

HHS



It
takes

YOU!

PUBLIC SERVICE

RECOGNITION WEEK

CELEBRATING YOU



FIRST WEEK OF MAY!

2021 Campaign Toolkit

HHS Public Service Recognition Week Campaign Toolkit

Contents

Overview	3
HHS Public Service Recognition Week Toolkit and Theme #HHS_IttakesYOU	3
Overarching Goal	3
How to Use this Toolkit.....	4
Event Planning Timeline.....	5
Pre-Event.....	5
During Event.....	5
Post-Event	6
Activities.....	6
Agency-level.....	8
OpDiv/StaffDiv/Regional-level	9
Strategies and Activities for OpDiv/StaffDiv/Regional Consideration	10
Other Employee Recognition Ideas	11
Communications Plan	12
HHS Level (includes D.C.-area activities).....	12
For OpDiv/StaffDiv/Regional Consideration	13
Talking Points/Key Messaging.....	13
Communications Appendix.....	14
Message of Appreciation	14
Email Recognizing HHS Employees	14
Email from OpDiv/StaffDiv/Regional Director	15
Email from Local Leads Announcing Activities.....	16
Thank You Email at OpDiv/StaffDiv/Regional Level.....	17
Newsletter Article	17
Logos and Branding.....	17
White Board Campaign Templates	18
Public Service Star Card Templates.....	19
Additional Resources	20

HHS Public Service Recognition Week Campaign Toolkit



Overview

HHS Public Service Recognition Week Toolkit and Theme #HHS_IttakesYOU

Public Service Recognition Week (PSRW) is celebrated each year during the first full week of May. The purpose of PSRW is to honor public servants of federal, state, county and local government for their many contributions that make life better for us all. There are many ways to celebrate PSRW. Ideas can range from sending “thank you” notes to employees or can be more elaborate and include hosting an awards ceremony or reception to highlight the work of HHS. In preparation for this year’s PSRW, HHS has put together a toolkit of suggested celebrations to assist OpDivs, StaffDivs and Regional Offices in observing PSRW in a simple, fun, and low-cost way while honoring HHS employees.

The theme for HHS’ Celebration of Public Service Recognition Week is... ***“It takes YOU!”***

This theme was chosen to reflect the important investment of time, talent, and sacrifice, contributed by HHS employees. It takes each individual employee to advance the health, well-being and safety of every American. Simply put, we would not be HHS without YOU!

Overarching Goal

Positively Impact Employee Engagement through:

- Recognizing and honoring HHS employees who work hard, day in and day out, to enhance the health and well-being of all Americans
- Encouraging a culture of recognition and appreciation
- Highlighting the many faces and focus areas of HHS public servants



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How to Use this Toolkit

Remember, PSRW is only one component of a robust and effective Employee Engagement program, albeit an important component. PSRW should not be the only time of the year employees are recognized for their service and accomplishments. In addition to the PSRW-specific activities, please use this time to encourage engagement and recognition activities year-round. Communication is key to engagement, so remind employees that their voices are important and leadership wants to hear from them through the FEVS.

The activities presented in this toolkit are but a sample of the vast resources and best practices. Agencies may choose to implement activities at their own discretion and cost. For Divisions and Regions with existing robust recognition programs year-round and specific to this week, this toolkit may be viewed as a resource to enhance their existing activities. For those seeking to create or expand their programs, this toolkit represents some creative, new and classic best practices. Again, these ideas can be incorporated into year-round efforts to enhance engagement and recognition.



Activities are organized into the following categories:

- **Agency-wide**: Recognition activities at this level have the potential of creating a sense of connection between employees and the agency, and provide staff the opportunity to be shown appreciation by the HHS Secretary and Executive leaders.
- **OpDiv/StaffDiv/Regional Offices**: Recognition activities at this level focus on the efforts of the Division or Region as a whole, as well as, outstanding individuals.
 - **Leaders to Staff**: Opportunity for leader interactions with direct reports that are personalized, specific, while also acknowledging that individuals respond to varying forms of engagement and recognition.
 - **Peer to Peer**: Encourages employees to appreciate and acknowledge their coworkers, in an effort to build relationships and foster a culture where team members are responsible for, and accountable, to each other.

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Event Planning Timeline

Campaign actions will occur in three phases that include planning and preparation, activities and events, and post-event evaluation for improvement purposes, and the timeframe in which each phase should be executed.

- Phase One: Pre-Event/Planning: Now- May 3rd
- Phase Two: During Event/Activities: May 3rd- May 7th
- Phase Three: Post Event/Follow up, Evaluation, and Refinement: Beginning May 10th

Pre-Event

Two to three weeks before your PSRW:

- Review PSRW toolkit
- Plan for identified activities, custom messaging, and social media use
- Verify and follow OpDiv/StaffDiv/Regional protocols for approving PSRW activities

One week before PSRW:

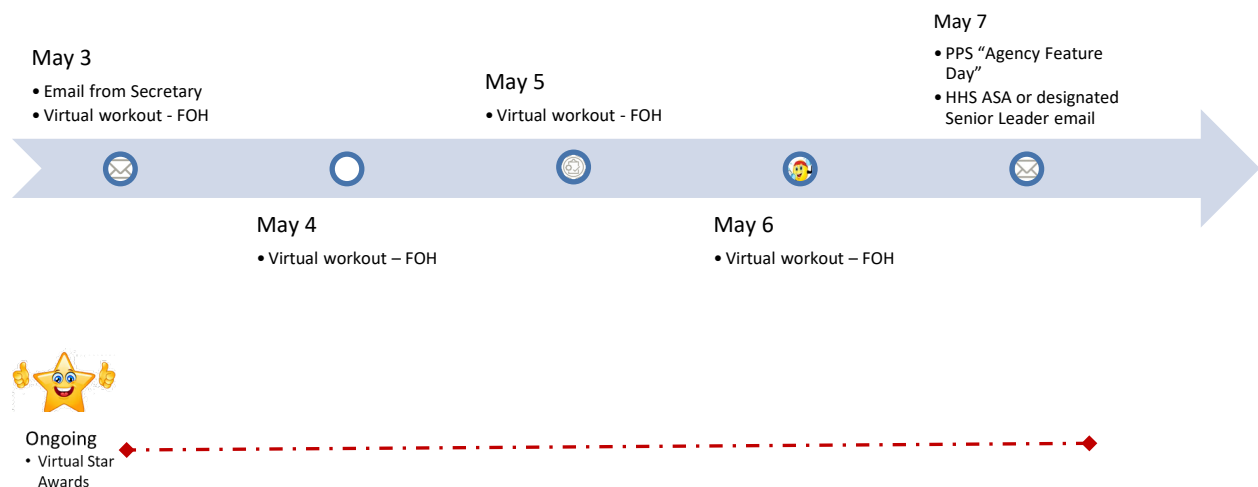
- Consider having OpDiv/StaffDiv/Regional Director send an inspiring message to employees
- Assemble materials, print templates and prepare displays
- Make final arrangements for social media activities

During Event

Week of PSRW:

- May 3rd: Kick Off PSRW with email from the HHS Secretary
- May 3rd-6th: FOH Virtual Workouts
- May 3rd-7th: Post Star Cards on “recognition board” on the HHS Intranet
- May 3rd-7th: Conduct White Board and social media activities
- May 7th: Send a thank you note from OpDiv/StaffDiv/Regional Director

HHS Virtual Event Plan

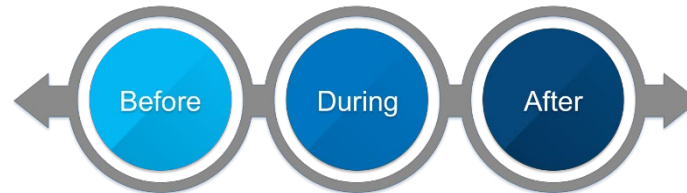


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Post-Event

Week after PSRW

- Distribute Star Cards to those who received recognition
- Assess PSRW successes and lessons learned
- Most importantly, remember that recognition and engagement are not limited to one week a year; continue efforts year-round



Activities

The below list provides guidance on expected and recommended PSRW activities:

Event/Activity	HHS	OpDiv/StaffDiv/Region	Date
Video Message	Expected	Recommended	Pre-Launch April 30 th
Announcement Email	Expected	Expected	Pre-Launch April 30 th
Kick Off Meet and Greet	Expected	Recommended	Launch May 3rd
Awards Ceremony and Reception	Expected	Recommended	PSRW May 6 th
Social Media #HHS_IttakesYOU	Expected	Expected	PSRW May 3-7 th
White Board pictures #HHS_IttakesYOU	Expected	Expected	PSRW May 3-7 th
Star Cards #HHS_IttakesYOU	Expected	Expected	PSRW May 3-7 th
Thank you email	Expected	Expected	PSRW May 7 th

Across HHS, all employees will have an opportunity to participate in the following activities:

- **Photo Campaign for Social Media.** Staff can complete templates provided in Communications Appendix and then take a photo of themselves and send their photo to their respective social media teams for posting on official HHS social media outlets, using the hashtags: #PSRW #HHS_IttakesYOU #HHS #HHSPSRW #Proud2ServeUSA. To encourage your members and supporters to participate:
 - Bring the templates and a camera to your OpDiv/StaffDiv/Regional Office events.
 - Run a contest: Pick the most original message or highlight the person who receives the most likes or retweets.
- **Public Service Star Cards.** Everyone likes to be recognized for a job well done! Staff and supervisors can fill out and post Star Cards to recognize employees for outstanding public service. A Star Card acknowledging the value an employee brings to the organization can go a long way!

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Remember.... it's all about the



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Agency-level

Activity	Description	How to get involved	Why it matters
HHS Secretary Message	<u>April 30, 2021</u> A special HHS recognition message to employees prior to the opening of PSRW.	<ul style="list-style-type: none"> Secretary sends a special message to HHS employees promoting PSRW. Share the message through existing internal communication systems (email, intranet) 	Raises employee awareness of HHS' desire to honor and recognize their public service during PSRW, while building a sense of excitement and engagement.
PSRW Events	<u>May 3-7, 2021</u> Share PSRW events and activities with employees.	<ul style="list-style-type: none"> Share the message through existing internal communication systems (email, intranet) 	Facilitates interaction amongst public servants and gives employee opportunities to participate in fun and relaxing activities.
PSRW Launch Email with video from HHS Secretary	<u>May 3, 2021</u> Opening HHS PSRW	<ul style="list-style-type: none"> Share the message through existing internal communication system (email) 	Demonstrates HHS' commitment to honor and recognize employees
Kickoff	<u>May 3, 2021</u> Great Hall Secretary kickoff of PSRW and offers recognition of HHS employees' public service.	<ul style="list-style-type: none"> Use existing internal communication systems (email, intranet, staff meetings) to promote the event and PSRW. Host event in Great Hall. 	Employees will be greeted by the Secretary and thanked for their contribution to the HHS mission.
#HHS_IttakesYOU Social Media Campaign	<u>May 3-7, 2021</u> Take photos with the PSRW White Board to post on existing social media.	<ul style="list-style-type: none"> Print copies of the White Board. (I serve because sign) (Public servants make America better by) Provided in Communications Appendix. Take photos of employee with their photo sign. Use meetings as opportunities to capture photos. Use #HHS_IttakesYOU #HHS #HHSPSRW #Proud2ServeUSA #PSRW 	Creatively promotes the multiple ways in which employees experience pride and passion for public service. Emphasizes that each individual (YOU!) matters and is essential to the work of the organization.
Departmental Awards Ceremony	<u>May 5, 2021</u> Annual Departmental awards ceremony and recognition of employees for public service involvement.	<ul style="list-style-type: none"> Conduct an awards ceremony. Recognize employees with certificates for giving back to the public. Take photo of employees and post on existing social media 	Demonstrates how employees are valued and needed.
"Thank you" Email from HHS ASA	<u>May 7, 2021</u> Thank you to HHS employees at conclusion of PSRW.	<ul style="list-style-type: none"> Share the message through existing internal communication system (email) 	Demonstrates to employees they are valued and respected by the highest level of leadership.

HHS Public Service Recognition Week Campaign Toolkit

OpDiv/StaffDiv/Regional-level

Activity	Description	How to get involved	Why it matters
#HHS_IttakesYOU Social Media Campaign	<u>May 3-7, 2021</u> Take photos with the White Board to post on existing social media. Use #HHS_IttakesYOU #HHS #HHSPSRW #Proud2ServeUSA #PSRW	<ul style="list-style-type: none"> • Print copies of the White Board. (I serve because sign) (Public servants make America better by) • Take photos of employee with their photo sign. • Use meetings as opportunities to capture photos. 	Creatively promotes the multiple ways in which employees experience pride and passion for public service.
Public Service Star Cards	<u>May 3-7, 2021</u> Leaders and peers can print out and complete Public Service Star Awards to recognize employees for outstanding public service. Templates for the awards provided in See Communications Appendix	<ul style="list-style-type: none"> • Make available Star Cards and pens to staff on a central table • Post Star Cards on a central bulletin board (Decorated for PSRW) • Distribute Star cards at the end of the week to employees who received Star cards from leaders and/or peers during PSRW. 	Employees are recognized and incentivized to continue with the good service, while serving as positive role models to other employees.
PSRW Launch Email from the OpDiv/StaffDiv/Regional Director	<u>May 3, 2021</u> Opening OpDiv/StaffDiv/Regional PSRW See Communications Appendix	<ul style="list-style-type: none"> • Share the message through existing internal communication system (email) 	Demonstrates OpDiv/StaffDiv/Regional commitment to honor and recognize employees.
Thank You Email	<u>May 7, 2021</u> Thank you to OpDiv/StaffDiv/Regional employees at conclusion of PSRW. See Communications Appendix	<ul style="list-style-type: none"> • Share the message through existing internal communication system (email) 	Demonstrates to employees they are valued and respected.
Message of Appreciation	<u>May 3-7, 2021</u> Handwritten note to an employee/team to recognize their performance or milestone or provide an inspiring message. Even more effective when a specific accomplishment or attribute of the employee is mentioned. See Communications Appendix	<ul style="list-style-type: none"> • Deliver handwritten note to employee/team. • Post a “thank you” note on an employee’s door/cubicle/computer • Establish a place to display memos, posters, and photos recognizing progress towards goals and thanking employees for their help. 	Demonstrates to employees that their leaders are paying attention and value their contributions. Research shows that employees tend to keep handwritten notes; this is one of the most effective ways to show appreciation at virtually no cost.

HHS Public Service Recognition Week Campaign Toolkit

Strategies and Activities for OpDiv/StaffDiv/Regional Consideration

1. Mass Messaging Ideas:

- Post a custom “Thank You” on your agency website and social media page(s).
- Post employee photos on Facebook, Twitter and/or Instagram using the #PSRW #HHS_IttakesYOU #HHS #HHSPSRW #Proud2ServeUSA hashtags.
- Send a pre-recorded voicemail/video message to employees thanking them for their contributions.



2. Posters and Visual Aid Ideas:

- Establish a place to display memos, posters, and photos recognizing progress towards goals and thanking employees for their help.
- Display a large poster in offices, for all to see, recognizing the work that is done for the public.
- Post pictures of the areas/regions where your employees have provided services.
- Establish a White Board campaign to show support for employees and communicate the value of government service to the American people.
- Create posters and signage that emphasize the importance of the mission and the role of the employees in that mission (e.g., Air Force Accounting famously uses “We Finance the Fight” to define their mission, create a sense of teamwork, and exude pride).
- Hold meetings to define or re-define group mission and values.

3. Informal/Personal Communication Ideas:

- Give Certificates of Appreciation for serving our nation.
- Send a “thank you” email or card to your staff acknowledging accomplishments of the division, agency or office.
- Visit your employees’ offices/cubicles (or send a personal email) to thank them for their work and contributions.










4. Informal Meet and Greet/Staff Meetings Ideas:

- Hold a special Staff Meeting acknowledging public service and your team’s contributions.
- Hold scheduled “Open Office Hours” and invite employees to stop by to be personally acknowledged by leadership.
- Schedule a mid-day “coffee break” for the office.

5. Formal Meet and Greet and Recognition

- Plan an internal awards ceremony or reception for division, agency or office leadership to recognize the accomplishments of employees.

Other Employee Recognition Ideas

-  Hold a 5k Walk/Run or relay, encourage group participation, costumes and fun team names.
-  Host an office door decorating contest.
-  Organize an employee appreciation event or rally, including remarks from agency heads, elected officials or local celebrities.
-  Hold an appreciation breakfast, picnic or ice cream social.
-  Encourage your agency leaders to blog or tweet (#PSRW) about the importance of public service.
-  Include the PSRW logo on your agency's website and use it in agency communications throughout the week.
-  Use your agency or employee print and electronic newsletters to publicize PSRW and the accomplishments of agency employees.
-  Recognize employees who have served a distinguished career in public service (Length of Service, etc.).
-  Recognize employees, teams or groups who donate their personal time to activities that benefit the community.

JOIN US IN CELEBRATING
PUBLIC SERVICE RECOGNITION WEEK

HHS Public Service Recognition Week Campaign Toolkit

Communications Plan

The charts below provide a timeline of communication activities at the 1) the HHS level (including D.C.-area activities) and 2) OpDiv/StaffDiv/Regional levels. Templates of sample communications are provided in the [Communications Appendix](#).

HHS Level (includes D.C.-area activities)

Message Type	Purpose	Implementer (coordinator)	Target Audience	Target Delivery Date	Delivery Method(s)	Status
Email Request	Request to OpDivs/StaffDivs/Regions soliciting volunteer PSRW representatives	All OpDiv/StaffDiv/Regional Employees	OpDiv/Staff Div/Regional HR Directors	April 16	Email	
Presentation	Present PSRW activities at HHS SL meeting	PSRW presents	HHS Senior Leaders	April 15	Meeting	
PSRW Toolkit	Distribute PSRW Toolkit	PSRW Volunteers	PSRW Volunteers	April 23	Email	
Email Announcement	Initial Announcement from Secretary: Celebrating PSRW	ASPA (internal info) posts on HHS Intranet	All HHS Employees	April 30	Broadcast Email with link to video sent as part of Secretary's note	
Email Announcement	HHS Secretary Email to All Employees that includes link to video and includes PSRW brand.	ASPA to send	All HHS Employees	May 3	Broadcast Email	
Kickoff Meeting	HHS Kickoff in Great Hall	PSRW to host	All HHS Employees	May 3	Live	
Social Media	Take PSRW photos at the HHS Kickoff Meeting and post on social media	ASPA to post	Executive Officers, HHS Employees	May 3	Meeting	
Social Media	Post “#HHS_IttakesYOU” Campaign from HHS Twitter accounts	ASPA to post	All HHS Employees and Public	May 3-7	Social Media	
Email Thank You	HHS Secretary sends thank you email to all employees for participating	ASPA to send	All HHS Employee	May 7	Email	

HHS Public Service Recognition Week Campaign Toolkit

For OpDiv/StaffDiv/Regional Consideration

Message Type	Purpose	Originator (creator)	Implementer (coordinator)	Recipient	Target Delivery Date*	Delivery Method(s)	Status
Newsletter Article	Article in subcomponent newsletter promoting PSRW activities See Communications Appendix	PSRW Volunteer	Local OpDiv/StaffDiv/Regional Communications	All OpDiv/StaffDiv/Region Employees	April 28	Publication	
Email Announcement	OpDiv/StaffDiv/Regional Director's Email announcing specific PSRW events/activities See Communications Appendix	PSRW Volunteer	OpDiv/StaffDiv/Regional Directors	All OpDiv/StaffDiv/Regional Employees	April 29	Email	
Social Media	Post "#HHS_IttakesYOU" Campaign on subcomponent social media accounts	PSRW Volunteer	OpDiv/StaffDiv/Regional social media rep	Public	May 3-7	Social Media	
Email Thank You	OpDiv/StaffDiv/Regional Directors send email thank you employees See Communications Appendix	PSRW Volunteer	OpDiv/StaffDiv/Regional Directors	All OpDiv/StaffDiv/Regional Employees	May 7	Email	

*Each subcomponent has its own timeline for clearing and delivering information products. We encourage you to work with the appropriate staff members to develop accurate dates.



Talking Points/Key Messaging

- YOU play a key role in the success of HHS!
- HHS – Doing great things.... because of YOU!
- HHS employees do important work that positively affects each and every one of us...every day.
- Government service is public service.

HHS Public Service Recognition Week Campaign Toolkit

Communications Appendix

Sample communications are provided for your use. Please customized and personalize to suit your OpDiv/StaffDiv/Regional Office's needs.

Message of Appreciation

[FROM GOVERNMENT LEADER TO GOVERNMENT EMPLOYEE]

This week is designated by Congress as Public Service Recognition Week and **[I/we]** find **[myself/ourselves]** grateful for the opportunity to thank you for all you do on behalf of our nation. Each and every day, **[I/we]** have the pleasure of witnessing firsthand your remarkable contributions and achievements. Even during these difficult times, you continue working to find innovative solutions to complex issues. Your hard work does not go unnoticed, and **[I/we]** want you to know that **[I am/we are]** proud to serve with you. **[I/We]** never forget that it takes **YOU!** to accomplish our work and important mission.

With thanks/Sincerely,

[NAME]

#PSRW, #HHS_IttakesYOU

Email Recognizing HHS Employees

May 3-7

SUBJECT: Honoring our Public Service Champions

During Public Service Recognition Week, we want to shine the spotlight on a few unsung champions of public service here at HHS.

Today we are recognizing

- Name for [insert the sentences provided in nomination email]
- Name for [insert the sentences provided in nomination email]

Thank you all for your commitment to public service and excellence.

HHS Public Service Recognition Week Campaign Toolkit

Email from OpDiv/StaffDiv/Regional Director

April 30, 2021

SUBJECT: Celebrate Public Service Recognition Week -- May 3-7

Greetings,

Public Service Recognition Week is next week. Every year since 1985, the first week of May has been a time to thank dedicated public servants from Federal, state and local governments across the country. When I think about what we do at [insert name], the importance of public service is quite clear. It is incredible to witness the dedication to the work we do. Great things are happening, thanks to you.

During this special week, I would like to encourage you to share your pride in your public service. One way you can do that is by participating in HHS's photo campaign. It's easy.

- Take a photo of yourself with your completed [theme ...] template (attached to this email).
- Upload your photo to your Facebook, Twitter, or Instagram using the following hashtags: #HHS_IttakesYOU #HHS #HHSPSRW #Proud2ServeUSA.
- (Optional) Send your high-resolution photo to your social media team for posting on HHS social media outlets.
- Post your completed template in your workspace.

We also have activities and events planned throughout the week. They include:

- Public Service Star Awards. You can print out and complete special Public Service Star Awards to recognize your coworkers for their outstanding public service.

Thank you again for your dedication to public service. It is an honor to serve with you.

HHS Public Service Recognition Week Campaign Toolkit

Email from Local Leads Announcing Activities

May 3-7, 2021

SUBJECT: Public Service Recognition Week Activities

Please mark your calendars and plan to join us for Public Service Recognition Week activities. You can show your pride in public service by participating in HHS's photo campaign. It's easy.

- Take a photo of yourself with your completed [theme ...] template (attached to this email) and located here [link].
- Upload your photo to your Facebook, Twitter, or Instagram using the following hashtags: #HHS_IttakesYOU #HHS #HHSPSRW #Proud2ServeUSA.
- (Optional) Send your high-resolution photo to the social media team [insert email address] for posting on our social media outlets.
- Post your completed template in your workspace.

You can also thank your coworkers for their outstanding public service with the Public Service Star Award. Templates for the awards will be emailed during Public Service Recognition Week and are available here [link].

Thank you for all you do!

Here at **[organization]** we also have several events during the week to celebrate public service. They include:

-

HHS Public Service Recognition Week Campaign Toolkit

Thank You Email at OpDiv/StaffDiv/Regional Level

May 7, 2021

SUBJECT: Thank You for Participating

Thank you for participating in this year's Public Service Recognition Week activities at [organization]. I hope you had a chance to partake in the activities and events to show your pride in public service.

We want to hear from you. If you have ideas for activities or events for next year's Public Service Recognition Week, we'd love to have them so we can make next year's Public Service Recognition Week even better. Please reach out to [name] with your thoughts and suggestions.

Thank you for your service, and don't forget that "It Takes YOU!" to best service the American people.

Newsletter Article

Every year since 1985, the first week of May has been set aside as Public Service Recognition Week, a time to thank dedicated public servants from Federal, state and local governments across the country.

During this special week, you have an opportunity to share your pride in your public service. One way you can do that is by participating in HHS's **photo campaign** for Public Service Recognition Week. Here's how it works:

- Take a selfie with your completed [theme ...] template that's available at [link].
- Post your selfie on your Facebook, Twitter, or Instagram using the following hashtags: #HHS_IttakesYOU #HHS #HHSPSRW #Proud2ServeUSA.
- You can also send your photo to your social media folks for posting on HHS social media outlets.

Another way to participate is by **thanking others for their service** with the Public Service Star Awards to recognize your coworkers for their outstanding public service. Templates for the awards will be emailed during Public Service Recognition Week and are available here [link].

Logos and Branding

Communications and materials for PSRW should be branded with the HHS PSRW logo developed for this year's campaign. **Please find the below templates in the "Attachment" index to the left.**

HHS Public Service Recognition Week Campaign Toolkit

PSRW Print Large Horizontal

Header for landscape document and bulletin board



PSRW Web Large Vertical

For web banner and social media posting



PSRW Large Square

For general use



PSRW Web Large

For social media posting



PSRW Web Small Horizontal

For email header or signature block



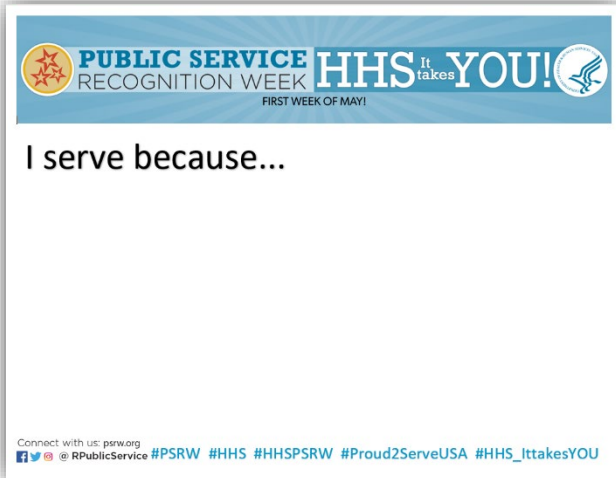
White Board Campaign Templates

Take photos with the White Board to post on existing social media. Use #HHS #HHSPSRW #Proud2ServeUSA #PSRW #HHS_IttakesYOU

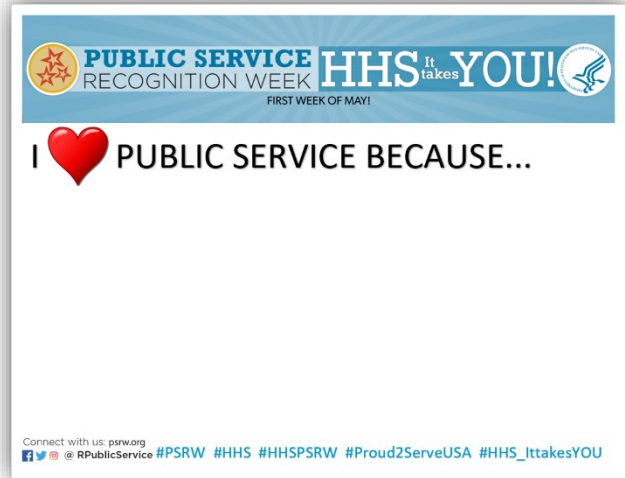
HHS Public Service Recognition Week Campaign Toolkit

Please find the below templates in the “Attachment” index to the left.

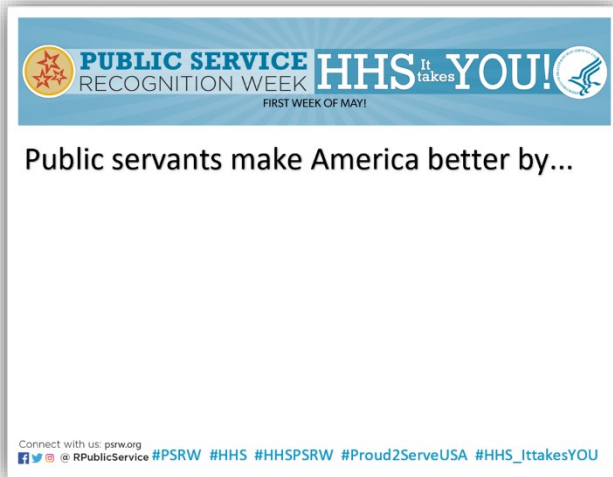
White Board Template –
“I serve because...”



White Board Template –
“I <3 Public Service Because...”



White Board Template –
“Public servants make America better by...”



Example...



Public Service Star Card Templates

Recognize a superstar! Print out and complete Star Awards to recognize employees for outstanding public service. Post the cards in a central location for all to see (feel free to add balloons and streamers), and distribute the cards at the end of the week to recipients! The templates include

HHS Public Service Recognition Week Campaign Toolkit

instruction signage, a customizable banner for the display, Star Cards, and Notification Scrolls. **Please find the below templates in the “Attachment” index to the left.**

Star Card Instruction Signage



Take a moment to recognize a Public Service Star!

Step 1: Grab a pen and a “Star Award” Card; fill out their name and act of outstanding public service

Step 2: Place the Card on the Public Service “Star Award” Board for others to see and be inspired

Step 3: Take a Scroll Card to your “Star Award” recipient and let them know they have been recognized!

Star Card Display Banner



2020

[OpDiv/StaffDiv/Region Name Here]
Outstanding Public Service
Star Awards

Star Card Template

HHS celebrates PUBLIC SERVICE RECOGNITION WEEK It takes YOU!	Public Service “Star” Award I hereby recognize _____ For the following act of outstanding Public Service: _____ _____ _____	HHS celebrates PUBLIC SERVICE RECOGNITION WEEK It takes YOU!	Public Service “Star” Award I hereby recognize _____ For the following act of outstanding Public Service: _____ _____ _____
HHS celebrates PUBLIC SERVICE RECOGNITION WEEK It takes YOU!	Public Service “Star” Award I hereby recognize _____ For the following act of outstanding Public Service: _____ _____ _____	HHS celebrates PUBLIC SERVICE RECOGNITION WEEK It takes YOU!	Public Service “Star” Award I hereby recognize _____ For the following act of outstanding Public Service: _____ _____ _____



← Star Card Notification Scroll

HHS Public Service Recognition Week Campaign Toolkit

- **I Am HHS**
I Am HHS is a multi-part video series that highlights employees' stories of their service, dedication, and discovery working for HHS.
<https://www.hhs.gov/about/i-am-hhs/index.html>
- **PSRW Events in the DC Metropolitan Area**
<http://publicservicerecognitionweek.org/events/>
- **PSRW Partners**
<http://publicservicerecognitionweek.org/partners/index.shtml>
- **Quotes and Famous Sayings**
<http://www.quotationspage.com/>
- **Samuel J. Heyman Service to America Award**
<https://servicetoamericamedals.org>
- **Young Government Leaders**
http://younggov.org/?event=public-service-charity-5k-walkrun&event_date=2018-05-06

This toolkit has been brought to you by the **HHS OHR Employee Engagement Team**. Questions regarding this toolkit may be directed to EmployeeEngagement@hhs.gov.

HHS Public Service Recognition Week Campaign Toolkit