



## NDWEEK Communications Toolkit

### Advocating for the Future of NDT

The 2024 Neurodiagnostic Week will take place on **April 14-20**. This year's Neurodiagnostic Week is all about **ADVOCACY**. In this industry-wide celebration, we invite all technologists and other healthcare professionals to work together to be advocates for the profession we all love.

Please use the content in this toolkit across your personal and company channels to celebrate and promote our community.

**Visual Library:** [www.aset.org/aset-ndweek-communications-toolkit/](http://www.aset.org/aset-ndweek-communications-toolkit/)

### Social Media

You can either use the below curated text content to share on social media or you can share your own story! Share photos of events and activities taking place at your workplace by using the hashtag #NDWEEK and #NDWEEK24.

### Share Your Own Story

You can create your own post and share your own story. Below are suggested topics and types of target audiences:

- Share who has advocated for the profession and inspired you.
- How do you advocate for the neurodiagnostic profession to others?
- How do you advocate within and outside your profession about using qualified neurodiagnostic technologists?
- Shout Out! Why you love to advocate for your profession!
- What benefits of the profession empower you to advocate and how does that impact patients?

#### *Target Audiences:*

- Hospital and healthcare administration: Share the importance of using qualified neurodiagnostic technologists with the decision makers in your workplace; emphasize how qualified technologists impact patient safety.
- Patients, caregivers, and the public: Use simple language or messaging advocating for the importance of having qualified, credentialed technologists perform procedures.



### Text Content to Share!

Join us in celebrating our community of neurodiagnostic professionals during **#NDweek** on April 14-20. [www.aset.org/ndweek](http://www.aset.org/ndweek)

I wish every technologist and other healthcare professional a Happy **#NDweek** and invite you to join me in celebrating 🧠 **#NDweek** [www.aset.org/ndweek](http://www.aset.org/ndweek)

I'm proud to be a member of ASET. ASET provides great education programs, publications, and a member network. I encourage you to join ASET this **#NDweek**. 🧠 [www.aset.org/ndweek](http://www.aset.org/ndweek)

For NDWEEK let's unite as advocates for our beloved profession. Join the celebration and promote the impactful work we do in neurodiagnostics! **#NDWeek #NDWeek2024** [www.aset.org/ndweek](http://www.aset.org/ndweek)

Mark your calendars! Neurodiagnostic Week 2024 is April 14-20. This year, we're all about **ADVOCACY**. Let's showcase the vital role of neurodiagnostic technologists and work together to champion the future of our profession. Get ready to share and celebrate! 🧠 **#NDWeek #NDWeek2024** [www.aset.org/ndweek](http://www.aset.org/ndweek)

Join us in celebrating and advocating for the future of NDT. Share your stories, experiences, and passion for neurodiagnostics across all channels! 🎉💙 **#NDWeek #NDWeek2024** [www.aset.org/ndweek](http://www.aset.org/ndweek)

Happy Neurodiagnostic Week 2024! 🎉 Throughout this week (April 14-20), let's flood our timelines with the incredible work we do. Share your favorite neurodiagnostic tools, technologies, or moments using **#NDWeekHighlights**. Together, let's make this week a visual celebration! 📸🧠 **#NDWeek #NDWeek2024 #EvolvingTogether** [www.aset.org/ndweek](http://www.aset.org/ndweek)

Let's celebrate 2024 Neurodiagnostic Week! Join us the entire week in celebrating and advocating for the vital role of neurodiagnostic technologists. Let's **EVOLVE TOGETHER** and make our voices heard to ensure a bright future for our profession. 🌐🧠 **#NDWeek #NDWeek2024 #NDTAdvocacy** [www.aset.org/ndweek](http://www.aset.org/ndweek)

### Where to Share! *Don't forget to like, share, tag, and comment.*

ASET Central at <https://aset.tradewing.com>

Facebook at [www.facebook.com/ASetsociety](http://www.facebook.com/ASetsociety)

LinkedIn at [www.linkedin.com/company/aset-society](http://www.linkedin.com/company/aset-society)

Twitter at <https://twitter.com/ASetsociety>



## Email

### Subject:

Celebrate #NDweek | Advocating for the Future of NDT | Happy #NDweek

### Advocating for the Future of NDT

It's that time of year when we celebrate our beloved neurodiagnostics profession and technologists. The 2024 Neurodiagnostic Week (**#NDweek**) will take place on April 14-20. This year, we invite technologists, other healthcare professionals, patients, and their families to join our community to advocate and support neurodiagnostics.

### How to Celebrate

- Post and share on social media
- Volunteer on an ASET committee
- Join your local ASET chapter
- Shed more light on your story by writing a guest blog
- Show support with neurodiagnostic merchandise

[Learn More](https://www.aset.org/ndweek) (Hyperlink: <https://www.aset.org/ndweek>)

### Share Your Story

This year's Neurodiagnostic Week is all about **ADVOCACY**. In this industry-wide celebration, we invite all technologists and other healthcare professionals to work together to be advocates for the profession we all love. We invite you to write a guest blog on one of the following topics. Guest blogs are accepted on a first-come, first-served basis due to limited space. Below are suggested topics and types of target audiences:

- What are you doing to advocate for the neurodiagnostic profession?
- How is your company helping push the boundaries of neurodiagnostics?
- How does serving on an ASET committee or local ASET chapter benefit you in advocating for the profession?
- How does ASET help inspire or empower you to advocate for the profession?
- Did you meet anyone (through ASET) who inspired or has been an advocate for your career in the profession?
- What role did ASET play in helping you deliver and advocate for quality patient care?
- Target Audiences:
  - Hospital and healthcare administration: emphasize the contributions to the hospital and patients.
  - Patients, caregivers, and the public: use simple language or messaging with an emphasis on the importance of having credentialed technologists performing procedures.



## Proclamations

**We encourage you to submit a proclamation request to your local elected officials or Governor.**

A proclamation is an official designation of an event and can be a great way to educate the public about the neurodiagnostic profession. The goal of a proclamation is to honor, celebrate or create awareness of Neurodiagnostic Week.

It is an official announcement or designation of the event issued by a Mayor or Governor to recognize a day, week or month that will have a major citywide impact. It can be an effective tool for gaining public recognition of Neurodiagnostic Week because it carries the full support of a key government official in your state or community.

See the below steps that will help you plan, promote, enhance, and propose a proclamation for Neurodiagnostic Week.

### **STEP 1: Contact the State or Local Government Office**

- Each city and county will have their own guidelines and procedures for signing proclamations. The easiest way to research your city or county guidelines is to look on its website and search for the term “proclamation.”

### **STEP 2: Submitting a Proclamation Request**

- A cover letter requesting the proclamation is often required. We have provided a sample cover letter and letter to request a proclamation at the links below.
  - [Cover Letter: Model Proclamation Neurodiagnostic Week](#)
  - [Request Proclamation Letter](#)

### **STEP 3: Allow Enough Time**

The wheels of government turn slowly, so be sure to begin the proclamation request process at least 30 days in advance of Neurodiagnostic Week, by March 17, 2024, if possible.

### **STEP 4: Make an Event Out of It!**

Let ASET know when you secure a proclamation. We would love to feature it on our website, social media, and newsletters.

- If you have a proclamation meeting or signing event, please let ASET know. We would love to highlight the day and send us any photo or videos of the event.
- Post any photo on social media and use the hashtag **#NDWEEK**.

If you have any questions or need help with requesting a proclamation please contact Jennifer Montgomery, Senior Director of Operations & Government Affairs at [jennifer@aset.org](mailto:jennifer@aset.org).