



FOR IMMEDIATE RELEASE

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SCETV and SCHA celebrate National Surgical Technologists Week with launch of "Every Role Counts" campaign and new healthcare resources

COLUMBIA, S.C. – As part of National Surgical Technologists Week, South Carolina ETV and Public Radio (SCETV) and the South Carolina Hospital Association (SCHA) are proud to highlight their collaborative efforts to educate about rapidly growing careers in healthcare with the launch of the ["Every Role Counts"](#) campaign. Overall employment of surgical assistants and technologists is projected to grow 6 percent from 2023 to 2033, faster than the average for all occupations. Held September 15-21, 2024, [National Surgical Technologists Week](#) acknowledges the critical role of surgical technologists in the healthcare industry.

Launched in 2023, the [partnership](#) between SCETV and the SCHA was established to bridge the gap between healthcare providers and the wider community through engaging multimedia content and instructional resources. The partnership stems from the SCHA's ["H is for Hiring"](#) initiative, which aims to inspire South Carolinians to explore varied healthcare career paths.

The "Every Role Counts" campaign highlights key healthcare careers that are essential to patient care. SCETV recently released two new videos as part of the campaign. The [Surgical Technologist](#) video showcases the vital role of surgical technologists in preparing supplies and instruments for surgical procedures, ensuring both efficiency and patient safety. Additionally, focusing on the often-overlooked role of hospital supply chain leaders, the [Supply Chain Logistics](#) video explores how they manage medical supply flow, optimize storage, and ensure that critical supplies are readily available in emergencies. These videos, along with other resources, are available on [knowitall.org](#), SCETV's educational website.

SCETV and the SCHA have also created downloadable pop-up banners designed for schools, conferences, and other community events. These eye-catching visuals aim to spark curiosity and encourage dialogue about career opportunities in healthcare, helping students and educators learn more about this vital industry. A request form for physical banners and a "traveling trunk" of materials to showcase these careers in a school or community center will be available on the SCETV website soon.

To engage younger audiences, SCETV invites the community to participate in the [Healing Agent: Scrub In and Win Contest](#), a free-to-play video game that offers a fun and interactive way to explore healthcare careers. Participants can play Healing Agent, equip their avatar with a surgical technologist accessory and compete for a chance to win gift cards valued at \$25 and \$100. The contest runs from September 19-22, 2024.

SCETV and the SCHA are also excited to announce an upcoming program slated for early 2025. This one-hour special will air on ETV-HD and feature a panel of healthcare experts discussing the evolving landscape of healthcare careers. This broadcast will offer viewers a deeper understanding of the many roles available in the industry and continue to support SCETV's mission of providing high-quality, accessible educational content to South Carolinians.

More information on the "Every Role Counts" campaign can be found at www.scetv.org/everyrolecounts. Learn more about the SCHA's "H is for Hiring" program and find your career path in a hospital today at hisforhiring.com.

QUOTES



"At SCETV, we believe in the power of education to transform lives. Our partnership with the SCHA on the "Every Role Counts" campaign is not just about highlighting vital healthcare careers, but about inspiring the next generation of professionals who will shape the future of healthcare in South Carolina. By offering engaging, multi-platform content, we aim to spark interest, inform communities and support the workforce development needs of our state." -**SCETV Assistant General Manager/Deputy Director Dr. Stephanie Cook**

"Healthcare careers are the backbone of our communities, and surgical technologists play an essential role in ensuring patient safety and positive outcomes. Our collaboration with SCETV through the "Every Role Counts" campaign demonstrates our shared commitment to helping individuals pursue meaningful careers in healthcare. Together, we are bridging gaps in communication and education to help lead South Carolina to a better state of health." -**SCHA President and CEO Thornton Kirby, FACHE**

FAST FACTS

- [National Surgical Technologists Week](#) runs from September 15-21, 2024, celebrating the vital role surgical technologists play in patient safety and operating room efficiency.
- The "[Every Role Counts](#)" campaign, a collaboration between SCETV and the SCHA, aims to educate about healthcare careers and bridge communication gaps between providers and the community.
- Two new campaign videos— one on [Surgical Technologist](#) and another on [Supply Chain Logistics](#)— highlight critical healthcare roles and are available on knowitall.org.
- SCETV and the SCHA are offering downloadable pop-up banners for schools and conferences to educate about healthcare careers, with a "traveling trunk" of materials coming soon.
- The [Healing Agent: Scrub In and Win Contest](#) runs from September 19-22, 2024, giving players a chance to win gift cards by exploring healthcare careers in a fun, interactive video game.

About South Carolina ETV and Public Radio

South Carolina ETV and Public Radio (SCETV) is the state's public educational broadcasting network. SCETV amplifies South Carolina voices, provides educational experiences and strengthens communities, while working toward creating a stronger, more connected and informed South Carolina. In addition to airing local programs, such as *Carolina Classrooms*, *Making It Grow*, and *This Week in South Carolina*, SCETV also presents multiple programs to regional and national audiences, including *By The River*, *After Action*, *Reconnecting Roots*, *Reel South*, *Somewhere South*, *Yoga in Practice* and *How She Rolls*. In addition, SC Public Radio produces the national radio production, *Chamber Music from Spoleto Festival USA*.

About the South Carolina Hospital Association

The South Carolina Hospital Association is committed to making South Carolina one of the nation's healthiest states by helping our hospitals and health systems provide the best care possible. We advocate for sound healthcare policies and legislation, facilitate collaboration to tackle problems that none of us could solve alone, find and share innovations and best practices, and provide data, education and business solutions to help our members better serve their patients and communities. Together, we are leading South Carolina to a better state of health. Learn more about SCHA at www.scha.org.

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