



Anesthesia Answers Toolkit

Promotional content assets

Last modified: October 1, 2026

I. Overview

How to use this content

The materials in this section are designed to be platform-agnostic, versatile, and ready to use so you can spread the word about Anesthesia Answers wherever your audience is, without starting from scratch.

Who this is for

AANA members, state and regional association leaders, allied partners, and anyone championing Anesthesia Answers within their organization or network.

Where you can use it

These assets are designed to work across a wide range of channels and formats, including:

- + Professional and personal social media posts (LinkedIn, Facebook, Instagram, X)
- + Website ads, promotions, blog posts, and announcements
- + Newsletter announcements and promotional emails
- + Press releases and media statements
- + Presentation and PowerPoint slides
- + Intranet messages and internal communications
- + Patient portal content and pre-procedure communications

When working with Anesthesia Answers logos, images, and other assets, use approved graphics only. Do not alter or reformat provided graphics except to re-size or perform light cropping to fit your medium. If cropping, please retain the Anesthesia Answers logo in the frame. In addition, please do not:

- + Stretch, squash, or distort proportions
- + Change the logo colors or apply filters, effects, gradients, or outlines
- + Rearrange, remove, or modify elements
- + Add shadows, textures, or other visual treatments

How to use it

Assets are designed to mix and match. Pull a headline, pair it with support copy, and add a call-to-action—that combination works for almost any channel or format. You can use assets as-is or adapt the language to fit your organization's voice, as long as the core message remains accurate and on-brand.

For any communication, try to include at minimum:

- + One headline
- + One block of support copy

- + One call-to-action with the URL or QR code
- + One image

Support

Need help selecting, downloading, or publishing the assets from the toolkit? Submit a contact form at anesthesiaanswers.org/contact-us.

II. Assets

All copy and image assets are ready to use as-is or adapt for your needs.

- + **Text:** Copy and paste any copy asset directly from this document into your platform, tool, or document of choice.
- + **Images:** To save any graphic, click its “Download” link to access the source file on the Anesthesia Answers website. Then, right-click the image and select “Save image as” to save the file to your computer. Images are provided as high-resolution JPGs suitable for both digital and print use.

Copy

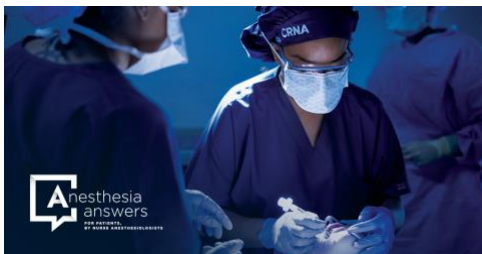
Headlines (choose 1)	Anesthesia answers, straight from the source.	Clear anesthesia information for every patient and every procedure.	Helping patients go into every procedure informed, prepared, and confident.	The anesthesia resource your patients have been searching for.	Better-informed patients start with better information.
Support Copy (choose 1)	Anesthesia Answers is a free patient education website created and vetted by CRNAs/nurse anesthesiologists to give patients clear, credible answers to their most common anesthesia questions.	Created by the experts who deliver anesthesia care every day. Designed for the patients who deserve to understand it.	From colonoscopies to childbirth to pediatric surgery, Anesthesia Answers supports patients across a wide range of procedures—in plain language, backed by real clinical expertise.	Anesthesia Answers is a publicly available tool that’s easy to navigate and built on the same commitment to patient safety that CRNAs bring to every procedure.	Clear answers. Credible information. Confident patients.
Calls-to-action (choose 1)	Explore Anesthesia Answers	Share with your patients	Visit anesthesiaanswers.org	Visit. Explore. Share.	Spread the word
Calls-to-action for Meta & Instagram (fixed)	Explore more	Learn more	See details	—	—

Ad hoc copy assets

What it is	Free patient education resource created by CRNAs/nurse anesthetologists	Clear, evidence-based answers to common anesthesia questions	Plain language — no unnecessary medical jargon	Available to any patient, anywhere, at any time	Backed by the American Association of Nurse Anesthesiology
Who it's for	Anyone with questions about anesthesia or sedation	Patients facing a first colonoscopy or routine screening	Pregnant people navigating pain relief options during labor and delivery	Parents preparing for a child's ENT surgery	Patients in rural and underserved communities
What it does for patients	Answers the most common anesthesia questions before a procedure	Helps patients understand what to expect before, during, and after	Reduces anxiety by replacing uncertainty with clear, credible information	Empowers patients to take an active role in their own care	Builds confidence going into any procedure
Why it's credible	Created and vetted by CRNAs/nurse anesthetologists	Grounded in evidence-based standards and nationally recognized safety protocols	Backed by AANA, representing more than 59,000 CRNAs nationwide	Free from advertising, sponsorship, or health system affiliation	Built on the same clinical expertise CRNAs bring to every patient, every day
How to share it	Add the link to pre-procedure patient communications	Feature it in your newsletter, email, or intranet	Share it on your professional or organizational social media	Post a flyer in your waiting room, break room, or public bulletin board	Simply tell your patients: visit anesthesiaanswers.org

Images

To save any graphic, click its "Download" link to access the source file on the Anesthesia Answers website. Then, right-click the image and select "Save image as" to save the file to your computer.



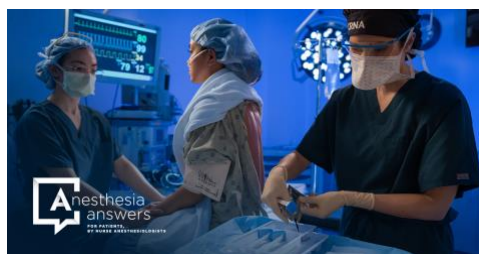
[Download Image 1](#)



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