make a personal connection with the media or group contact.

Since AHNA is a 501(c) (3), non-profit organization, local radio, TV and newspaper media may agree to run announcements or publish articles at no charge. Community calendar listings are usually provided to local groups at no cost. A basic “who, what, when, where and how much” generally provides enough information for a calendar listing. Careful pre-planning will accommodate generally strict lead times required for inclusion in print and electronic media.

Develop a chapter newsletter to announce membership promotions, activities, educational offerings and share helpful tips. Business card advertising from chapter participants (either free or reduced rate for members, higher rate for non-members) can be used to support the newsletter and even generate additional revenue for the chapter treasury. Some typesetters and printers will produce the newsletter either free or at a reduced charge if they receive a credit line in the publication. If a hard copy newsletter is not a good fit for the chapter, consider developing an electronic newsletter using the same criteria. Ask other chapters in the region to send meeting announcements too.

The AHNA National Office can provide templates for:
- Meeting/ activity flyer
- Business cards
- Post cards
- Meeting sign-in form

Contact Becky Arb at memberassist@ahna.org to request electronic template files. All templates are provided in Microsoft Word or PDF format.

It’s recommended that Chapter Leaders survey their participants to determine suitable meeting places and times that can be easily attended by everyone. Meeting locations may include informal space, conference rooms, schools, community/retreat centers, local diners, etc. The survey can also be used to solicit opinions on meeting topics, used to recruit committee volunteers and provide membership information. These data will provide solid direction for chapter activities and will encourage non-members to join the chapter and AHNA.
Each chapter retains full authority and responsibility for meeting details, such as when, where, areas of focus and exploration, fees, etc. Be patient with yourself and participants of your chapter, with time a model will eventually emerge that best fits the needs of your specific group.

**Suggestions for Meetings and Events**

- Speakers on various holistic health topics
- Educational offerings
- Weekend retreats or workshops
- Sharing circles for insight and growth
- Exchanges or demonstrations of various modalities
- Ceremonies for specific celebrations
- Social or recreational gatherings
- Community service activities
- Web-based discussion forums
- Newsletters/ e-mail postings
- Speakers bureau development

**News Releases**

When writing a news release, remember that you want to communicate very specific information on no more than one page. Be sure to cover the “who, what, when and where” of your event or announcement and to provide contact information. News releases are not ads or promotional pieces – stick to the facts. Refer to the section “Media Kit for Chapter Leaders” in this handbook for more information on writing news releases.

**Educational Opportunities**

*Introduction to Holistic Nursing – Continuing Education Module*

As an AHNA Chapter Leader, you will have many opportunities to introduce and describe Holistic Nursing to people in many different roles – new and experienced nurses, student nurses and members of other healthcare professions. To assist you with this responsibility, AHNA’s Education Provider Committee has developed a complete educational presentation, *Introduction to Holistic Nursing*. The module, designed exclusively for use by qualified Chapter Leaders, is a standardized program that you can present with confidence and ease. The two-hour program may be offered all at once or as two, one-hour sessions. Learners who attend the entire presentation will receive a certificate for two CNE contact hours. AHNA provides all the materials, electronically, needed to present the module, including:

- Detailed instructions for presenting
- Template to create your own flyer
- Power Point slides
- Handouts
- Self-assessment activity
- Case Studies
- Sign-in sheets
- Evaluation forms

To request the Introduction to Holistic Nursing module, contact Terri Roberts JD, RN, Executive Director, at: education@ahna.org or call at (800) 278-2462 Ext. 16.
Approval for Chapter Education activity

AHNA encourages its members to share their unique skills and expertise with nurses and allied healthcare professionals in their communities. Apply through AHNA to have your own course peer-reviewed to offer contact hours to nurses. As a Chapter Leader, you will receive a significant discount on application fees and be given priority peer-review whenever possible. All application forms are downloadable from AHNA’s website. Contact Terri Roberts JD, RN at approval@ahna.org for confirmation of Chapter Leader status and the discounted Chapter Leader application fees.

AHNA is proud to be accredited, since 1997, as both a provider and approver of continuing nursing education by ANCC’s Commission on Accreditation (www.nursecredentialing.org). AHNA is also Provider approved by the California Board of Registered Nursing. Our status with ANCC and CABRN means that contact hours earned through AHNA are valid for nurses licensed in all 50 states. Contact hours may be applied toward RN licensure, re-licensure and certifications, including the contact hour requirement for holistic nurse certification through AHNCC.

Inappropriate Solicitation Activity in Chapters

With regard to email lists provided by the AHNA National Office, we recommend that chapter leaders place all email addresses (for mass email distribution) in the Blind Copy field so that each person receiving the chapter emails see only their email address. NO ONE but the Chapter Leader or designated chapter officers are to have access to the lists. These lists can only be used for Chapter activities. This is in observance of the AHNA SPAM policy and recognition of Anti Spam laws. Should you be contacted by a member on your lists requesting removal and no further correspondence by email remove the individual immediately and forward that request to the AHNA National Office at memberassist@ahna.org.

With regard to verbal and media solicitations during chapter meetings/activities, we recommend that chapter leaders survey chapter participants for interest in receiving solicitations involving monetary workshops/classes, products or other services. This way chapter participants can make the decision and there is not a violation of privacy or infringement on solicitation preferences.

If solicitations during meetings/activities present a concern OR if they are desired, it is recommended that Chapter Leaders set up a “Networking Table” with a sign that promotes printed media such as flyers, brochures, promotional gifts, business cards, etc. However, the sigh should also indicate that verbal solicitation be reserved for outside meetings/activities on “own time”. An announcement should be made at the beginning of each meeting/activity as well. Chapter Leaders are encouraged to use the following for verbal announcements:

“A benefit of membership is that our members are able to display their promotional materials for their business on the table provided. Feel free to peruse the table before or after the meeting. If you find someone or a business that you would like to know more about, please make contact with each other outside of the chapter meeting/activity time. That will give you the opportunity to meet in a more suitable environment and get the information you need. Chapter meetings and activities will focus on our common interest of promoting holistic nursing.”
Chapter leaders obtaining CNE approval through AHNA must adhere to the following specifications:

- **Live, face-to-face CE:**
  - Advertisements and promotional materials shall not be displayed or distributed in the educational space immediately before, during, or after a CE activity. Providers shall not allow representatives of an entity with commercial interests to engage in sales or promotional activities while in the space or place of the CE activity.

**Financial Reporting and Accounting Procedures**

AHNA is the umbrella for all Chapters that use the AHNA name and the federal tax identification number (FEIN). The number is for purposes of identification only. The number is NOT for the purpose of exemption from Sales Taxes. As a non-profit, AHNA is generally exempt from Income Taxes.

As a Chapter of AHNA, you are required to submit a statement of Income and Expenses to the AHNA National Office on an annual basis for the period January through December. The Annual Financial Report Form can be found in the Chapter Leader Resource Section at www.ahna.org/ChapterResources.

However, if you choose to use the AHNA non-profit tax identification number as a form of identification to secure a financial account for the chapter, you are required to provide AHNA with monthly bank statements and/or provide AHNA with online access to said financial accounts for purposes of monitoring financial transactions and AHNA auditing requirement, except for unrelated business income like advertising.

As a Chapter Leader of AHNA, should you choose to use the AHNA non-profit tax identification number, contact Becky Arb, Membership Administrative Assistant for the Chapter Leader Financial Agreement and Tax ID request form.

Each chapter is responsible for managing the costs of postage or other incidental expenses. There are several ways to compensate for incidental expenses.

**Chapter Fees and Dues**

Chapter meetings that offer CE contact hour credits usually charge a nominal fee, with a discount for members, such as 20% - 40% off, or half the general fee. Fees vary depending upon region, cost of space, publicity costs, speaker costs, etc.

Some meetings may be offered at no cost or with a donation accepted to cover costs. A donation allows everyone to participate as they are able. Donations made to chapters are NOT tax deductable at this time. Donations or contributions made directly to the AHNA and received by the National Office are tax-deductable.

Chapters can charge an annual chapter membership fee, not to exceed $25.

Professionals who regularly work with meetings, lectures, workshops and seminars suggest that participants place more value on meetings/programs if there is some physical/energetic/monetary exchange between speakers and participants. Do not be afraid to request a small fee or contribution.

Working scholarships can always be included with fee structures to assist those who simply cannot participate financially. Scholarship recipients can still contribute in the form of labor, maintaining the dignity and value of exchange.

It is recommended that someone serve the Chapter as Treasurer to keep accurate records of funds collected and spent and serve as the primary financial contact with the AHNA National Office.
Annual Report

Each chapter is required to submit an Annual Report – chapter and chapter leader status are dependent on submissions of required annual reports. These reports play an important part in setting goals with the association, help to develop and grow our current chapters and provide guidance for new chapters.

The AHNA Website Chapter Leader Resource Section contains a combined summary of all reports submitted by chapter leaders from 2005 to current. The summaries can be viewed at www.ahna.org/ChapterResources. These summaries provide a wealth of knowledge: meeting tips, meeting formats, advertising, presentation topics, etc. The annual report is submitted by chapter leaders the first quarter of each year to report the previous year’s activities, success stories and challenges.

Chapter leaders will be sent the Annual Report as an electronic survey. The Financial Report form will be emailed in the form of a Microsoft Word document, and once completed, sent to memberassist@ahna.org. These report forms are to be completed by March 1st.

Terms and Conditions for Use of AHNA Membership List

AHNA provides current, lapsed and prospective member list to chapter leaders as a resource for meetings and activities. The AHNA membership lists are proprietary and protected by the AHNA privacy policy. Membership list are provided only for your use in promoting chapter activities.

The chapter shall not sell email addresses, phone numbers or mailing lists of members to outside organizations. Any individual or corporation attempting to create a phone/email list or use this information to solicit AHNA members for commercial marketing purposes will be prosecuted to the full extent of the law.

Terms and Conditions for Use of AHNA Web Site and Logo

AHNA requests chapters to use the AHNA Chapter logo and provided chapter media header on websites and printed materials. Prior to using the logo and header, AHNA requires that you complete and submit a Logo Permission to Reprint/Use form located in the chapter leader packet, or can be downloaded at www.ahna.org/ChapterResources, and adhere to the following standards:

- The AHNA Chapter logo and chapter media header will be sent to the chapter as electronic files and are not to be altered.
- AHNA Chapter logos and chapter media headers should not be used on non-AHNA products or services being solicited for purchase.

AHNA recommends using different forms of the logo depending on the format and layout of what you are printing (i.e. business card, letterhead, etc.). AHNA can provide a vertical logo layout, a horizontal logo layout and just the basic logo.

Use of the AHNA Chapter logo in conjunction with the chapter name should read as follows:
**Chapter Name**
An official Chapter of the American Holistic Nurses Association (small basic logo can be placed here directly next to our name, not much larger than the font size used for our name).

The AHNA Chapter logo can also be placed in the bottom right-hand corner or centered at the bottom of the letterhead, business card, post card, etc. It shouldn’t be larger than the graphics or logo used for the individual chapter name.

AHNA prohibits chapters from downloading AHNA specific forms (i.e. membership forms, practitioner listing form, etc.) directly to their websites. The chapter website can contain links directly to the AHNA website [www.ahna.org](http://www.ahna.org) which will allow easy access to information and such forms. This helps to ensure accuracy and the most current versions of the forms are being accessed. Once website and/or printed materials are complete, AHNA requests to review and ensure they meet the set standards.

**Appointing Chapter Officers**

AHNA recommends the appointment of officers to assist with the operation of the chapter. Chapter Officers must be current members of AHNA. Suggested officer positions include: Chapter Leader, Co-Leader, Secretary and Treasurer as defined below:

**Chapter Leader** – assumes the primary leadership position, conducts the meetings/activities and usually serves as the contact person for the AHNA National Office.

**Co-Chapter Leader** – assists the chapter leader with her/his duties. Conducts meetings if the chapter leader is absent.

**Secretary** – keeps written records of meetings and assists with correspondence.

**Treasurer** – records and tracks income and expenses of the local group as well as provides the AHNA National Office with requested financial documentation.

The positions of secretary and treasurer may be combined.

The Chapter Leader should be the principal officer/contact and in general supervise and control all of the affairs of the chapter and is responsible for preparing and submitting the Chapter Annual Report to the National Office.

In conjunction with or in the absence of the Chapter Leader, the Co-Leader should perform all duties of the Chapter Leader.

The Secretary should keep the minutes of chapter meetings, assist in organizing meetings and/or activities, maintain record of attendance, assist with the preparation of the Annual Report and perform other duties prescribed by the Chapter Leader.

The Treasurer should have custody of and be responsible for all financial matters including: receiving and giving receipts (NOT tax deductible) for moneys due and payable to the chapter from any source, depositing such moneys, and preparing and submitting an Annual Accounting/Financial Report to the national office.

A change in Leadership of the Chapter does require the new Chapter Leader to complete a Chapter Leader Application. Also, to officially change the name of a Chapter please contact Becky Arb, Membership Administrative Assistant.
**Templates for Chapter Use**

The AHNA National Office has designed several templates for your use: a flier, stationery, post card, business card, and press release. When referring to your chapter, we strongly suggest that you use the following verbiage:

```
The Northern Arizona Chapter
...a chapter of the American Holistic Nurses Association
```

When referring to AHNA, please use the following tag line:

```
The American Holistic Nurses Association
...the voice of holistic nursing
```

To request templates and sample documents, email memberassist@ahna.org.

**Media Kit for Chapter Leaders**

As a member of AHNA, you are working to transform healthcare. We encourage you to reach out to your colleagues, modeling our core values and letting everyone know about our Specialty Status.

Think of the background, education and experience you have as a holistic healthcare professional! You are an expert. You have knowledge about the health of individuals and communities from a holistic viewpoint. Health-related stories consistently top new coverage. As an expert in holistic healthcare, you are an invaluable resource to your colleagues, other healthcare professionals – and the media.

Public perceptions of healthcare are shaped by the media, and you can do your part to increase awareness and change the system! This kit contains:

- AHNA Mission Statement Pg.1
- AHNA “Elevator Speech” Pg.15
- AHNA Fact Sheet Pg.15
- Holistic Nursing Fact Sheet Pg.16
- Holistic Nursing Specialty Status Pg.17
- Writing & Sending News Releases Pg.19
- Working with the Media Pg.18

**Promoting our work**

You may find opportunities to promote holistic nursing and AHNA at your place of work, in your local newspaper, or through your State Board of Nursing newsletter. All AHNA news releases are available for you to submit to media outlets of your choice.

Visit the Outreach & Media page at [www.ahna.org/outreach](http://www.ahna.org/outreach) on our Web site for recent press releases and a sample release.

**You are important to the profession**

The information contained in this and other AHNA outreach publications are designed to help you build the skills you need to speak with confidence and ease about holistic nursing and AHNA. Each time holistic nurses are used as experts, the image of the nursing profession and holistic nurses is uplifted.

The tools contained here can be used with any audience – the public, other nurses and healthcare professionals, your state nurses association, your state Board of Nursing and the media.
Let us know

Please email memberassist@ahna.org to let us know when you are placing an article – or if you see mention of AHNA or holistic nursing in a newsletter or other publication. We want to know when AHNA is in the press and we want to announce coverage in our eNewsletter and Beginnings magazine.

Help is available

For additional materials or if you have questions or concerns, call (800) 278-2462, Ext. 20 or e-mail memberassist@ahna.org.

Elevator Speech

An "elevator speech" refers to a short (30-second) explanation or answers to a question and is often a description of a profession or organization. Ideally, one would be able to answer the question, "What is a holistic nurse?" during the time it takes for a short ride in an elevator - hence the term elevator speech!

So here is AHNA's elevator speech answer to the question, "What is a holistic nurse?"

Holistic nursing is all nursing practice that has healing the whole person as its goal - body, mind, spirit and emotion. While it is a philosophy of patient care, a holistic nurse can integrate alternative practices with conventional healthcare. Holistic nurses view healing as a therapeutic partnership with the people in their care.

The American Holistic Nurses Association Fact Sheet

Who we are

AHNA …

▪ Is a non-profit membership association for nurses and other holistic healthcare professionals, serving more than 4,500 members across the U.S.

▪ Serves as a bridge between conventional medicine and complementary/alternative healing practices: holistic nurses integrate complementary and alternative modalities (CAM) into clinical practice to treat the whole person, helping individuals access their greatest healing potential

▪ Was founded in 1981 by Charlotte (Charlie) McGuire MA, RNC, HNC, and a group of nurses dedicated to bringing the concepts of holism to every arena of nursing practice

What we do

AHNA…

▪ Is the definitive voice for holistic nursing, and promotes the education of nurses, other healthcare professionals, and the public in all aspects of holistic caring and healing

▪ Efforts have resulted in the recognition of Holistic Nursing as an “official nursing specialty” by the American Nurses Association

▪ Publishes the Scope and Standards of Holistic Nursing Practice (2013), the Journal of Holistic Nursing and Beginnings magazine

▪ Offers research grants for holistic nursing research and scholarly inquiry in order to build the knowledge base for holistic healing
• Offers a variety of education opportunities and endorses continuing nursing education programs that align with the mission and purpose of AHNA

• Works cooperatively with the American Holistic Nurses’ Certification Corporation (AHNCC), the national credentialing corporation for the specialty of Holistic Nursing

• Hosts an annual national conference with continuing nursing education and networking opportunities

• Organizes and nurtures more than 135 chapters across the United States that further the AHNA mission

What is Holistic Nursing?

Florence Nightingale, who believed in care that focused on unity, wellness, and the interrelationship of human beings and their environment, is considered to be the “founder” of holistic nursing.

Holistic nursing…

• Is defined as “all nursing that has healing the whole person as its goal,” (AHNA 1998) and integrates complementary and alternative approaches (CAM) into clinical practice

• Is recognized by the American Nurses Association as an “official nursing specialty,” with its own defined scope and standards of practice

A holistic nurse…

• Is a legally licensed nurse who takes a mind-body-spirit-emotion approach to the practice of nursing

• Works in a variety of settings – from hospitals to universities to private practice

• Can specialize in one or more modalities (or methods of healing), such as acupuncture, chiropractic, or energetic healing

Complementary or alternative medicine…

• Refers to health practices, approaches, knowledge and beliefs incorporating plant, animal and mineral-based medicines, spiritual therapies, manual techniques and exercises. These practices can be applied singularly or in combination to treat, diagnose and prevent illnesses or maintain well-being. In industrialized countries, adaptations of traditional medicine are termed “Complementary” or “Alternative” (CAM). (World Health Organization)

• Is utilized by 65 to 80 percent of the world’s population, and approximately 42 percent of all Americans (JAMA)

• Is being studied by The National Center for Complementary and Alternative Medicine (NCCAM), the Federal Government’s National Institute of Health’s lead agency for scientific research on complementary and alternative medicine (CAM). Visit http://nccam.nih.gov/health/whatiscam/ for more information

Holism…

In health care is the belief that in the treatment of medical conditions, all of one’s physical, mental, emotional and social conditions – not just physical symptoms – should be taken into account.
**Holistic Nursing Specialty Status**

In December of 2006, Holistic Nursing was officially recognized by the American Nurses Association (ANA) as a nursing specialty with a defined scope and standards of practice, acknowledging holistic nursing’s unique contribution to the health and healing of people and society.

Standing behind this great achievement is the American Holistic Nurses Association (AHNA). AHNA submitted a 76-page document to the ANA that clearly describes holistic nursing as a focused area of nursing practice.

**Why is specialty status important?**

ANA Specialty Status recognizes that holistic nursing has its own scope and defined set of standards that distinguishes it from other nursing practices. Specialty status provides holistic nurses with clarity and a foundation for their practice, and strengthens the voice of the entire profession.

**Qualifying for Specialty Status**

Holistic Nursing is a specialty that is based upon:

- A body of knowledge
- Evidence-based research
- Sophisticated skills
- Defined standards of practice
- A diversity of modalities from a broad range of health practices
- A philosophy of living and being that is grounded in caring, relationship, and interconnectedness

ANA required the completion of a document explaining why holistic nursing should be granted specialty status, the development of a scope of practice statement indicating the “who, what, when, where and why” of holistic nursing, and the articulation of a defined set of standards depicting the details and complexity of the practice.

**Specialty Status: The Future**

Each specialty nursing scope statement and standards of practice can deeply influence nursing practice in each specialty. These standards:

- Provide schools and universities with a template for curricula and influence the development of continuing education programs
- Validate research and attract research funds
- Provide for recognition by state boards of nursing
- Describe the knowledge, skills, and abilities that hospitals and other health care agencies can expect from the nurses they hire
- Help the professional practice regulate itself

*Holistic Nursing: Scope and Standards of Practice, 2nd Edition* (2013), co-published with ANA, defines what holistic nursing is, what holistic nurses do, and the responsibilities for which holistic nurses are accountable. These guidelines are consistent with the definition, values, assumptions and standards of nursing as outlined by the Nursing’s Social Policy Statement, Second Edition (ANA, 2010) and Nursing: Standards of Practice (ANA, 2010). This book is an essential resource for nurses and others in related healthcare work, including care providers, educators, researchers and administrators, and those involved in funding, legal, policy and regulatory activities. It is available for purchase through the AHNA online store.
Working with the Media

Through more contact with local media and community institutions, you can help spread the message about holistic nursing and further the AHNA mission. Remember, when it comes to holistic nursing, you are the expert!

Media Relations is a Tool

The media's view of holistic nursing influences public perception – among nurses in general, the healthcare industry, and with the general public. As an AHNA member/Chapter Leader, you can use this tool to shed a favorable light upon holistic nursing. You can also boost participation in chapter events. A well-timed press release or phone call can make the difference between an empty meeting room and a standing-room-only crowd.

What qualifies as “news?”

Make sure you answer the question, “Why should a reporter – or the public – care? ” News is something new, or something that can be packaged as new for your community. News can have a local angle on a national issue, such as “Area holistic nurses at forefront of alternative medicine trend,” or “Local nurses organize career fair to combat nursing shortage.”

Make it relevant

Reporters look for a news “hook,” or a good visual – an angle or slant or photo that will set a story apart. Who is your audience? If the media you’re working with targets the general public, think about what will interest them. Most members of the public will be under nurses’ care at some point in their lives. People will want to know about nurses who care for the body, mind and spirit. If you’re reaching out to nursing media, why not highlight chapter activities that emphasize self-care for overworked nurses?

Contacting and Meeting with Reporters

The media are always looking for good stories and exciting visuals. So how do you reach them? Newspapers, radio stations and TV stations have reporters who follow “beats” on certain topics. Learn which reporters cover the healthcare beats. Contact them, introduce yourself, and establish a relationship. Read their articles, and let them know if you like their writing. Over time, the reporter may come to view you as a trusted source. Send them your press releases, and follow up with a phone call to remind them of your activities – but not to ask if they’ve received your releases.

Keep your lists updated, and remember to include the following in addition to your regular daily newspaper: weekly entertainment papers, community bulletins and Web sites, business newspapers, special audience newsletters, cable and public access stations.

Press Releases

Press releases are brief statements that convey basic messages and may lead to interviews and news coverage. One page is ideal. The top of the release should include the name of the chapter, contact information for the sender, and a brief headline – it’s recommended that you use the AHNA provided chapter media header. For the body copy, follow the inverted pyramid style: the most important information is at the top, the least important at the bottom. Be sure to check spelling, grammar and accuracy of all information before sending. Send the release by email or fax.

How to Give an Interview

A reporter may want to interview you about your cause, meeting or event! Plan ahead and practice.

- Determine your audience before the interview and “start where they are” in crafting your message
- Use language that your audience will understand – no nursing jargon
- Your message is that one, brief, catchy and memorable “sound bite” that will capture the essence of your story
- Tell a good story – make it about a specific person if possible; in other words, “put a face on it.”
- Stay focused.
- Be concise.
- Use facts and figures.
- Avoid strong emotional displays.
- Practice message discipline; repeat your message and don’t let yourself be side-tracked

Have a good time

Once you decide to engage in media outreach, it can be fun. As you become more comfortable with reporters or in interviews, you’ll generally find that people in the media are well-informed and genuinely curious about a variety of issues.
Support from AHNA

Visit the AHNA Web site for a number of materials to help your media outreach efforts. We have a News section on the site, as well as an Outreach and Media section to help you. Contact Becky Arb, Membership Administrative Assistant at memberassist@ahna.org for any assistance you need.

Writing and Sending News Releases

Three Types of News Releases

Public Service Announcement or PSA

This is a very short, two paragraph piece that on-air reporters can include in community calendars to invite the public to your event. It contains the “who, what, where, when and why” of the news, including contact names, phone numbers, email and web addresses and other critical facts. The PSA is sent out well in advance of the event. PSAs should be clearly labeled as such and should be sent early (as early as three weeks out), since there can be a lot of competition for PSA space, and should be sent again a week before.

Media Advisory

This is a short, one-page, concise piece advising the media of news to be made. It contains the “who, what, where, when and why” of the news, including contact names, phone numbers, email and web addresses and other critical facts. The media advisory is sent out before an event or news is made and is intended to invite reporters to cover your event or news. It should be sent out as early as two weeks before and again five days before.

Press Release or Media Release

This document is longer than a media advisory, but rarely more than two pages. A press release is typically written like a news story – containing quotes, “color” and background – and summarizes your news. It is written as if it were to appear in the morning newspaper. The press release is often handed out at a news event or included in a press kit. It is also sent to the media list immediately after the news event, so that even those outlets that did not send a reporter can report on the event if they choose. Get to the most important part of the news as soon as possible and make sure everything is accurate: facts, name spellings, dates and times.

Tips for News Releases

- Use AHNA’s name and/or logo at the very top of the release
- State “For Immediate Release” – and the date
- Include contact name(s), email and web addresses and phone number(s), including cellular phones
- Remember “who, what, when, where, and why”
- Always include a 2-3 sentence description of your chapter in clear, concise, language in the last paragraph of the release

Guidelines for New Releases

- Try to keep the release to one page
- Answer the questions: who, what, where, when, why, but write it like a news story. Some papers will print your releases verbatim. Include quotes and background information.
- The headline is the key, and should summarize your news.
- Everything a reporter or assignment editor needs to know should be in the first paragraph.
- Email or fax the release ten days before the event (if the paper is a weekly, ask when they want to receive the releases); again five days before, and follow up with a phone call. Don’t ask a reporter if they got the release; simply remind them that you sent it and when your event is taking place.
- If you really want a reporter to attend your event, give them a reason and good visuals/photo opportunities. Be sure to communicate what is unique or interesting about your event. Do you have a speaker who is a leader in a particular field, or a popular author? Will you be honoring a community member or making an important announcement? Both audiences and reporters will be drawn to a new or exciting speaker or event.
- Finally, get to know your reporters and editors, and let them know what your expertise is. You’ll be able to develop a mutually beneficial relationship.
Resources

Becky Arb, Membership Administrative Assistant
memberassist@ahna.org
(800) 278-2462 Ext. 20

Nicole Malcom, Director of Operations
office@ahna.org advertise@ahna.org
(800) 278-2462 Ext. 10

AHNA National Office
2900 SW Plass Ct.
Topeka, KS 66611-1980
(800) 278-2462
Fax: (785) 234-1713
www.ahna.org/ChapterResources (Refer to the Chapter Leader Resource section of the AHNA Web site)

Chapter Leader Steering Committee – Contact Terri Roberts JD, RN at the AHNA National Office for committee members and contact information, or post questions and/or suggestions for the Steering committee at www.ahna.org/chapterdiscussions

Elizabeth Scala MSN/MBA, RN, Membership and Chapter Coordinator
support@elizabethscala.com
(410) 692-2738

Terri Roberts JD, RN, Executive Director
director@ahna.org
(800) 278-2462 Ext. 16

Sierra Moore, Education Support Staff
eduassist@ahna.org
(800) 278-2462 Ext 21