

National Medical Laboratory Week Handbook



History of Lab Week

Since 1985, the Canadian Society for Medical Laboratory Science (CSMLS) has sponsored a special week in April to promote awareness and understanding of the role of medical laboratory professionals in the health care system. National Medical Laboratory Week is a vehicle for our members to celebrate and raise awareness of their role in health care.

Traditionally, CSMLS provides free marketing collateral and resources to enable members to create displays and engage in grassroots marketing activities in order to spread their message and educate the general public.

Raising awareness of laboratory work helps our members experience increased job satisfaction, better workplace morale, and high recruitment and retention in the profession.

To learn more about medical laboratory professionals and the impact they make in health care, visit medlabprofessionals.ca



Please follow local public health measures and guidelines when planning any National Medical Laboratory Week events at your workplace or public facility.



Celebrate!

National Medical Laboratory Week (Lab Week) is a time to celebrate the profession and medical laboratory professionals across the country. There are several ways you can celebrate and it's never too early to start planning. Here are some tips and tools to help celebrate your co-workers, employees, friends or the profession as a whole.

Plan a Lunch

Order in, go to a restaurant or simply host a potluck! Celebrate by filling your belly and enjoy the company around you.

Organize a Game/Contest

There are SO many great game and contest ideas out there – just throw a “laboratory” spin on it. Don’t forget the prizes! Here are some examples:

- Laboratory Scavenger Hunt
- Lab Olympics
- Med Lab Jeopardy
- Lab or Lab Coat Decorating Contest
- Laboratory Escape Room
- Minute to Win It – Lab Edition

Arrange an Evening Out

Take a break from the lab setting and organize a fun event at a bowling alley, escape room, mini putt, movie theatre, canvas and mocktails or a restaurant!

Celebrate with Cake!

It isn’t a celebration without cake. Decorate your lab and celebrate with cake! Order a cake using a customized Lab Week cake decal for everyone to enjoy during Lab Week.





Advocate

National Medical Laboratory Week is an opportunity to build awareness for the medical laboratory profession. Help educate the public about what you do and the importance of the lab and the people who work there. There are a ton of things you can do to advocate. Here are some ideas to help you get started:

Share, Share, Share!

The best thing you can do is share – your role, your experiences and your expertise. Let people know what you do by telling them or direct them to medlabprofessionals.ca to give them a closer look at the importance of medical laboratory professionals.

Inform!

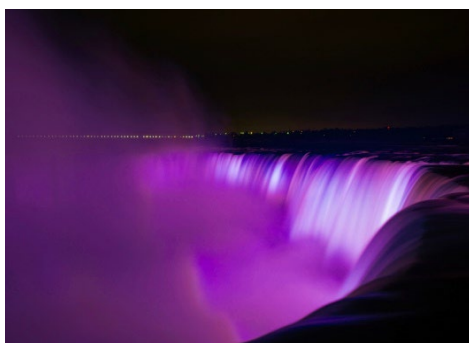
Create an informational display and exhibit it in a public space. Hand out brochures, swag items and have a representative available to answer any questions. Including a short game like a Q&A or guessing game could be fun, too!

Teach

Organize a lunch and learn to educate other health care professionals about the lab. Help those who you see on a daily basis understand your role and how it relates to patient care.

Host a Tour

Host a lab tour and show your community what happens behind the lab doors. Invite your community mayor or local Member of Parliament to show them the importance of the lab.



Share, Educate, Engage!

Use the power of social media to educate the public about your role in health care. With just one post about your role in patient care, you have the potential to reach millions of people – spreading your message to the public, your health care colleagues, political representatives and more. So, start posting and get the conversation started!

Here are a few post ideas and resources to help you plan your own social media #Labvocate campaign.

- Visit labweek.csmls.org to find pre-written social media posts and images you can post to your Twitter, Facebook, and Instagram accounts.
- Collect statistics from the CSMLS Stat Cards or your own laboratory and share them online to educate the public on how your work directly affects diagnosis and patient care.
- Share the Medical Laboratory Professionals website (medlabprofessionals.ca) to introduce the public to advocacy campaigns and videos.
- Post a photo of you and your lab colleagues in the lab and show Canada the professionals (and faces) behind each laboratory test result. Just be sure your photo meets institutional policy.
- Share videos from our YouTube channel (find us under the username *csmls*) to educate the public on the many diagnostic tests and procedures you perform.
- Like, comment or share posts from our other social media channels to spread the Lab Week pride with your friends and family:



@csmls



@csmls_scslm



@csmls



@csmls/scslm

Remember to use #LabWeek in all of your online posts so that we all add to one greater conversation. You could also use:

#MedLabProfessionals
#MedLab
#CdnHealth
#MedicalLaboratoryTechnologist
#MedicalLaboratoryAssistant

To reach a wider national and local health care audience, add these hashtags at the end of your Twitter or Instagram post:

#CDNHealth

#[the acronym for your province/territory] + Health

e.g., #NBHealth, #YKHealth

We recommend capitalizing each word within a hashtag for ease of reading for everyone.

Celebration Checklist

- ✓ **Assemble a celebration team**
A small group willing to each do a little work goes a long way.
- ✓ **Brainstorm your ideas**
Discuss how you want to celebrate with your team.
- ✓ **Reserve a space**
Get permission to host an event/game within your organization or make a reservation for an evening out.
- ✓ **Organize your materials**
Order your promotion items or download and print any toolkit items you may want to use.
- ✓ **Advertise your event**
Let everyone know where and when the fun will happen.
- ✓ **Celebrate**
Have the best time!



Advocating Checklist

- ✓ **Assemble an advocating team**
A small group willing to each do a little work goes a long way.
- ✓ **Brainstorm your ideas**
Discuss what you want to do as a team to advocate for the profession.
- ✓ **Plan an event**
Determine what type of event you want to host (i.e. a lunch and learn, a lab tour or an education session)
- ✓ **Reach out**
Research and reach out to those who you want to advocate to (i.e. city mayor, local Member of Parliament or the general public). Create and send a physical invitation or an invitation via email, letter, or telephone.
- ✓ **Prepare a presentation or display**
If applicable, prepare a presentation. Make sure you organize what you want to say and how you want to present it. Or simply set up a display in the foyer of your organization and hand out promotional materials.
- ✓ **Organize your materials**
Order your promotion items or download and print any toolkit items you may want to use during the event.
- ✓ **Advocate**
Have fun advocating for the profession you truly love!

