



# 50<sup>th</sup> Anniversary Opportunities for Chapter Involvement

## **FOR LEADERS**

### **1. PROCLAMATIONS**

Invite lawmakers to acknowledge ACEP's 50<sup>th</sup> anniversary by introducing and passing resolution(s) in state legislative bodies.

- A. Offer a sample proclamation to an ACEP-friendly legislator in your state
- B. Ask individual lawmakers make speeches on the floor
- C. Encourage any other lawmakers to submit written statements for the record
- D. Request a video of the speeches from the floor

Tools:

- Sample proclamation (pdf attached)
- Sample letter to lawmakers (pdf attached)
- Sample Messages/Taglines For Use In Promotional Materials (pdf attached)

### **2. SHARE YOUR HISTORY FOR 50<sup>TH</sup> ANNIVERSARY MUSEUM@ ACEP18**

Provide timeline information and/or items that could be used in the 50<sup>th</sup> history exhibit at ACEP18. Contact [jnelson@acep.org](mailto:jnelson@acep.org) or call 800-798-1822 ext. 3018.

### **3. 50<sup>TH</sup> ANNIVERSARY EMAIL**

Send an email to your chapter members, promoting the 50<sup>th</sup> anniversary and all related efforts throughout 2018, including:

- Year-round communications including social media campaigns to share the highs, lows and life-changing moments in emergency medicine, culminating in a story-telling contest Summer 2018
- 50th anniversary-themed podcasts on the past, present and future of emergency medicine
- [Our 50th website](#) where you'll find an online historical timeline, information about ACEP18, our commemorative book and more
- Anniversary editions of ACEP Now and Medicine's Frontline
- A blow-out celebration at [ACEP18](#) in San Diego featuring an interactive history museum that chronicles the journey of emergency medicine from battlefield to inner city to rural America and every spot in between

Tools:

- Sample email blast (pdf attached)

### **4. SPONSORSHIP**

Become an [ACEP All Stars sponsor](#) of the 50<sup>th</sup> Anniversary by contributing \$1,000 - \$5,000. As an Anniversary sponsor, your organization will be recognized for their support at the ACEP18 National Conference, provided a recognition sign for your exhibit booth at ACEP18 and provided the ACEP 50<sup>th</sup> Anniversary logo to promote and announce your participation and support of the Anniversary.

- To become an Anniversary sponsor, contact Peggy Brock at [pbrock@acep.org](mailto:pbrock@acep.org) or call 800-798-1822 ext. 3170.



# 50<sup>th</sup> Anniversary Opportunities for Chapter Involvement

## FOR CHAPTER EXECUTIVES/OFFICES

### 1. AT YOUR MEETINGS

- A. Use the 50<sup>th</sup> anniversary promotional slide in your presentations or between sessions
- B. Play the 50<sup>th</sup> anniversary video during your opening sessions promoting the 50<sup>th</sup> anniversary, ACEP18, and our commemorative book, [\*Bring 'Em All: Chaos. Care. Stories From Medicine's Front Line.\*](#)
- C. Offer giveaways or other promotional events for ACEP's 50<sup>th</sup> Anniversary books:
  - a. [\*Bring 'Em All: Chaos. Care. Stories From Medicine's Front Line:\*](#) ACEP's commemorative coffee table book showcasing a day in the life of an emergency physician captured through images by famed photographer Eugene Richards \*\* [Order your personal copy and also consider purchasing copies in bulk for gifts this year.](#)
  - b. *Anyone, Anything, Anytime. A History of Emergency Medicine:* Replace your original with the second edition of Dr. Brian Zink's book and let your members know about this exciting update. – *Coming Soon*
- D. Encourage your members to register early for [ACEP18](#), the specialty-wide anniversary celebration in San Diego featuring an interactive history museum, the President's Gala and much more.

#### Tools:

- Slide (.pptx attached)
- Videos
  - <https://www.acep.org/50thbook>
  - <https://www.acep.org/videos50th>
- Sample Messages/Taglines For Use In Promotional Materials (pdf attached)



# 50<sup>th</sup> Anniversary Opportunities for Chapter Involvement

## **FOR INDIVIDUAL MEMBERS**

### **1. START YOUR JOURNEY**

- A. Read about the history of ACEP and emergency medicine on our [anniversary website](#).
- B. Listen to our special anniversary podcast episodes.

### **2. JOIN US ON SOCIAL MEDIA**

- A. Post and Tweet about anniversary activities as well as your moments in the history of emergency medicine.
- B. Follow @ACEPnow on Twitter ([twitter.com/ACEPNow](https://twitter.com/ACEPNow)) and like the Facebook page ([www.facebook.com/pg/ACEPFan](https://www.facebook.com/pg/ACEPFan)). Every Tuesday and Thursday new 50<sup>th</sup> Anniversary content is posted that you won't want to miss. Like, share, retweet, encourage others to do the same!
- C. If you're talking about the 50<sup>th</sup> Anniversary on social media, use: #EMeverymoment. That is our official hashtag.

### **3. SHARE YOUR PERSONAL STORY ONLINE**

What is YOUR personal history with your practice of medicine? Share it with us! You could:

- A. Send us a picture from when you just starting out in the ED, or one that holds special significance on your emergency medicine journey.
- B. Tell us about a moment that resonates for you - either write it down or record yourself in a brief (1 minute or less) video.
- C. Perhaps you are more interested in the next 50 years. Reveal your prediction on how emergency medicine will evolve and some of the significant changes you think will define the specialty in the next 5 decades.
- D. Submit your story here: <https://goo.gl/forms/ZsZh12bcWNYrW2Om2>

### **4. ENTER YOUR MOMENT IN ACEP'S ANNIVERSARY STORYTELLING CONTEST #WHATSYOURMOMENT**

In May, we will launch an anniversary storytelling contest that will receive applications from June to July. Photos, poems, posts, tweets, video and more can be entered into our contest. Prizes will be awarded in August.

### **5. GRAB KEEPSAKES**

- A. September Anniversary edition of ACEP Now
- B. **Bring 'Em All: Care. Chaos. Stories From Medicine's Front Line:** ACEP's commemorative coffee table book showcasing a day in the life of an emergency physician captured through images by famed photographer Eugene Richards.
- C. **Anyone, Anything, Anytime. A History of Emergency Medicine:** Medicine's Frontline, 50<sup>th</sup> Anniversary Edition – *Coming Soon*



## Draft 50<sup>th</sup> Anniversary Proclamation/Resolution Letter

{language to be personalized}

date

Name Block

Address Block

Address Block

Address Block

Dear Legislator:

This year, the American College of Emergency Physicians (ACEP) celebrates our 50<sup>th</sup> anniversary as the oldest and largest national medical specialty society representing physicians who practice emergency medicine.

For 50 years, ACEP has led the advancement of emergency medicine, representing the emergency physicians who treat and comfort patients during some of their most challenging and frightening moments, 24 hours a day, 7 days a week, 365 days a year. Every day in communities all across the country, emergency physicians provide around-the-clock diagnosis and treatment services not available anywhere else in the health care system for more than 141 million patients each year.

Founded in 1968, ACEP has grown to represent more than 37,000 members with 53 chapters in each state, as well as Puerto Rico, the District of Columbia, and a Government Services Chapter representing emergency physicians employed by military branches and other government agencies.

In recognition of ACEP's 50<sup>th</sup> anniversary, we hope that you will consider sponsoring a **proclamation/resolution** celebrating this milestone and our commitment to advancing emergency medicine through continuing education, research, and public education.

Thank you,

Your Name

Title



## Draft 50<sup>th</sup> Anniversary Proclamation {language to be personalized}

WHEREAS, the American College of Emergency Physicians is the oldest and largest national medical specialty organization representing physicians who practice emergency medicine;

WHEREAS, the American College of Emergency Physicians was founded in 1968 in Lansing, Michigan, by eight physicians and has grown to represent more than 37,000 members with 53 chapters in each state, as well as Puerto Rico, the District of Columbia, and a Government Services Chapter representing emergency physicians employed by military branches and other government agencies;

WHEREAS, emergency physicians treat and comfort more than 141 million patients each year during some of their most frightening moments;

WHEREAS, emergency care is critical at any hour of the day, and emergency physicians provide diagnosis and treatment services not available anywhere else in the health care system 24 hours a day, 7 days a week, 365 days a year;

WHEREAS, emergency physicians are critical to America's ability to respond to disasters and mass casualty events;

WHEREAS, quick thinking and smart decisions in the emergency department save millions of lives every year;

WHEREAS, an estimated 4.5 billion Americans have received emergency care in U.S. emergency departments since the American College of Emergency Physicians was founded;

WHEREAS, every community needs a fully staffed emergency department, ready to treat patients around the clock for any emergency;

WHEREAS, emergency physicians are leaders in defining, evaluating and improving quality emergency care, focusing on individual patients while advocating for the wellness of society as a whole;

WHEREAS, the best, brightest and most diverse young physicians who graduate from our nation's finest medical schools are becoming emergency medicine specialists;



WHEREAS, emergency medicine was recognized in 1979 by the American Board of Medical Specialties as the nation's 23<sup>rd</sup> medical specialty;

WHEREAS, the American College of Emergency Physicians is the leading continuing education source for emergency physicians and the primary information resource on developments in the specialty;

WHEREAS, the development of physicians specializing in emergency care has contributed greatly to the health and well-being of all the people of the United States:  
Now, therefore, be it

*Resolved*, that {insert governing body name}

- (1) congratulates the American College of Emergency Physicians on its 50<sup>th</sup> anniversary;
- (2) Recognizes the accomplishments and contributions emergency physicians have made to advance our nation's health care system; and
- (3) reaffirms the value of emergency medicine and the vital role that emergency physicians serve in ensuring the health and well-being of their patients.



## Sample Messages/Taglines For Use in Promo Materials {can be personalized to include state-specific information}

### Member Taglines

- Celebrating 50 years of life saving and boundary pushing. Are you on call for 50 more?
- 50 years of saving lives, 24/7, 365
- Making every breath, every code, every patient, every moment count; then, now, and forever.

### Public-Facing Taglines

- For 50 years, your emergency has been our specialty.
- ACEP represents the only doctors who can deliver a baby, stop a heart attack and save a car crash victim -- at the same time.
- For 50 years and forever, we are here for you, no appointment necessary.
- ACEP represents the doctors who provide lifesaving and critical care to millions of patients each year.

### Talking Points & Promo Language:

- For 50 years, America's emergency has been our specialty. Comforting our patients through some of their most frightening moments, emergency physicians are there 24 hours a day, 365 days a year.
- ACEP's 50th anniversary reflects on the moments that matter most for our specialty, our members, our patients - moments that matter most to you.
- Throughout 2018, ACEP will honor the titans of emergency medicine who blazed the trails so others could follow. We'll recognize the mavericks who practice each day with tenacity, excellence and the highest regards for their patients. And we'll highlight the pioneers who will lead us into the next era of practice.
- A year filled with celebration, including:
  - ✓ Year-round communications including social media campaigns to share the highs, lows and life-changing moments in emergency medicine, culminating in a story-telling contest Summer 2018
  - ✓ 50th anniversary-themed podcasts on the past, present and future of emergency medicine
  - ✓ Our 50th website at [acep.org/50years](http://acep.org/50years) where you'll find an online historical timeline, information about ACEP18, our commemorative book *Bring 'Em All* and more
  - ✓ Anniversary editions of ACEP Now and Medicine's Frontline
  - ✓ A blow-out celebration at ACEP18 in San Diego featuring an interactive history museum that chronicles the journey of emergency medicine from battlefield to inner city to rural America and every spot in between

## Sample Email to Send to Chapter Members

{copy can be personalized to include state-specific information}

It's 2018 and time to celebrate the 50<sup>th</sup> anniversary of ACEP!

Throughout the year, ACEP will be hosting celebrations, contests and activities to highlight the highs, lows and life-changing moments in emergency medicine. You'll see commemorative editions of key publications like *Medicine's Frontline* and *ACEPNow* -- in fact, you can see a 50<sup>th</sup> anniversary article featured in the February edition of *ACEPNow*. Watch for history-focused podcasts, tweets and stories that focus on where emergency medicine has been and where its headed. Hopefully you've notice the 50th logo popping up in all sorts of places...like the email signature of the national office staff, the cover of *Annals*, section newsletters and more.

ACEP HQ has also launched [acep.org/50years](http://acep.org/50years), a special section on the website that contains all types of celebratory information. There you'll find an organizational timeline and registration information for ACEP18 in addition to a video highlight from [\*Bring 'Em All: Chaos. Care. Stories from Medicine's Front Line\*](#), the commemorative anniversary book featuring breathtaking images by famed photographer Eugene Richards, influential author of *The Knife and Gun Club*. Through a collection of 50 stirring photo essays, emergency clinicians from across the country share their perspectives and insights on life and death amidst an ever-changing medical landscape. Plan on buying your copy soon!

This summer, watch for a story telling contest that will launch May 2018. You'll have the opportunity to tell your emergency medicine story through words, images, videos or posts and be eligible for some awesome prizes.

The year will culminate with a blow-out celebration at ACEP18 in San Diego featuring an interactive history museum that chronicles the journey of emergency medicine from battlefield to inner city to rural America and every spot in between.

For 50 years, America's emergency has been our specialty. Let's take every opportunity to celebrate our specialty's history and the anniversary of our college.

If you have any questions about anniversary activities, don't hesitate to connect with me. You can also send a message to Jana Nelson at ACEP who's helping coordinate 50<sup>th</sup> activities. Her email is [jnelson@acep.org](mailto:jnelson@acep.org).

Happy 50th everyone!