

November 2011

## Certification Corner

**Q: How many proclamations were received under IAHCSSM's National Healthcare Central Service/Sterile Processing Week proclamation campaign?**

A: Our campaign was a huge success! We received 17 proclamations from state governors – Arizona, California, Colorado, Connecticut, Idaho, Illinois, Indiana, Iowa, Maine, Maryland, Mississippi, Missouri, Oregon, Rhode Island, Virginia, Washington, and West Virginia. We also received a proclamation from the mayor of Gulf Breeze, FL.

There was one state (and one person) that went above and beyond the regular efforts of attaining a governor proclamation: Iowa, and more importantly, Roe Lloyd, CSPDT, president of the Central Service Association of Iowa Inc. Mr. Lloyd requested and obtained a signing ceremony from Iowa Governor Terry Branstad. Further, Mr. Lloyd took three of his colleagues with him to witness Governor Branstad signing the proclamation. It is incredibly rare to receive a signing ceremony for a proclamation, so Mr. Lloyd's efforts are certainly worthy of a heartfelt "Thank You" and "Congratulations." Of course, these accolades also go out to all members who requested proclamations. This campaign could not have been a success without you!



Government  
Affairs Director  
Josephine (Jo) Colacci

To view the proclamation page go to [www.iahcssm.org/GovernmentAffairs/CSWeekProclamations.html#pab1\\_4](http://www.iahcssm.org/GovernmentAffairs/CSWeekProclamations.html#pab1_4). If you received a proclamation and it is not in this list, please contact me at [jo@iahcssm.org](mailto:jo@iahcssm.org).

**Q: What about the other CS Week campaigns? How many letters to editors and letters to elected officials were sent in response to the action alert?**

A: The result of these two campaigns was, unfortunately, not very good. On September 14, I sent out an email asking our members to submit letters to the editor of their local newspapers explaining National Healthcare Central Service/Sterile Processing Week. Of the 10,563 members who received my email, only 149 sent letters, five of whom got their letters published in the newspaper. I would like to thank each member who participated in this effort and congratulate those who had their letters published. [Go to the proclamation page to view the letters; if your letter was published and it is not on the website, please contact me at [jo@iahcssm.org](mailto:jo@iahcssm.org).]

On September 28, I sent out another email -- this one asking members to submit letters to their state and federal legislators explaining the purpose of National Healthcare Central Service/Sterile Processing Week. Of 10,567 members who were sent the email, only 34 sent letters. Several members received responses from their state or federal legislators thanking him/her for the letter. One member in Colorado, Peggy Spitzer, corresponded via email with her state representative on the issue of certification legislation, and this conversation occurred as a direct result of Ms. Spitzer's letter. This is a prime example of the benefits of our action alerts and campaigns!

I tried to make both of these initiatives and actions as easy as possible, providing step-by-step instructions, which included a letter to send via email. Completing this action should have only taken two to three minutes

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of your time. I want to stress that I desperately need your help in educating the public and your elected officials about your profession and its vital importance. National Healthcare Central Service/Sterile Processing Week was the perfect time to do this and, unfortunately, I feel as though, overall, an opportunity was missed. I need more of you to participate in the legislative action alerts when they are sent out. Imagine the impact we could have had if 1,000 letters had been sent instead of those 34. In reality, 1,000 responses aren't even adequate, as that figure doesn't even represent a 10% response rate. I know we can do better!

Please help me help all of you by taking just a few short minutes to step up and take part in future action alerts and campaigns. Success cannot and will not happen without your loyal support.



***Iowa Governor Terry Brandstad signing CS Week proclamation.***

*Left - Right Jason Bean, CSPDT; Shawntae Randle, CSPDT; Roe Lloyd, CSPDT; Heidi Greiner, CSPDT*