



AANA PR Awards: Texas Association of Nurse Anesthetists (TxANA) Submissions (2019)

Best Overall Public Relations Effort and Best Promotional Effort for CRNA Week

TxANA's Public Relations Committee, staff, and communications consultants continually look for opportunities to advance and defend our profession through earned media, social media and other communications.

With an eye toward increasing public engagement, improving education and expanding advocacy, TxANA recently developed and launched a new video campaign to enhance the association's traditional earned media and social media efforts. This video series was thematically and artistically pulled through to educational leave behind content provided to Texas State House and Senate leaders and their staff in 2019 during CRNA Week.

Together, these live action and animated videos and new creative content, form the foundation of our award submission.

We are pleased to submit our work for consideration in the AANA's Annual PR Awards for Best Overall Public Relations Effort and Best Promotional Effort for CRNA Week.

Best Overall Public Relations Effort

TxANA engages our membership, state legislators, media and every day Texans with our messaging about the role CRNAs play in our health care system. Pulling through national initiatives and taglines like "Every Second Counts," we also work to localize and brand TxANA as a preeminent voice in health care in Texas.

Dynamic new video content

"Get to Know CRNAs" is TxANA's animated explainer video. The video engages viewers and walks Texans through the history, education, qualifications, training and unique skill set of a CRNA.

The animated video, developed by CD Austin and JWH Communications, premiered at the TxANA Annual Conference in October 2018 and was released widely across social media in 2019. With over 26,000 views across Facebook and YouTube to date, the explainer video is elevating the TxANA brand while educating a wider audience about the work and role of CRNAs in Texas. TxANA also featured the video in a series of digital ads and promoted social media posts.

TxANA's explainer video generated interest from other state associations who are interested in replicating the effort in their states.

Watch the video online at: <https://www.youtube.com/watch?v=683cscNG7Z4>

“Did You Know” is TxANA’s live action video series that covers facts, figures and policy issues impacting CRNAs and the patients we serve. The videos, featuring TxANA Director Greg Collins, DNP, CRNA and developed by Roadrunner Pictures and JWH Communications, put complex public policy issues into plain English. With more than 19,000 views across social media channels, the “Did You Know” video series, which debuted in February 2019, provides TxANA with a wealth of evergreen educational content that will continue to be strategically promoted at conferences, sponsorship events and through earned and paid media in 2019 and beyond.

Watch some of the “Did You Know” video series on our Facebook page or through our YouTube channel: <https://www.youtube.com/channel/UCWfHBFAtzgjqdV9kyNwbssg>

Strategic partnerships

TxANA continues its media partnership with the *Texas Tribune*, the state’s leading non-profit news site. The *Texas Tribune* educates Texans about politics, public policy, government affairs and statewide issues. Our TxANA content is featured on the *Tribune’s* news site via display ads, as well as featured content in the *Tribune’s* free and subscriber-paid e-newsletter publications, and their podcast, *Texas Tribune TribCast*. The importance of TxANA’s *Texas Tribune* partnership rests in its ability to elevate the TxANA brand with a highly engaged audience and through broadening and deepening understanding of the importance of CRNAs among state policymakers.



TxANA received 2,429,597 impressions from July 2, 2018 – May 1, 2019 for its Texas Tribune digital ad campaign.

Putting a face on the work of CRNAs

Originally launched in 2018, the **Faces of TxANA** blog series continues to expand, as we feature the diversity of members in TxANA, the unique roles they play in the workplace and their contributions to their local communities. In 2019, the Faces of TxANA series will expand to highlight our association CEO and staff.

Faces of TxANA is dynamic content that allows us to bridge across a wide range of communication tools and social networks to reach a large audience with these professional and personal profiles. You'll find this content in blog posts, newsletter articles and social media posts. The Q&A, informal style of these profiles is aimed to engage and entertain, while underscoring the core mission of the association.

Recent samples of our Faces of TxANA campaign:

[Faces of TxANA: Masson Farmer, DNP, CRNA, FASPM](#)

[Faces of TxANA: James Stockman, MSNA, CRNA](#)

We continue to grow our online presence and have seen notable growth in social media and website metrics. Notably, our TxANA Facebook page likes increased by 23 percent over the past 12 months.

Best Promotional Effort for CRNA Week

TxANA traditionally creates a robust program of private and public events, social media and earned media to raise awareness about CRNA Week. In Legislative Session years (odd-numbered years, including 2019), TxANA also ensures CRNAs are recognized during the Annual CRNA Capitol Day with a resolution by the Texas Legislature.

In 2019, nearly 140 CRNAs and SRNAs descended upon the Capitol in Austin to advocate for their profession. The day allowed TxANA members to self-advocate and to forge deeper relationships with Texas State Senators and Representatives.

In addition to legislative office visits, TxANA hosts an annual ice cream social at the State Capitol, providing an opportunity for CRNAs, TxANA lobbyists and legislative office staff to discuss CRNA policy concerns in a casual, engaging atmosphere.



The “Get to Know CRNAs” animated explainer video proved to be a useful educational tool with lawmakers and staff. To connect our visit and the themes from the explainer video, TxANA staff worked with CD Austin, JWH Communications and Rocco Productions to create a “**Get to Know CRNAs**” swag box, featuring messaging and imagery from the explainer video as well as practical

items like pens, cups and candy to leave TxANA's mark on each office. These new gift boxes were so well received among Capitol staff, TxANA intends to continue to use these leave behinds at conferences, alliance development meetings and with legislative staff and members in the future.



Media coverage of CRNA Week included a live, in-studio talk radio interview with TxANA Director Greg Collins, DNP, CRNA, featuring a discussion of the work of CRNAs, issues under consideration at the Capitol and a discussion of the role CRNAs play in the larger health care system.

Additionally, during CRNA Week in 2019, TxANA pulled through AANA content and messaging with our own original creative content to share out across social channels, in our e-newsletter and with members of the Texas Legislature.