

Public Relations Report

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MANA Public Relations Committee

National Certified Anesthetist Week was January 22-28, and many of us took advantage of this special time to celebrate our profession and educate others about nurse anesthetists and what we do. This was the seventh National Nurse Anesthetist Week celebrated, and the participation continues to grow. The promotional materials, provided by the AANA, are very helpful and many are free. It's always great to hear what you did and your reports are appreciated at both MANA and the AANA.

Thanks go to Bob Barba and Kristin Curle, our association management team, as they took charge of CRNA Week at the MANA office. Phone greetings were changed to remind callers, letters sent to vendors, website recognition of the week, and press releases sent out. Our Detroit WDET 101.9FM radio spots, earned during the challenge grant last fall, were aired this year. You may have heard them: "Programming on WDET is made possible, in part, by the Michigan Association of Nurse Anesthetists, providing anesthesia for over a century...for more information about nurse anesthesia ... 800-437-6577 or m-i-a-n-a (dot) org."

CRNAs in the state celebrated in a variety of ways at their facilities. There were sponsored breaks and luncheons, educational exhibits, cabinet displays, and articles placed in hospital newsletters. Reports came from:

Beaumont Hospital - Royal Oak had meals almost everyday that week to celebrate thanks to the anesthesiologists and some of our vendors, which were arranged by Tim Palmer.

Maria Gonzales, of Annapolis Hospital hosted a pizza lunch for all the gracious OR staff that provided potluck lunches throughout the week.

Tim Flint of Mt. Clemens General Hospital also arranged for food to be brought in.

Sue Ferko of Providence Hospital created a "Know your CRNA" wall made up of photo collages of the CRNA staff and their interests (hobbies, family, work history) outside of the OR, which was a big hit with everyone in the OR.

Aneta Somter at Sinai-Grace Hospital was in charge of their booth and an exhibit.

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Other PR events:

On November 16, Oakland University/Beaumont seniors (now CRNAs) Donna Costeiu and Travis Graham staffed the MANA booth and answered questions at the Superhighway to Success Mega Career Event targeting 8-12th graders. Hosted by Oakland Schools at the Pontiac Silverdome, they expected over 350 businesses and secondary educational institutions offering career guidance to 15,000 students along with their parents. Except for being a little chilly, their booth had many visitors.

Mary Neff represented MANA at our exhibit at the fifth annual U of M Student Nurse Career Fair, Ann Arbor, on January 6 with our exhibit information. This was Mary's third year there, and they always appreciate it.

Given that Super Bowl XL was hosted in Detroit this past January, it was difficult, even if you didn't follow football, not to feel part of the excitement. There were close to a dozen CRNAs that participated in a charitable Super Bowl volunteer program. It included an application, accompanied by a donation to benefit the Detroit Parade Company, to sell Super Bowl XL programs at the game in Detroit. Some described it later, "as a chance in a lifetime", or what Joe Auty called, "one of those most memorable events of a lifetime."

Also, during the week preceding Super Bowl XL, MANA's association manager Bob Barba worked five shifts in four days at Cobo Center as one of the 325 volunteers it took on each shift to run the various interactive events that made up the NFL Experience.

So volunteering can be FUN. Please keep us posted.

Respectfully submitted by,

Diann & Kathleen