



DRAFT NEWS RELEASE ALBERTA OCCUPATIONAL HEALTH NURSES' ASSOCIATION

October 29, 2015

Alberta Occupational Health Nurses' Association (AOHNA) Launches Social Media Campaign – “Light the Lamp”

The Alberta Occupational Health Nurses' Association (AOHNA) is announcing an exciting social media campaign called “***Light the Lamp***”. The campaign is intended to increase the public awareness and knowledge about the role and value of occupational health specialty nursing practice. The association encourages nurses to submit videos for judging and recognition of their contribution to occupational health that showcases the unique skills and abilities of occupational health nurses and the unique settings in which they work. The social media campaign also provides the opportunity for nurses to develop and enhance their skills and abilities working with new and evolving technology that will expand their capacity in the workplace.

AOHNA is pleased to announce that the **University of New Brunswick** has agreed to be the national educational sponsor for the social media campaign. The UNB is a dynamic learning environment and is releasing a new occupational health nursing certificate program that allows for open enrollment and distance education this fall.

Ian Allen, Business Development Manager at the University of New Brunswick,

“UNB is excited about this opportunity and what it brings to our university – promoting and investing in occupational health is a long-term strategic business decision – as fundamental as organizational learning and development.”

The AOHNA executive is excited to work with the University of New Brunswick. This education institution understands the big picture, recognizes the aging demographic trend of the workforce and supports the need to build capacity for nurses who work in occupational health specialty practice.

If your organization is interested in learning more about this campaign or sponsoring the Alberta Occupational Health Nurses' Association or the social media campaign then please see our website or contact our office at:

AOHNA
c/o CARNA
11620-168 Street
Edmonton, AB T5M 4A6
1-888-566-3343
president@aohna.org

<http://aohna.org/>

A winning video will be chosen from all the entries received with prizes including:

- First place trophy
- 2 OHN courses at UNB up to a value of \$1000 (reimbursement based on proof of completion)
- A trip to next year's AOHNA Symposium (hotel and flights from anywhere in Canada) – not to exceed \$1500 (reimbursement based on submission of invoices and travel vouchers)

Prize and award details can be reviewed on the AOHNA website:

<http://aohna.org/advertising/resources-links/aohna-light-the-lamp-social-media-campaign>