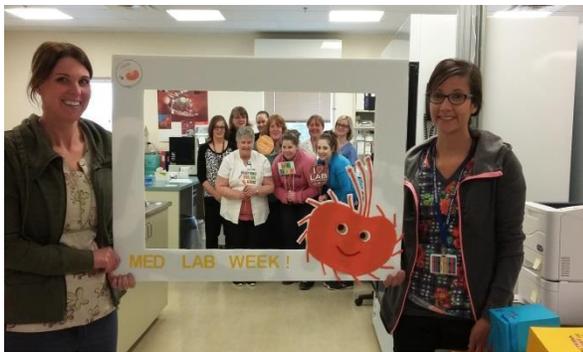


National Medical Laboratory Week Handbook



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 wearelab.ca





Celebrate!

National Medical Laboratory 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 or Lab Coat Decorating Contest
- Lab Olympics
- Laboratory Escape Room
- Med Lab Jeopardy
- 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 wearelab.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 Member of Parliament in your area to show them the importance of the lab.



Share, Educate, Engage!

Help educate the public about the lab and how medical laboratory professionals are a vital part of the health care team. Copy and paste these pre-written social media posts into your Twitter or Facebook and start sharing! Remember to use #LabWeek in all of your online posts. Let's get the conversation started!

Facebook

Medical Laboratory Professionals are an integral part of patient care. They provide test results that reveal answers needed for a full picture of your health. They can see beyond black and white. This week is National Medical Laboratory Week – a week dedicated to celebrating medical laboratory professionals. Learn more by visiting wearelab.ca
#LabWeek #MedLab

Medical Laboratory Professionals complete the picture. This week is National Medical Laboratory Week – a week dedicated to celebrating and advocating for the medical laboratory profession. Learn about the lab and the important people who work there by visiting wearelab.ca
#LabWeek #MedLab

I am a medical laboratory profession and I'm proud of my profession! This week is National Medical Laboratory Week and we're celebrating and advocating for our profession. Learn a little bit about what I do by visiting wearelab.ca
#LabWeek #MedLab

Have you ever wondered what happens behind the lab doors? Learn a little bit about the lab and the important people who work there by visiting wearelab.ca
#LabWeek #MedLab

Twitter

#MedLab professionals complete the picture. Learn about the medical laboratory profession by visiting wearelab.ca #LabWeek

#LabWeek focuses on the vital work done in the lab. Learn about #MedLab professionals at wearelab.ca

Learn how #MedLab professionals are involved in your health at wearelab.ca
#LabWeek

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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!

