



CASE STUDY:

Increase audience by 137% and engage more than 86,000 participants to improve their health through interactive challenges, blogs and social media content.

EXECUTIVE SUMMARY

In 2017, the ANA Enterprise — a platform dedicated to empowering nurses — launched Healthy Nurse, Healthy Nation™ (HNHN). HNHN is a national initiative to improve the health of the nation by first improving the health of nurses. ANA Enterprise reached out to Aha Media Group (Aha Media) to develop a steady stream of highly engaging, ready-to-publish material, including original blogs, newsletters, social media posts and interactive challenges.

Through HNHN, **more than 86,000 participants have taken steps to improve their health.** In the initiative's second year, the **audience grew by 137%, and web traffic increased by 107%.**

Lesson learned:

Creating helpful, informative and easy-to-consume content empowers readers to take control of their health and make lasting changes.

YOY Growth

Metric	Increase from 2017 to 2018
Pageviews	+24%
Sessions	+107%
Users	+137%

Overall Engagement*

Participants: 86,000
Partner organizations: 450
Private Facebook group members: 3,588

**Numbers represent growth from January 2017 – March 2019*

THE CHALLENGE

A [health risk appraisal](#) for RNs and nursing students showed that the collective health of nurses was in danger. RNs got less sleep, often weighed more and experienced higher stress than a typical American. Plus, job hazards like workplace violence and injuries from handling patients and equipment contributed to poor health.

To improve nurses' health, ANA Enterprise created the online initiative [Healthy Nurse, Healthy Nation™ Grand Challenge \(HNHN\)](#). Aha Media provides them with motivating content including [blogs](#), social media posts and health [challenges](#) to get — and keep — nurses excited about the initiative. The challenges describe daily, doable, health-minded tasks. Participants receive them via email or text.



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ABOUT THE CLIENT

Who they are: To empower nurses, the ANA Enterprise leverages the combined strength of the American Nurses Association (ANA), the American Nurses Credentialing Center (ANCC), and the American Nurses Foundation.

Industry: Healthcare

Number of employees: 300+

In business since: 1896

Headquarters: Silver Spring, MD

AHA MEDIA'S APPROACH

After reviewing ANA Enterprise's Health Risk Appraisal findings, Aha Media developed a content creation strategy. The Aha Media team:

- **Interviews stakeholders:** To understand the unique health and safety issues nurses face, we talk to:
 - Nursing students
 - Registered nurses
 - Chief Nursing Officers (CNOs)
 - Board-certified nurse coaches (nurses who help other nurses lead balanced lives)
 - Nurses with advanced degrees and specialized research in topics such as [bullying](#), [safe patient handling and mobility](#) and [optimal staffing](#) practices.
- **Creates an editorial calendar:** The calendar maps out blog and challenge content for a 3-month period.
- **Submits fresh content every month:** Aha Media submits the content to the HNHN team, with ample time for editing and stakeholder review.

THE RESULTS

More than **86,000 participants** are making their health, wellness and safety a priority through HNHN content. The project has led to:

- **Increases in nurse engagement:** Each blog ends with a call to action to participate in a discussion or join a private Facebook community. Nurses share their struggles, providing HNHN and Aha Media with new topics to cover.

The most popular blog topics include:

- [The Tough Stuff: How to Deal With the Death of a Patient](#)
- [Nursing Burnout: What It Is and What to Do About It](#)
- [Healthy Make-Ahead Lunches for Busy Nurses](#)

The most popular challenges include the:

- [Hydration Challenge](#)
- [5 for 10 Fruit and Veggie Challenge](#)
- [Move More Challenge](#)

- **Improved social media engagement:** The reader-friendly blogs and challenge tasks are highly shareable, creating conversation and connection between participants online and on social media. A private Facebook community for the HNHN participants, has **more than 3,500 members**.
- **Connection with partner organizations:** This initiative allows HNHN to collaborate with other nursing organizations. So far, **more than 450 organizations are participating**. These partnerships help spread awareness of HNHN, and demonstrate the organizations' commitment to their nurses.

LESSONS LEARNED

- **Lead change through content:** Nurses and others are taking steps to achieve better health as a direct result of HNHN's content.
- **Involve the pros:** Hiring a professional content firm allows HNHN's staff to focus on program growth and development while consistently publishing interesting, inviting content.
- **Be real:** Relatable, accessible content leads to more engagement and performs better on social media than the scholarly publications ANA Enterprise often publishes.
- **Use unexpected channels:** Text-to-join functionality helps busy nurses engage with the content. HNHN noticed a significant increase in the challenge participation after enabling the texting tool.
- **Let response inform content:** After discovering that nurses found the challenges most helpful, Aha Media responded by creating more challenge content to keep nurses engaged.



ABOUT AHA MEDIA

Aha Media has a broad range of content expertise. See more of Aha Media's [case studies](#) and the [work](#) we are proud to share.

GET IN TOUCH

Looking for a custom content solution that suits your business objectives and audience's needs? Reach out for a consultation at hello@ahamediagroup.com.



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