



SOCIETY FOR  
Healthcare Strategy & Market Development™  
*of the American Hospital Association*



# 2016



SHSMD CALENDAR OF  
HEALTH OBSERVANCES &  
RECOGNITION DAYS

*Navigating Communities to Better Health*

# SHSMD<sup>SM</sup>



**leading | connecting | serving**

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**Design courtesy of Spirit Health Group | [www.spirithealthgroup.com](http://www.spirithealthgroup.com)**

*Winner of SHSMD's 2016 Calendar Design Contest*

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## About the Calendar

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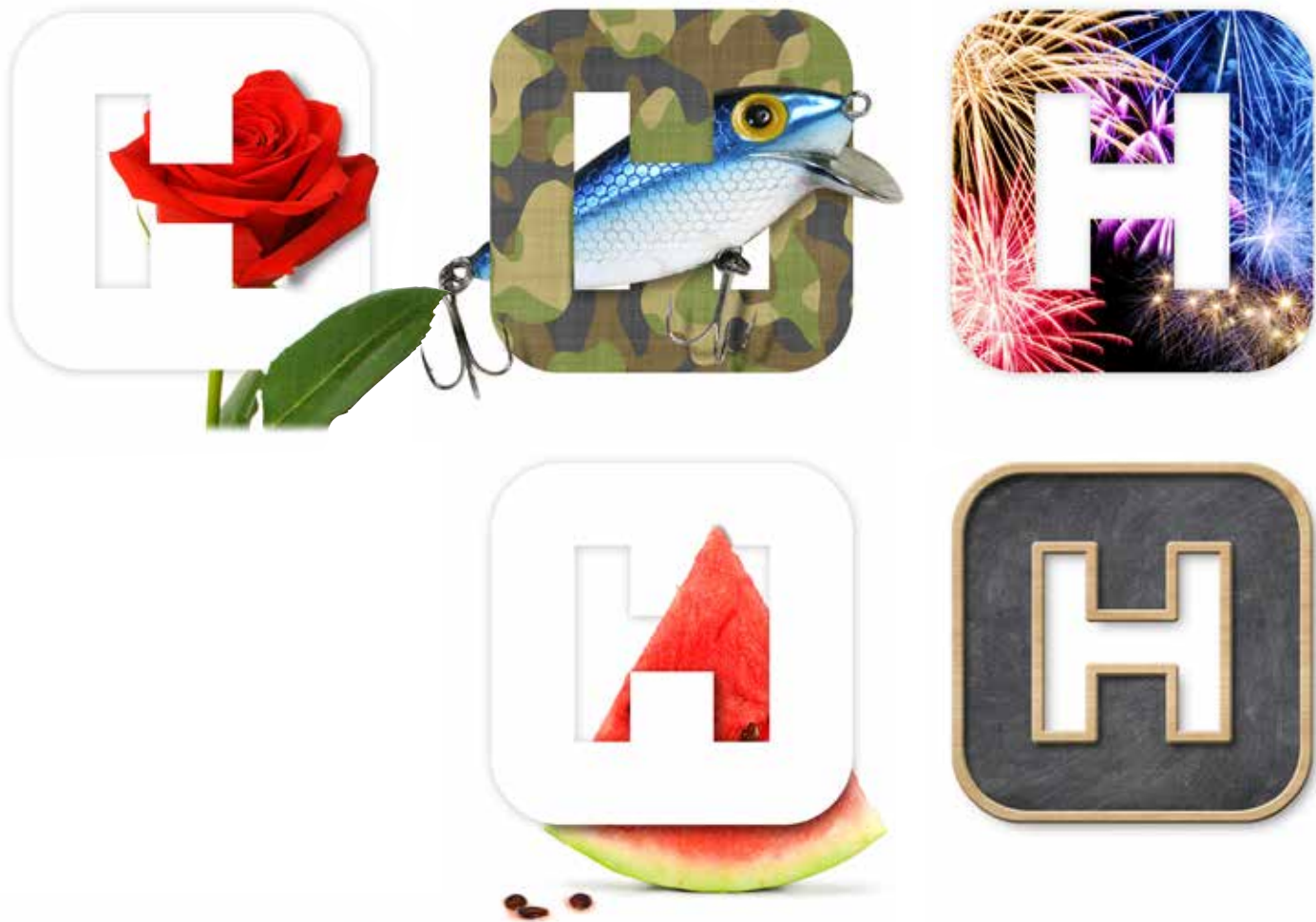
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## About SHSMD

The Society for Healthcare Strategy & Market Development (SHSMD) of the American Hospital Association is the premier organization for healthcare marketers, planners, and communications and public relations professionals. A Personal Membership Group of the American Hospital Association, SHSMD serves 4,000 members and is the largest organization in the nation devoted to serving the needs of healthcare strategy professionals. SHSMD is committed to helping its members meet the future with greater knowledge and opportunity as their organizations work to improve health status and quality of life in their communities. For more information and to join, visit [www.shsmd.org](http://www.shsmd.org).

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*Hospitals are at the center of navigating communities to health, happiness, and hope.*

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# january

## At-a-Glance

### MONTH-LONG OBSERVANCES

Birth Defects Prevention Awareness Month (National)  
Blood Donor Month (National)  
Cervical Cancer Screening Month  
Cervical Health Awareness Month  
Glaucoma Awareness Month

### WEEK-LONG OBSERVANCES

17–23 Healthy Weight Week  
25–31 Drug Facts Week (National)

### RECOGNITION DAYS | EVENTS

21 Women's Healthy Weight Day  
25 IV Nurse Day

### 1-31 | Birth Defects Prevention Awareness Month (National)

Women of childbearing age and their care providers need to know that folic acid promotes good health before, during, and after pregnancy. Daily consumption of the B vitamin folic acid beginning before pregnancy is crucial, as birth defects of the brain and spine, such as spina bifida, can occur in the early weeks following conception, often before a woman knows she is pregnant.

**For more information, contact:** March of Dimes 914.428.7100 | [alliances@marchofdimes.com](mailto:alliances@marchofdimes.com)  
[www.marchofdimes.org](http://www.marchofdimes.org) or [www.nacersano.org](http://www.nacersano.org)

### 1-31 | Blood Donor Month (National)

Blood is traditionally in short supply during the winter months, especially January, due to the holidays, travel schedules, inclement weather, and illness. A reduction in donor turnout can put our nation's blood inventory at a critical low. January has been designated as National Blood Donor Month to encourage people to give or pledge to give blood.

**For more information, contact:** Association of Donor Recruitment Professionals | 512.658.9414  
[www.adrp.org](http://www.adrp.org)

### 1-31 | Cervical Cancer Screening Month

The Foundation for Women's Cancer, the National Cervical Cancer Public Education Campaign, and its partner organizations promote the message that cervical cancer is preventable—vaccinate early, Pap test regularly, and HPV test when recommended.

**For more information, contact:** Marsha Wilson Foundation for Women's Cancer | 312.578.1439  
[info@foundationforwomenscancer.org](mailto:info@foundationforwomenscancer.org)  
[www.foundationforwomenscancer.org](http://www.foundationforwomenscancer.org)

### 1-31 | Cervical Health Awareness Month

During January, the National Cervical Cancer Coalition (NCCC) highlights issues related to cervical cancer, human papillomavirus (HPV), and the importance of early detection, along with personal stories of women battling persistent HPV, precancer, or cervical cancer. Recent advances and research in the prevention, detection, and treatment of cervical cancer and HPV as well as the success of local early detection cervical cancer screening and treatment programs will be acknowledged.

**For more information, contact:** NCCC 800.685.5531 | [www.nccc-online.org](http://www.nccc-online.org)

### 1-31 | Glaucoma Awareness Month

Glaucoma is a leading cause of irreversible blindness in the United States. It has no noticeable symptoms in its early stages, and vision loss progresses at such a gradual rate that people affected by the condition are often unaware of it until their sight has been compromised. During Glaucoma Awareness Month, the American Academy of Ophthalmology (AAO) advises the public that the best defense against developing glaucoma-related blindness is by having routine, comprehensive eye exams.

**For more information, contact:**  
Public Relations | AAO | 415.561.8534  
[media@aao.org](mailto:media@aao.org)  
[www.geteyesmart.org](http://www.geteyesmart.org)

### 17-23 | Healthy Weight Week

Healthy Weight Week celebrates healthy lifestyles that prevent eating and weight problems. This annual celebration is a time for people of all sizes to live actively, eat well, and feel good about themselves and others. On Tuesday of Healthy Weight Week, Rid the World of Fad Diets and Gimmicks Day is celebrated and the annual Slim Chance Awards are announced for the worst diet products of the year.

**For more information, contact:** Marsha Hudnall Green Mountain at Fox Run | 802.228.8885  
[pr@fitwoman.com](mailto:pr@fitwoman.com) | [www.fitwoman.com](http://www.fitwoman.com)

### 21 | Women's Healthy Weight Day

This day honors American women of all sizes and affirms that beauty, talent, and love cannot be weighed. Winners of the Healthy Weight Day awards will be announced, recognizing businesses that portray size diversity and reject the national obsession with thinness that is impacting the lives of women, young girls, and their families.

**For more information, contact:** Marsha Hudnall Green Mountain at Fox Run | 802.228.8885  
[pr@fitwoman.com](mailto:pr@fitwoman.com) | [www.fitwoman.com](http://www.fitwoman.com)

### 25 | IV Nurse Day

Every year since 1981, National IV Nurse Day has honored the commitment shown and the outstanding patient care practiced by infusion nurse professionals. Contact the Infusion Nurses Society (INS) to learn more about IV Nurse Day, find out about local celebrations in your area, or search for commemorative gifts and products.

**For more information, contact:**  
INS | 781.440.9408 | [ins@ins1.org](mailto:ins@ins1.org)  
[www.ins1.org](http://www.ins1.org)

### 25-31 | Drug Facts Week (National)

This is a national health observance for teens to promote local events that use National Institute on Drug Abuse (NIDA) science to shatter the myths about drugs. An online guide gives you everything you need to plan, promote, and host your

**For more information, contact:** Brian Marquis NIDA | 301.594.6184 | [drugfacts@nida.nih.gov](mailto:drugfacts@nida.nih.gov)  
<http://teens.drugabuse.gov/national-drug-facts-week>



# february



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# february

## At-a-Glance

### MONTH-LONG OBSERVANCES

Age-Related Macular Degeneration Awareness Month  
Children's Dental Health Month (National)  
Condom Month (National)  
Heart Month (American)  
Kids ENT Health Month  
Recreational Therapy Month (National)  
Wise Health Care Consumer Month

### WEEK-LONG OBSERVANCES

1–7 PeriAnesthesia Nurse Awareness Week  
7–13 Burn Awareness Week  
14–20 Cardiac Rehabilitation Week  
14–20 Cardiovascular Professionals Week  
21–27 Eating Disorders Awareness Week (National)

### RECOGNITION DAYS | EVENTS

5 Wear Red Day (National)  
11 Day of the Sick (World)

#### 1-29 | Age-Related Macular Degeneration Awareness Month

Age-related macular degeneration is the leading cause of blindness among older Americans, but new treatments have dramatically changed the course of this disease over the last 10 years, making it more manageable than ever before. During February, the American Academy of Ophthalmology (AAO) is reminding people with the disease that they can save their vision with treatment advances, but early detection is a critical first step.

**For more information, contact: Public Relations AAO | 415.561.8534 | media@aao.org**  
[www.geteyesmart.org](http://www.geteyesmart.org)

#### 1-29 | Children's Dental Health Month (National)

Each February, the American Dental Association (ADA) sponsors National Children's Dental Health Month to raise awareness about the importance of oral health. The messages and materials have reached millions of people in communities across the country.

**For more information, contact: ADA 800.621.8099 | [www.ada.org/en/public-programs/national-childrens-dental-health-month](http://www.ada.org/en/public-programs/national-childrens-dental-health-month)**

#### 1-29 | Condom Month (National)

Hearts are throbbing. Come-hither looks abound. Flowers and chocolate are in short supply. If one of Cupid's arrows finds its way to you this month (or any other time), the American Sexual Health Association (ASHA) wants you to be safe. Each year in the United States, there are approximately 20 million new cases of sexually transmitted infections (STIs). Condoms are inexpensive and reduce the risks for STIs.

**For more information, contact: ASHA [frewya@ashastd.org](mailto:frewya@ashastd.org) | [www.ashastd.org](http://www.ashastd.org)**

#### 1-29 | Heart Month (American)

During American Heart Month, the American Heart Association's Go Red For Women movement and its latest Hispanic movement, Go Red Por Tu Corazón, work to save women's lives and beat heart disease, the number-one killer of women. Each year, cardiovascular diseases claim the lives of nearly half a million women—almost one per minute. Show support for the women in your life on National Wear Red Day, February 5, by wearing red.

**For more information, contact: American Heart Association | 888.MY.HEART (694.3278) | [newsroom@entnet.org](mailto:newsroom@entnet.org)**  
[www.goredforwomen.org](http://www.goredforwomen.org)

#### 1-29 | Kids ENT Health Month

Kids ENT Health Month is designed to offer parents and caregivers the latest information about the care, diagnosis, and treatment of pediatric ear, nose, and throat disorders.

**For more information, contact: American Academy of Otolaryngology–Head and Neck Surgery 703.535.3762 | [www.entnet.org](http://www.entnet.org)**

#### 1-29 | Recreational Therapy Month (National)

The purpose of National Recreational Therapy Month is to enhance public awareness of therapeutic recreation programs and recreational therapy services, promote inclusive recreation opportunities for individuals with disabilities, and recognize certified therapeutic recreation therapists as the qualified provider of recreational therapy services.

**For more information, contact: American Therapeutic Recreation Association [www.atra-online.com/store/promotional-items](http://www.atra-online.com/store/promotional-items)**

#### 1-29 | Wise Health Care Consumer Month (National)

The goal of National Wise Health Care Consumer Month is to help consumers receive the right care at the right time in the right place. It involves teaching consumers how to become more active in their own health-care. This entails knowing which symptoms require professional assistance and which can be treated at home with self-care. The event also focuses on helping consumers understand how to interact effectively with the healthcare system to receive proper care.

**For more information, contact: Hope Lawless American Institute for Preventive Medicine 248.539.1800 x238 | [hlawless@healthylife.com](mailto:hlawless@healthylife.com)**  
[www.healthylife.com](http://www.healthylife.com)

#### 1-7 | PeriAnesthesia Nurse Awareness Week

This week recognizes and celebrates our nation's 60,000+ perianesthesia nurses who work in preanesthesia and postanesthesia care, outpatient surgery, and pain management settings, and care for patients before and after surgery.

**For more information, contact: Doug Hanisch American Society for PeriAnesthesia Nurses 856.616.9600 x215 | [ghanisch@aspan.org](mailto:ghanisch@aspan.org)**  
[www.panaw.com](http://www.panaw.com)

#### 5 | Wear Red Day (National)

Go Red in your own fashion! Whether it's a red dress, red t-shirt, red dress pin, or red lipstick, show the world you passionately support Go Red For Women, the American Heart Association's initiative to save women's lives.

**For more information, contact: American Heart Association | 888.MY.HEART (694.3278)**  
[www.goredforwomen.org](http://www.goredforwomen.org)



## 7-13 | Burn Awareness Week

Burn Awareness Week is Shriners Hospitals for Children's annual kick-off of a year-long educational campaign to raise awareness of burn injuries and ways to prevent them. Free educational materials designed to be a resource for firefighters, teachers, parents, and others concerned with the safety of children are available.

**For more information, contact: Public Relations Department | Shriners Hospitals for Children 813.281.8162 | [shrinepr@shrinenet.org](mailto:shrinepr@shrinenet.org) [www.shrinershospitalsforchildren.org](http://www.shrinershospitalsforchildren.org) or [www.burnawareness.org](http://www.burnawareness.org)**

## 11 | Day of the Sick (World)

The World Day of the Sick is an observance of the Roman Catholic Church that was instituted on May 13, 1992, by Pope John Paul II. Celebrated every year on the commemoration of Our Lady of Lourdes, it seeks to be a special time of remembering those who are sick and expressing gratitude for all those who care for the sick.

**For more information, contact: David Lichter National Association of Catholic Chaplains 414.483.4898 | [info@nacc.org](mailto:info@nacc.org) | [www.nacc.org](http://www.nacc.org)**

## 14-20 | Cardiac Rehabilitation Week (National)

National Cardiac Rehabilitation Week focuses attention on cardiac rehabilitation's contribution to improving the health and physical performance of people at risk for heart disease as well as those who have been diagnosed with heart disease or dysfunction. Special events will be held in hospitals, exercise facilities, and outpatient rehabilitation centers throughout the country.

**For more information, contact: American Association of Cardiovascular and Pulmonary Rehabilitation | 312.321.5146 | [aacvpr@aacvpr.org](mailto:aacvpr@aacvpr.org) [www.aacvpr.org](http://www.aacvpr.org)**

## 14-20 | Cardiovascular Professionals Week

This week celebrates the work of cardiovascular professionals and the support they provide to improve patient care. The commitment of cardiovascular professionals ensures the highest quality of care to people with heart disease including diagnostic, interventional, and rehabilitative support.

**For more information, contact: Peggy McElgunn Alliance of Cardiovascular Professionals 804.632.0078 | [peggymcelgunn@comcast.net](mailto:peggymcelgunn@comcast.net) [www.acp-online.org](http://www.acp-online.org)**

## 21-27 | Eating Disorders Awareness Week (National)

National Eating Disorders Awareness (NEDAwareness) Week puts the spotlight on the seriousness of eating disorders in an effort to improve public understanding of their causes, triggers, and treatments. By increasing awareness and access to resources, we can encourage early detection and intervention, which can improve the likelihood of full recovery for millions.

**For more information, contact: Programs Department | National Eating Disorders Association | 212.575.6200 [info@nationaleatingdisorders.org](mailto:info@nationaleatingdisorders.org) [www.nationaleatingdisorders.org](http://www.nationaleatingdisorders.org)**



# march



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## At-a-Glance

### MONTH-LONG OBSERVANCES

Athletic Training Month (National)  
Brain Injury Awareness Month  
Child Life Month  
Colorectal Cancer Awareness Month (National)  
Eye Donor Month (National)  
Kidney Month (National)  
Nutrition Month (National)  
Professional Social Work Month (National)  
Save Your Vision Month  
Workplace Eye Wellness Month

### WEEK-LONG OBSERVANCES

1-7 Aplastic Anemia and MDS Awareness Week  
6-12 Dental Assistants Recognition Week  
13-19 Health Care HR Week  
13-19 Patient Safety Awareness Week  
13-19 Pulmonary Rehabilitation Week (National)  
14-20 Brain Awareness Week  
20-26 Poison Prevention Week (National)  
27-4/2 Root Canal Awareness Week

### RECOGNITION DAYS | EVENTS

9 Registered Dietitian Nutritionist Day  
10 Kidney Day (World)  
19 Certified Nurses Day  
22 Diabetes Association Alert Day (American)  
30 Doctors' Day (National)

### 1-31 | Athletic Training Month (National)

Celebrate with local and national activities to raise awareness of athletic trainers—healthcare professionals specializing in the prevention, diagnosis, treatment, and rehabilitation of injuries and sport-related illnesses. Recognize their work in such settings as hospitals, physician offices, clinics, secondary schools, colleges/universities, professional sports, recreation/youth sports, military, and performing arts.

For more information, contact: National Athletic Trainers' Association | 214.637.6282 | [www.nata.org](http://www.nata.org)

### 1-31 | Brain Injury Awareness Month

Brain Injury Awareness Month is an annual observance of the causes and consequences of brain injury and the need for greater prevention, research, education, and advocacy on behalf of individuals who sustain a devastating, life-changing brain injury and their caregivers.

For more information, contact: Rob Traister Brain Injury Association of America | 703.761.0750 [rtraister@biausa.org](mailto:rtraister@biausa.org) | [www.biausa.org](http://www.biausa.org)

### 1-31 | Child Life Month

During Child Life Month, child life programs around the world will join the Child Life Council in educating healthcare providers and the public about the psychosocial needs of children in pediatric settings. Research has demonstrated that child life interventions reduce the anxiety that children and families experience in a medical setting. This event is designed to honor child life specialists as they work to ensure quality family-centered and developmentally appropriate care for children.

For more information, contact: Child Life Council, Inc. | 301.881.7090 | [communications@childlife.org](mailto:communications@childlife.org) | [www.childlife.org](http://www.childlife.org)

### 1-31 | Colorectal Cancer Awareness Month (National)

During this month, cancer groups, hospitals, and communities focus attention on preventing, treating, and curing colorectal cancer. Education is provided to the public and colorectal screenings are encouraged.

For more information, contact: Jeanne Ellinport Prevent Cancer Foundation | 703.837.3692 [jeanne.ellinport@preventcancer.org](mailto:jeanne.ellinport@preventcancer.org) | [www.preventcancer.org](http://www.preventcancer.org)

### 1-31 | Eye Donor Month (National)

Each year, the Eye Bank Association of America (EBAA) promotes March as National Eye Donor Month to raise awareness of the need to donate eyes. President Ronald Reagan proclaimed the first National Eye Donor Month in 1983, and since then, a member of Congress has read a proclamation into the Congressional Record each March to note this special occasion.

For more information, contact: Manager of Communications | EBAA | 202.775.4999 x118 [trish@restoresight.org](mailto:trish@restoresight.org) | [www.restoresight.org](http://www.restoresight.org)

### 1-31 | Kidney Month (National)

One in three Americans is at risk for developing kidney disease, and high blood pressure and diabetes are the two leading causes. During National Kidney Month, the National Kidney Foundation (NKF) urges Americans to learn more about their kidneys and to take steps to preserve their kidney health.

For more information, contact: NKF | 212.889.2210 [www.kidney.org](http://www.kidney.org)

### 1-31 | Nutrition Month (National)

National Nutrition Month is an education and information campaign, which focuses attention on the importance of making informed food choices and developing sound eating and physical activity habits.

For more information, contact: Academy of Nutrition and Dietetics | [nmm@eatright.org](mailto:nmm@eatright.org) | [www.eatright.org](http://www.eatright.org)

### 1-31 | Professional Social Work Month (National)

Medical and public health social workers provide psychosocial support to people, families, or vulnerable populations so they can cope with chronic, acute, or terminal illnesses. They also advise caregivers and help plan for patients' needs after discharge from hospitals. Social workers may work for hospitals, nursing and personal care facilities, individual and family services agencies, or local governments.

For more information, contact: Greg Wright National Association of Social Workers | 202.336.8324 | [www.socialworkers.org](http://www.socialworkers.org)

### 1-31 | Save Your Vision Month

Every year in March, the American Optometric Association (AOA) reminds Americans about the importance of regular, comprehensive eye care from an optometrist.

For more information, contact: Rebecca Hiatt AOA | 314.983.4119 | [rhiatt@aoa.org](mailto:rhiatt@aoa.org) | [www.aoa.org](http://www.aoa.org)

### 1-31 | Workplace Eye Wellness Month

Each year, nearly 25,000 Americans visit the emergency room due to a workplace eye injury. During Workplace Eye Wellness Month, the American Academy of Ophthalmology (AAO) reminds employers and workers about the importance of wearing certified and approved eye protection.

For more information, contact: Public Relations AAO | 415.561.8534 | [media@aao.org](mailto:media@aao.org) | [www.geteyesmart.org](http://www.geteyesmart.org)

### 1-7 | Aplastic Anemia and MDS Awareness Week

Aplastic Anemia and MDS Awareness Week was created to raise awareness about acquired bone marrow failure diseases that are diagnosed in more than 15,000 people each year in the United States, with tens of thousands more living with these life-threatening diseases around the world. Bone marrow failure disease can strike any person of any age, any gender, or any race, anywhere in the world.

For more information, contact: Martha Crews Aplastic Anemia and MDS International Foundation | 301.279.7202 x103 | [crews@aamds.org](mailto:crews@aamds.org) | [www.aamds.org](http://www.aamds.org)

## 6-12 | Dental Assistants Recognition Week

Dental Assistants Recognition Week recognizes this versatile, multitasking member of the dental team, who contributes to quality dental care.

**For more information, contact: Megan Johnson**  
American Dental Assistants Association  
630.994.4247 | [mjohnson@adaausa.org](mailto:mjohnson@adaausa.org)  
[www.adaausa.org](http://www.adaausa.org)

## 9 | Registered Dietitian Nutritionist Day

Registered Dietitian Nutritionist Day increases awareness of registered dietitian nutritionists as the indispensable providers of food and nutrition services and recognizes registered dietitian nutritionists for their commitment to helping people enjoy healthy lives.

**For more information, contact: Academy of Nutrition and Dietetics** | [nnm@eatright.org](mailto:nnm@eatright.org)  
[www.eatright.org](http://www.eatright.org)

## 10 | Kidney Day (World)

One in three Americans is at risk for developing kidney disease, and high blood pressure and diabetes are the two leading causes. National Kidney Foundation (NKF) urges Americans to learn more about their kidneys and to take steps to preserve their kidney health.

**For more information, contact: NKF** | 212.889.2210  
[www.kidney.org](http://www.kidney.org)

## 13-19 | Health Care HR Week

Health Care HR Week recognizes human resources professionals in hospitals and other organizations across the nation for their efforts in workforce compensation and benefits, employee relations, healthcare reform, and wellness. The American Society for Healthcare Human Resources Administration (ASHHRA) encourages all healthcare human resources professionals to get involved in this week-long celebration.

**For more information, contact: ASHHRA**  
312.422.3720 | [ashhra@aha.org](mailto:ashhra@aha.org)  
[www.ashhra.org/hchrweek](http://www.ashhra.org/hchrweek)

## 13-19 | Patient Safety Awareness Week

Patient Safety Awareness Week is an annual education and awareness campaign for healthcare safety led by the National Patient Safety Foundation (NPSF). Each year, healthcare organizations around the globe take part in the event by creating awareness in the community and utilizing NPSF educational resources among hospital staff and patients.

**For more information, contact: Sara Reardon**  
NPSF | 617.391.9900 | [sreardon@npsf.org](mailto:sreardon@npsf.org)  
[www.npsf.org/?page=awarenessweek](http://www.npsf.org/?page=awarenessweek)

## 13-19 | Pulmonary Rehabilitation Week (National)

This observance focuses national attention on pulmonary rehabilitation's contribution to enhancing the lives of people with chronic obstructive pulmonary disease (COPD). Special events will be held throughout the country at hospitals, exercise facilities, and outpatient rehabilitation centers.

**For more information, contact: American Association of Cardiovascular and Pulmonary Rehabilitation**  
312.321.5146 | [aacvpr@aacvpr.org](mailto:aacvpr@aacvpr.org) | [www.aacvpr.org](http://www.aacvpr.org)

## 14-20 | Brain Awareness Week

Brain Awareness Week is the global campaign to increase public awareness of the progress and benefits of brain research. It unites the efforts of universities, hospitals, K-12 schools, research labs, government agencies, and advocacy and service groups worldwide in a week-long celebration of the brain.

**For more information, contact: Brain Awareness Week Campaign Headquarters** | The Dana Alliance for Brain Initiatives | 212.401.1689  
[bawinfo@dana.org](mailto:bawinfo@dana.org) | [www.dana.org/baw](http://www.dana.org/baw)

## 19 | Certified Nurses Day

Certified Nurses Day honors nurses who contribute to better patient outcomes through national board certification. Every March 19, the American Nurses Credentialing Center (ANCC) joins with hospitals nationwide to celebrate nurses who care enough to earn and maintain the highest credentials in their specialty.

**For more information, contact: Michelle Poskaitis**  
ANCC | 301.628.5211 | [michelle.poskaitis@ana.org](mailto:michelle.poskaitis@ana.org)  
[www.certifiednursesday.org](http://www.certifiednursesday.org)

## 20-26 | Poison Prevention Week (National)

National Poison Prevention Week was established by Congress in 1961 to raise awareness about how to prevent poisonings. More than two million poisonings are reported each year to the nation's 57 poison centers, and more than 90 percent of these poisonings occur in the home. While the majority of nonfatal poisonings occur in children younger than six years old, poisoning fatalities are currently the leading cause of unintentional injury in adults.

**For more information, contact: Poison Prevention Week Council** | 703.894.1858 | [info@aapcc.org](mailto:info@aapcc.org)  
[www.aapcc.org](http://www.aapcc.org)

## 22 | Diabetes Association Alert Day (American)

American Diabetes Association Alert Day, which is held every fourth Tuesday in March, is a one-day wake-up call asking the American public to take the Diabetes Risk Test to find out if they are at risk for developing type 2 diabetes.

**For more information, contact: American Diabetes Association** | 800.342.2383 | [www.stopdiabetes.com](http://www.stopdiabetes.com)

## 27-4/2 | Root Canal Awareness Week

Root Canal Awareness Week, established by the American Association of Endodontists (AAE), was created to calm the fears of Americans across the country, and to educate the public about the benefits and misconceptions of root canal treatments. AAE hopes to teach patients that root canals are virtually painless and can have important implications for overall health.

**For more information, contact: Public Relations Department** | AAE | 800.872.3636 | [info@aae.org](mailto:info@aae.org)  
[www.aae.org/rcaw](http://www.aae.org/rcaw)

## 30 | Doctors' Day (National)

The first Doctors' Day observance was held on March 30, 1933, by the Barrow County Alliance in Winder, GA. On October 30, 1990, President George Bush signed a law designating March 30 as National Doctors' Day. **For more information, contact: Kendra Blackmon**  
Southern Medical Association Alliance  
205.945.1840 | [alliance@sma.org](mailto:alliance@sma.org)  
<http://smaalliance.org>







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## At-a-Glance

### MONTH-LONG OBSERVANCES

Alcohol Awareness Month  
Autism Awareness Month (National)  
Facial Protection Month (National)  
Foot Health Awareness Month  
Humor Month (National)  
Minority Health Month (National)  
Occupational Therapy Month  
Sexually Transmitted Infections Awareness Month  
Sports Eye Safety Month  
Women's Eye Health and Safety Month  
March for Babies (through May)

### WEEK-LONG OBSERVANCES

4–10 Public Health Week (National)  
10–16 Oral, Head and Neck Cancer Awareness Week  
10–16 Volunteer Week (National)  
11–15 Cancer Registrars Week  
17–23 Neurodiagnostic Week  
23–29 Medical Fitness Week (tentative)  
24–30 Medical Laboratory Professionals Week (National)

### RECOGNITION DAYS | EVENTS

7 Alcohol Screening Day (National)  
7 Health Day (World)  
12 Radiologic and Imaging Nurses Day  
15 Global Youth Service Day  
16 Healthcare Decisions Day (National)  
16 Voice Day (World)  
17 Hemophilia Day (World)  
20 Transplant Nurses Day  
27 Noise Awareness Day (International)



### 1-30 | Alcohol Awareness Month

Each April since 1987, the National Council on Alcoholism and Drug Dependence (NCADD) sponsors Alcohol Awareness Month to increase public awareness and understanding, reduce stigma, and encourage local communities to focus on alcoholism and alcohol-related issues. This April, NCADD highlights the important public health issue of underage drinking, a problem with devastating individual, family, and community consequences.

**For more information, contact: Paul Warren NCADD | 212.269.7797 x13 | national@ncadd.org www.ncadd.org**

### 1-30 | Autism Awareness Month (National)

To highlight the growing need for concern and awareness about autism, the Autism Society has celebrated National Autism Awareness Month since the 1970s. The nation recognizes April as a special opportunity to educate the public about autism and issues within the autism community.

**For more information, contact: Autism Source Autism Society | 800.328.847 info@autism-society.org | www.autism-society.org**

### 1-30 | Facial Protection Month (National)

The simple act of wearing a mouth guard when playing contact sports saves tens of thousands of teeth annually, while other safety equipment such as helmets and face shields protect wearers from facial injuries. Each April, the American Association of Oral and Maxillofacial Surgeons (AAOMS), American Academy of Pediatric Dentistry, American Association of Orthodontists, Academy for Sports Dentistry, and American Dental Association team up to enhance awareness of protection from and specialized treatment for facial injuries.

**For more information, contact: Karin Swihart AAOMS | 847.233.4389 | kswihart@aaoms.org www.aaoms.org**

### 1-30 | Foot Health Awareness Month

The aim of Foot Health Awareness Month is to promote positive foot health, educate the public on issues related to foot health, and distinguish today's podiatrist as a physician, surgeon, and specialist.

**For more information, contact: Brielle Day American Podiatric Medical Association bcd@apma.org | www.apma.org**

### 1-30 | Humor Month (National)

We honor those who make us laugh, professionals and amateurs alike, as well as friends, neighbors, teachers, and relatives.

**For more information, contact: Steve Wilson National Humor Month | 800.669.5233 steve@worldlaughtertour.com www.humormonth.com**

### 1-30 | Minority Health Month (National)

National Minority Health Month calls for a renewed commitment to eliminate health disparities and achieve health equity. It is an inclusive initiative that addresses the health needs of African-Americans, Hispanics, Asians, Native Americans, Pacific Islanders, Alaskan Natives, and Native Hawaiians.

**For more information, contact: Information Specialist | Office of Minority Health Resource Center | 800.444.6472 info@minorityhealth.hhs.gov www.minorityhealth.hhs.gov**

### 1-30 | Occupational Therapy Month

Each April, occupational therapy practitioners, researchers, educators, and students host a month-long celebration showcasing the value of occupational therapy. The event demonstrates the profession's dedication to helping people from pediatrics to geriatrics prevent—or live better with—illness, injury, or some form of disability.

**For more information, contact: Katie Riley American Occupational Therapy Association 301.652.6611 | kriley@aota.org | www.aota.org**

### 1-30 | Sexually Transmitted Infections Awareness Month

The American Sexual Health Association (ASHA) provides education, support, and awareness around sexually transmitted infections (STIs). There are 20 million new STIs in the United States each year.

**For more information, contact: ASHA frewya@ashastd.org | www.ashasexualhealth.org**

### 1-30 | Sports Eye Safety Month

Each year, an estimated 100,000 people are hurt by sports-related eye injuries. About 13,500 of these injuries result in permanent vision loss. In support of Sports Eye Safety Month this April, the American Academy of Ophthalmology (AAO) reminds athletes everywhere that the great majority of sports-related eye injuries can be avoided by simply wearing the proper protection.

**For more information, contact: Public Relations AAO | 415.561.8534 | media@aao.org www.geteyesmart.org**

### 1-30 | Women's Eye Health and Safety Month

Do you know how to protect your sight? Hormonal changes, age, and smoking can endanger sight.

**For more information, contact: Prevent Blindness America | 800.331.2020 info@preventblindness.org www.preventblindness.org**

## 1-5/1 | March for Babies

The March of Dimes is committed to reducing the toll of premature birth by funding research and providing comfort and information to families who are affected by it. The funds raised by March for Babies events help women to have full-term pregnancies and healthy babies, reducing health costs to employers.

**For more information, contact: Education Health Promotion Department | March of Dimes**  
914.428.7100 | [alliances@marchofdimes.org](mailto:alliances@marchofdimes.org)  
[www.marchforbabies.org](http://www.marchforbabies.org)

## 1-30 | Public Health Week (National)

Since 1995, National Public Health Week (NPHW) recognizes the contributions of public health and highlights issues that are important to improving the public's health. The American Public Health Association (APHA) serves as the organizer of NPHW and develops a national campaign to educate the public, policymakers, and practitioners.

**For more information, contact: Affiliate Affairs APHA** | 202.777.2742 | [comments@apha.org](mailto:comments@apha.org)  
[www.nphw.org](http://www.nphw.org)

## 7 | Alcohol Screening Day (National)

National Alcohol Screening Day is an outreach, education, and screening program that raises awareness about alcohol misuse and refers individuals with alcohol problems for further treatment. Thousands of colleges, community-based organizations, and military installations provide the program to the public each year.

**For more information, contact: Screening for Mental Health, Inc.** | 781.239.0071  
[smhinfo@mentalhealthscreening.org](mailto:smhinfo@mentalhealthscreening.org)  
[www.mentalhealthscreening.org](http://www.mentalhealthscreening.org)

## 7 | Health Day (World)

Every year, World Health Day is celebrated on April 7 to mark the anniversary of the founding of the World Health Organization (WHO) in 1948.

**For more information, contact: Paul David Garwood WHO** | [mediainquiries@who.int](mailto:mediainquiries@who.int)  
[www.who.int/world-health-day/en](http://www.who.int/world-health-day/en)

## 10-16 | Oral, Head and Neck Cancer Awareness Week

Oral, Head and Neck Cancer Awareness Week is a week-long series of events to promote education and awareness of risk factors for head and neck cancer, including tobacco use. The highlight of the week is a day of free screenings across the country.

**For more information, contact: American Academy of Otolaryngology-Head and Neck Surgery or the Head and Neck Cancer Alliance** | 703.535.3762  
[newsroom@entnet.org](mailto:newsroom@entnet.org) | [www.entnet.org](http://www.entnet.org)

## 10-16 | Volunteer Week (National)

President Richard Nixon established National Volunteer Week with an executive order in 1974 as a way to recognize and celebrate the efforts of volunteers. Every April, charities, hospitals, and communities recognize volunteers and foster a culture of service. Join your peers nationwide during the 2016 National Volunteer Week in celebration and recognition of your volunteers' efforts to advance your organization.

**For more information, contact: Association for Healthcare Volunteer Resources Professionals**  
312.422.3939 | [ahvrp@aha.org](mailto:ahvrp@aha.org) | [www.ahvrp.org](http://www.ahvrp.org)

## 11-15 | Cancer Registrars Week

National Cancer Registrars Week was established as an annual celebration to promote the work of cancer registry professionals. Founded by the National Cancer Registrars Association (NCRA), it is officially celebrated the second week in April.

**For more information, contact: NCRA**  
703.299.6640 | [www.ncra-usa.org](http://www.ncra-usa.org)

## 12 | Radiologic and Imaging Nurses Day

This day recognizes the work of those working in the specialty practice of radiologic and imaging nursing to advance the standard of care in the imaging environment.

**For more information, contact: Association for Radiologic & Imaging Nursing** | 866.486.2762  
[info@arinursing.org](mailto:info@arinursing.org) | [www.arinursing.org](http://www.arinursing.org)

## 15 | Global Youth Service Day

Global Youth Service Day (GYSD) is an annual campaign that celebrates and mobilizes the millions of young people who improve their communities through service and volunteering. Established in 1988, it is now celebrated in more than 100 countries. On GYSD, young people address the world's most critical issues in partnership with families, schools, community and faith-based organizations, businesses, and governments.

**For more information, contact: Outreach Department Youth Service America** | 202.296.2992  
[outreach@ysa.org](mailto:outreach@ysa.org) | [www.gysd.org](http://www.gysd.org)

## 16 | Healthcare Decisions Day (National)

National Healthcare Decisions Day (NHDD) exists to inspire, educate, and empower the public and providers about the importance of advance care planning.

**For more information, contact: Nathan Kottkamp NHDD** | 804.775.1092  
[nkottkamp@mcguirewoods.com](mailto:nkottkamp@mcguirewoods.com) | [www.nhdd.org](http://www.nhdd.org)



## 16 | Voice Day (World)

World Voice Day, celebrated on April 16, is a health observance marked across the globe by physician specialists who treat the medical disorders that affect voice quality as well as the allied health providers who teach voice preservation and rehabilitation for damaged voices.

**For more information, contact: American Academy of Otolaryngology–Head and Neck Surgery**  
703.535.3762 | [newsroom@entnet.org](mailto:newsroom@entnet.org)  
[www.entnet.org](http://www.entnet.org)

## 17 | Hemophilia Day (World)

World Hemophilia Day is an international observance held annually on April 17 by the World Federation of Hemophilia (WFH). First celebrated in 1989, it is an awareness day for hemophilia and other bleeding disorders.

**For more information, contact: WFH** | 514.875.7944  
[vherrick@wfh.org](mailto:vherrick@wfh.org) | [www.wfh.org](http://www.wfh.org)

## 17-23 | Neurodiagnostic Week

During Neurodiagnostic Week, we honor and celebrate the contributions of neurodiagnostic professionals throughout the world. It is also an excellent opportunity to recruit new students into the profession and to promote neurodiagnostic awareness in the community.

**For more information, contact: Sarah Dolezilek**  
**ASET – The Neurodiagnostic Society** | 816.931.1120  
x106 | [sarah@aset.org](mailto:sarah@aset.org) | [www.aset.org](http://www.aset.org)

## 20 | Transplant Nurses Day

The International Transplant Nurses Society (ITNS) is committed to creating opportunities for nurses to celebrate the thoughtful and compassionate care of transplant nurses and the ways they impact patients' lives. Transplant Nurses Day is celebrated on the third Wednesday of April each year. This special day is commemorated with an annual essay contest that allows patients to nominate a transplant nurse who has made a difference in their lives.

**For more information, contact: Allison Begezda**  
**ITNS** | 847.375.6340 | [info@itns.org](mailto:info@itns.org)  
[www.itns.org](http://www.itns.org)

## 23-29 | Medical Fitness Week (tentative)

Reach out to your local communities and challenge individuals to take a minimum of 70,000 steps in a week. Walking is a great way for individuals to take the first steps to a fit and healthy lifestyle. Your organization can use this event as a fundraiser and donate all monies to local programs and scholarship funds in the fight against obesity or other health-related issues.

**For more information, including office dates, contact: Rebecca Nordan**  
**Medical Fitness Association** | 804.897.5701  
[rebecca.nordan@medicalfitness.org](mailto:rebecca.nordan@medicalfitness.org)  
[www.medicalfitness.org](http://www.medicalfitness.org)

## 24-30 | Medical Laboratory Professionals Week (National)

National Medical Laboratory Professionals Week is an annual celebration of the medical laboratory professionals and pathologists who play a vital role in healthcare. Since they often work behind the scenes, few people know about the critical testing they perform every day. We honor the more than 300,000 medical laboratory professionals around the country who perform and interpret more than 10 billion laboratory tests in the United States every year.

**For more information, contact: American Society for Clinical Pathology** | [www.ascp.org](http://www.ascp.org)

## 27 | Noise Awareness Day (International)

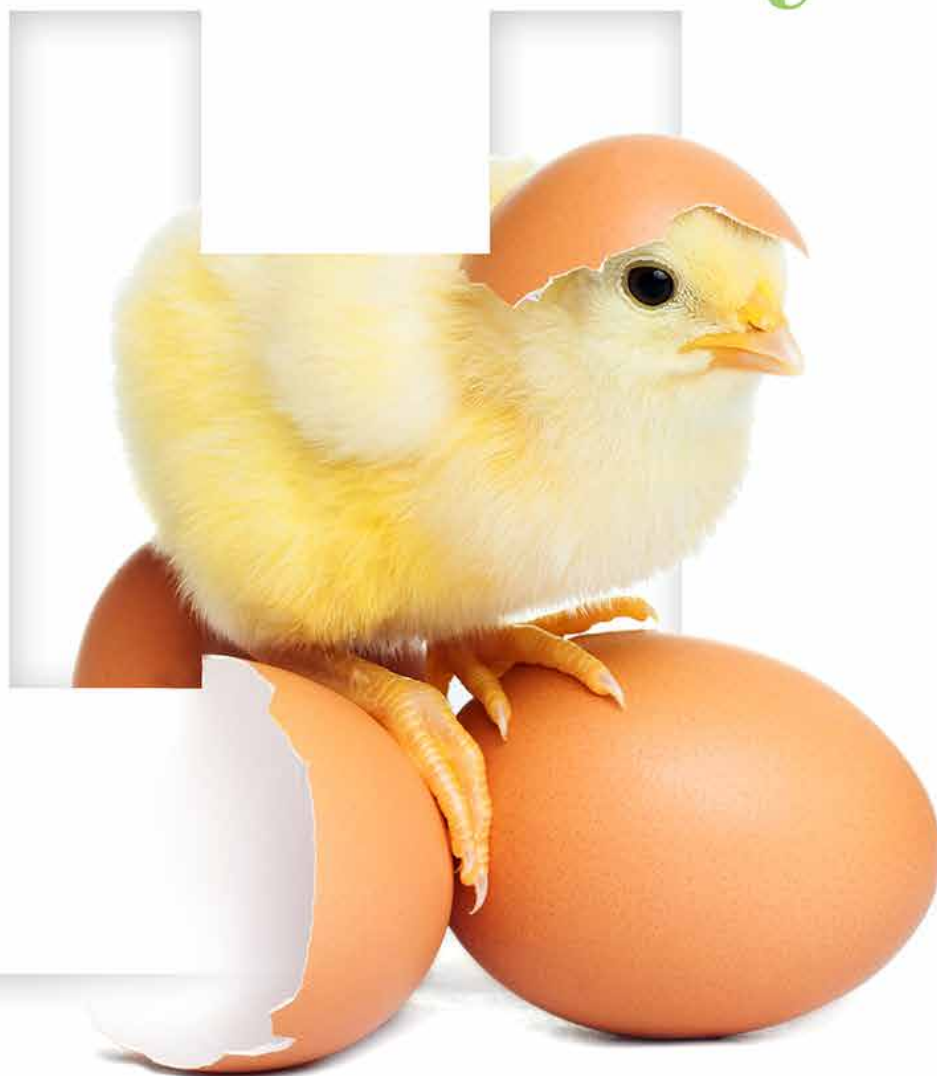
Promote awareness of the dangers of noise to health and well-being. Professional organizations, community activists, individuals, private companies, and government agencies around the world commemorate this day with workshops, events, art, hearing loss screenings, demonstrations, and more.

**For more information, contact: Nancy Nadler**  
**Center for Hearing and Communication**  
917.305.7810 | [nnadler@chcheating.org](mailto:nnadler@chcheating.org)  
<http://chcheating.org/noise/day/>





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## At-a-Glance

### MONTH-LONG OBSERVANCES

Arthritis Awareness Month (National)  
 Better Hearing and Speech Month  
 Better Sleep Month  
 Bike Month (National)  
 Cataract Awareness Month  
 Critical Care Awareness  
 and Recognition Month (National)  
 Global Employee Health and Fitness Month  
 Healthy Vision Month  
 Hepatitis Awareness Month  
 High Blood Pressure Education Month  
 (National)  
 Huntington's Disease Awareness Month  
 Liver Awareness Month  
 Lupus Awareness Month  
 Melanoma/Skin Cancer Detection and  
 Prevention Month  
 Mental Health Month  
 Motorcycle Safety Awareness Month  
 Neurofibromatosis Awareness Month  
 Older Americans Month  
 Oncology Nursing Month  
 Osteoporosis Month (National)  
 Run A Mile Days (National)  
 Stroke Awareness Month (National)  
 Stroke Month (American)  
 Teen Pregnancy Prevention Month  
 (National)  
 Trauma Awareness Month (National)

### WEEK-LONG OBSERVANCES

1-7 Anxiety and Depression Awareness  
 Week (National)  
 6-12 Nurses Week (National)  
 8-14 Food Allergy Awareness Week  
 8-14 Hospital Week (National)  
 8-14 Women's Health Week (National)  
 8-15 Nursing Home Week (National)  
 9-15 Stuttering Awareness Week (National)  
 15-21 Medical Transcriptionist Week (National)  
 15-21 Neuroscience Nurses Week

### RECOGNITION DAYS | EVENTS

2 Melanoma Monday  
 10 Lupus Day (World)  
 11 School Nurse Day (National)  
 12 Fibromyalgia Awareness Day  
 (National)  
 12 ME/CFS Awareness Day  
 15 Global Employee Health  
 and Fitness Day  
 18 Trauma Survivors Day (National)  
 20 Autoimmune Arthritis Day (World)  
 25 Missing Children's Day (National)  
 25 Senior Health & Fitness Day  
 (National)

### 1-31 | Arthritis Awareness Month (National)

National Arthritis Awareness Month was initiated by the Arthritis Foundation through a Presidential Proclamation in 1972. It aims to raise awareness and reduce the impact of arthritis, which strikes one in every five adults and 300,000 children and is the nation's leading cause of disability. To conquer this painful, debilitating disease, the Arthritis Foundation supports education, research, advocacy, and other vital programs and services.

For more information, contact: Arthritis Foundation  
 404.872.7100 | [help@arthritis.org](mailto:help@arthritis.org)  
[www.arthritis.org](http://www.arthritis.org)

### 1-31 | Better Hearing and Speech Month

May is Better Hearing and Speech Month, an entire month dedicated to two essential communication tools that can be affected by medical conditions.

For more information, contact: American Academy  
 of Otolaryngology-Head and Neck Surgery  
 703.535.3762 | [newsroom@entnet.org](mailto:newsroom@entnet.org)  
[www.entnet.org](http://www.entnet.org)

### 1-31 | Better Sleep Month

Each May, Better Sleep Month is dedicated to educating consumers about the importance of sleep to health and quality of life.

For more information, contact: Better Sleep Council  
 703.683.8371 | [mhuusimaki@sleepproducts.org](mailto:mhuusimaki@sleepproducts.org)  
[www.bettersleep.org](http://www.bettersleep.org)

### 1-31 | Bike Month (National)

National Bike Month is the perfect time for new or returning riders to get back on the saddle and ride their bikes to work. Bike Month promotes bicycling as a smart and fun means of transportation and recreation. The League of American Bicyclists offers valuable education programs to help create better cycling environments, promote bicycling as the option of choice, and help create bicycle-friendly communities.

For more information, contact: League of American  
 Bicyclists | 202.822.1333  
[communications@bikeleague.org](mailto:communications@bikeleague.org)  
[www.bikeleague.org](http://www.bikeleague.org)

### 1-31 | Cataract Awareness Month

(See also June.) Cataracts are a leading cause of blindness in the United States. If not treated through a change in eyeglass prescription or surgery, cataracts can lead to blindness. In addition, the longer cataracts are left untreated, the more difficult it can be to successfully remove the cataract and restore vision. During Cataract Awareness Month in May, the American Academy of Ophthalmology (AAO) reminds the public that early detection and treatment of cataracts is critical to preserving sight.

For more information, contact: Public Relations  
 AAO | 415.561.8534 | [media@aao.org](mailto:media@aao.org)  
[www.geteyesmart.org](http://www.geteyesmart.org)

### 1-31 | Critical Care Awareness and Recognition Month (National)

National Critical Care Awareness and Recognition Month honors the devoted professionals whose compassion and dedication to the care of the critically ill and injured has made a difference in the lives of patients and their families.

For more information, contact: Ryan Davis  
 Society of Critical Care Medicine | 847.493.6407  
[rdavis@sccm.org](mailto:rdavis@sccm.org) | [www.sccm.org](http://www.sccm.org)

### 1-31 | Global Employee Health and Fitness Month

Global Employee Health and Fitness Month is dedicated to encouraging employers from all sectors—public, private, and nonprofit—to promote fitness and encourage employees and their families to be physically active on a regular basis.

For more information, contact: Diane Hart  
 National Association for Health and Fitness  
 518.456.1058 | [aerobic2@aol.com](mailto:aerobic2@aol.com)  
[www.hartoheartfitness.org](http://www.hartoheartfitness.org)

### 1-31 | Healthy Vision Month

More than 20 million Americans suffer from severe vision loss. While not all eye diseases can be prevented, there are simple steps everyone can take to help their eyes remain healthy now and reduce their chances of vision loss in the future. Eye conditions, diseases, and injury can destroy your family's healthy vision. Preventive eye care is important for everyone.

For more information, contact: Communications  
 Division | American Academy of Ophthalmology  
 415.447.0258 | [eyemd@aao.org](mailto:eyemd@aao.org)  
[www.geteyesmart.org](http://www.geteyesmart.org)

### 1-31 | Hepatitis Awareness Month

During Hepatitis Awareness Month, the Hepatitis Foundation International (HFI) provides information and conducts "train-the-trainer" sessions for healthcare providers; organizes community outreach nationwide; and connects patients, individuals, families, and communities to opportunities for care.

For more information, contact: Education Department  
 HFI | 800.891.0707 | [info@hepatitisfoundation.org](mailto:info@hepatitisfoundation.org)  
[www.hepatitisfoundation.org](http://www.hepatitisfoundation.org)



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## 1-31 | High Blood Pressure Education Month (National)

High blood pressure is a serious condition that can lead to coronary heart disease, heart failure, stroke, kidney failure, and other health problems. The focus of this observance is to increase awareness about the prevention and treatment of this life-threatening condition.

For more information, contact: Health Information Center | National Heart, Lung, and Blood Institute  
301.592.8573 | [nhlbiinfo@nhlbi.nih.gov](mailto:nhlbiinfo@nhlbi.nih.gov)  
[www.nhlbi.nih.gov](http://www.nhlbi.nih.gov)

## 1-31 | Huntington's Disease Awareness Month

We're raising awareness for Huntington's disease during the month of May.

For more information, contact: Communications Department | Huntington's Disease Society of America | 212.242.1968 | [hdsainfo@hdsa.org](mailto:hdsainfo@hdsa.org)  
[www.hdsa.org](http://www.hdsa.org)

## 1-31 | Liver Awareness Month

Liver Awareness Month focuses attention on the need to maintain a healthy liver through a healthy lifestyle; the types and seriousness of liver disease; and the urgency to be tested for liver disease for those with risk factors.

For more information, contact: Communications Department | American Liver Foundation  
212.668.1000 | [pkuchaculla@liverfoundation.org](mailto:pkuchaculla@liverfoundation.org)  
[www.liverfoundation.org](http://www.liverfoundation.org)

## 1-31 | Lupus Awareness Month

Lupus is one of the cruelest, most mysterious diseases on earth—it strikes without warning, has unpredictable and sometimes fatal effects, lasts a lifetime, and has no known cause or cure.

For more information, contact: Marketing and Communications Department | Lupus Foundation of America | 202.234.1155 | [info@lupus.org](mailto:info@lupus.org)  
[www.lupus.org/awareness](http://www.lupus.org/awareness)

## 1-31 | Melanoma/Skin Cancer Detection and Prevention Month

The American Academy of Dermatology (AAD) established Melanoma/Skin Cancer Detection and Prevention Month to raise awareness about skin cancer and to encourage Americans to practice sun-safe behaviors.

For more information, contact: AAD  
[www.spotsskincancer.org](http://www.spotsskincancer.org)

## 1-31 | Mental Health Month

The purpose of Mental Health Month is to raise awareness about mental health conditions and the importance of good mental health for all.

For more information, contact: Steve Vetzner  
Mental Health America | 703.797.2588  
[svetzner@mentalhealthamerica.net](mailto:svetzner@mentalhealthamerica.net)  
[www.mentalhealthamerica.net](http://www.mentalhealthamerica.net)

## 1-31 | Motorcycle Safety Awareness Month

Motorcyclists have all the same rights and privileges as any motor vehicle driver on the roadway. During Motorcycle Safety Awareness Month in May—in fact, during the entire year—drivers of all other vehicles and all road users are reminded to safely “share the road” with motorcyclists, and to be extra alert to help keep motorcyclists safe.

For more information, contact: National Highway Safety Transportation Administration  
[www.nhtsa.gov](http://www.nhtsa.gov)

## 1-31 | Neurofibromatosis Awareness Month

The Children's Tumor Foundation (CTF) recognizes May as Neurofibromatosis (NF) Awareness Month to raise awareness and educate the public about the disorder. NF is more common than cystic fibrosis, Duchenne muscular dystrophy, and Huntington's disease combined, yet is under-recognized by the public and under-diagnosed by the medical community. It can lead to deafness, blindness, bone deformities, and certain forms of cancer.

For more information, contact: CTF | 212.344.6633  
[info@ctf.org](mailto:info@ctf.org) | [www.ctf.org](http://www.ctf.org)

## 1-31 | Older Americans Month

Older Americans Month is a time to acknowledge the contributions of older persons to our country. Every President since John F. Kennedy has issued a formal proclamation during or before the month of May asking that the entire nation pay tribute to older persons in their communities. Older Americans Month is celebrated across the country through ceremonies, events, fairs, and other activities.

For more information, contact: Administration for Community Living | [aclinfo@acl.hhs.gov](mailto:aclinfo@acl.hhs.gov)  
<http://acl.gov/newsroom/observances/oam/index.aspx>

## 1-31 | Oncology Nursing Month

Oncology nurses are caregivers with clinical knowledge and technical expertise, but they're also much more. They're teachers, listeners, and someone to lean on. They help people through some of the most trying times of their lives.

For more information, contact: Customer Service  
Oncology Nursing Society | 412.859.6100  
[help@ons.org](mailto:help@ons.org) | [www.ons.org](http://www.ons.org)





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## 1-31 | Osteoporosis Month (National)

To raise awareness for osteoporosis and the steps to prevent it, the National Osteoporosis Foundation (NOF) celebrates National Osteoporosis Month each May. With an estimated 54 million US adults at risk for osteoporosis and low bone mass, NOF uses the month-long initiative to issue a call to action for the public to Break Free from Osteoporosis, and offers free resources to help people get to know their risk factors for osteoporosis and make the lifestyle changes needed to protect against broken bones.

**For more information, contact:** Claire Gill | NOF 202.721.6341 | [claire.gill@nof.org](mailto:claire.gill@nof.org) | [www.nof.org](http://www.nof.org)

## 1-31 | Run A Mile Days (National)

National Run A Mile Days is produced by the American Running Association (ARA). It is a grassroots program for elementary and middle schools to demonstrate that running a mile can be the start point of a commitment to a healthy and fit lifestyle. ARA is a nonprofit organization founded in 1968 to promote healthy living and active lifestyles through running and walking.

**For more information, contact:** Maria Kolanowski ARA | 301.913.9517 x12 | [maria@americanrunning.org](mailto:maria@americanrunning.org) | [www.runamile.org](http://www.runamile.org)

## 1-31 | Stroke Awareness Month (National)

In 1987, the National Stroke Association (NSA) initiated and received a Presidential Proclamation to annually celebrate National Stroke Awareness Month in May. The goal of the annual campaign is to raise public awareness about the importance of managing stroke risk factors, understanding stroke symptom recognition and response, and improving the quality of life during stroke recovery for millions of stroke survivors in the United States.

**For more information, contact:** NSA | 303.754.0919 | [info@stroke.org](mailto:info@stroke.org) | [www.stroke.org](http://www.stroke.org)

## 1-31 | Stroke Month (American)

Every 40 seconds, someone in America has a stroke. It's the fifth leading cause of death in the United States and a leading cause of long-term disability, but stroke is also largely preventable, treatable, and beatable. American Stroke Month promotes an end to stroke by heightening public awareness of stroke warning signs and risk factors.

**For more information, contact:** Communications Department | American Heart Association / American Stroke Association | 888.4.STROKE (478.7653) | [www.strokeassociation.org](http://www.strokeassociation.org)

## 1-31 | Teen Pregnancy Prevention Month (National)

Observed each May across the country, National Teen Pregnancy Prevention Month seeks to involve communities in promoting and supporting effective teen pregnancy prevention initiatives.

**For more information, contact:** Suzette Brann Advocates for Youth | 202.419.3420 | [suzette@advocatesforyouth.org](mailto:suzette@advocatesforyouth.org) | [www.advocatesforyouth.org](http://www.advocatesforyouth.org)

## 1-31 | Trauma Awareness Month (National)

Since 1988, May of each year is designated as National Trauma Awareness Month. Since then, the American Trauma Society (ATA) has worked with other trauma organizations to develop injury prevention and trauma awareness materials for use by members in their communities.

**For more information, contact:** ATA 703.538.3544 | [info@amtrauma.org](mailto:info@amtrauma.org) | [www.amtrauma.org/?page=NTAM](http://www.amtrauma.org/?page=NTAM)

## 1-7 | Anxiety and Depression Awareness Week (National)

To raise awareness of the signs and symptoms of anxiety and depressive illnesses and to assist individuals in finding help, Freedom From Fear partners with organizations around the nation to hold events during National Anxiety and Depression Awareness Week.

**For more information, contact:** Freedom From Fear 718.351.1717 x19 | [help@freedomfromfear.org](mailto:help@freedomfromfear.org) | [www.freedomfromfear.org](http://www.freedomfromfear.org)

## 2 | Melanoma Monday

In 1995, the American Academy of Dermatology (AAD) established the first Monday in May as Melanoma Monday to raise awareness about this potentially fatal type of skin cancer and to encourage Americans to practice sun-safe behaviors and examine their skin for suspicious moles and lesions.

**For more information, contact:** AAD | [www.spotskincancer.org](http://www.spotskincancer.org)



## 6-12 | Nurses Week (National)

Held annually since 1820, National Nurses Week was founded by the American Nurses Association (ANA) to celebrate the role nurses play in delivering high quality care to patients around the world. ANA offers a free downloadable resource toolkit, gifts, and giveaways, plus a continuing education webinar hospitals can use to recognize and celebrate their nursing teams.

**For more information, contact: Novella Green ANA | 301.628.5072 | [novella.green@ana.org](mailto:novella.green@ana.org) [www.nursingworld.org/nationalnursesweek](http://www.nursingworld.org/nationalnursesweek)**

## 8-14 | Food Allergy Awareness Week

In 1998, the Food Allergy & Anaphylaxis Network, now FARE, created Food Allergy Awareness Week to educate the public about food allergies, a potentially life-threatening medical condition. This year's awareness week falls on May 8–14, but there will be activities and ways to get involved throughout the entire month of May for Food Allergy Action Month. This is a special opportunity to shine a spotlight on food allergies and anaphylaxis.

**For more information, contact: FARE 800.929.4040 | [contactfare@foodallergy.org](mailto:contactfare@foodallergy.org) [www.foodallergy.org](http://www.foodallergy.org)**

## 8-14 | Hospital Week (National)

National Hospital Week, the nation's largest healthcare event, celebrates hospitals and the men and women who are committed to improving the health of their communities through compassionate care, constant innovation, and unmatched dedication.

**For more information, contact: American Hospital Association | 312.422.3000 [www.aha.org/hospitalweek](http://www.aha.org/hospitalweek)**

## 8-14 | Women's Health Week (National)

National Women's Health Week is an observance designed to empower women to make their health a priority. It also serves as a time to help women understand what it means to be well. It brings together communities, businesses, government, health organizations, and other groups in an effort to promote women's health and its importance.

**For more information, contact: Office on Women's Health, US Department of Health and Human Services | [www.womenshealth.gov/nwhw](http://www.womenshealth.gov/nwhw)**

## 8-15 | Nursing Home Week (National)

Skilled nursing, post-acute, and other care settings use National Nursing Home Week as a time to honor residents, patients, and their families, and to recognize staff for their dedication to caring for seniors and persons with disabilities. The theme for 2016 is "It's a Small World."

**For more information, contact: Tom Burke American Health Care Association | 202.898.2814 [tburke@ahca.org](mailto:tburke@ahca.org) | [www.nnhw.org](http://www.nnhw.org)**

## 9-15 | Stuttering Awareness Week (National)

National Stuttering Awareness Week is a special nationwide commitment to educate people about this complex disorder, to work toward the prevention of stuttering in children, to let people know that help is available, and to promote research into the causes of stuttering.

**For more information, contact: The Stuttering Foundation | 800.992.9392 [info@stutteringhelp.org](mailto:info@stutteringhelp.org) | [www.stutteringhelp.org](http://www.stutteringhelp.org)**

## 10 | Lupus Day (World)

World Lupus Day is an international collaborative observance sponsored by more than 200 lupus organizations around the world. More than five million people are living with lupus, a chronic and life-threatening autoimmune disease. Central to the observance is the issuance by governments at all levels throughout the world of the World Lupus Day proclamation and a petition to international health agencies to heighten awareness of lupus.

**For more information, contact: Marketing and Communications Department | Lupus Foundation of America | 202.349.1155 | [info@lupus.org](mailto:info@lupus.org) [www.worldlupusday.org](http://www.worldlupusday.org)**

## 11 | School Nurse Day (National)

National School Nurse Day is a time to celebrate the specialty practice of school nursing. National Association of School Nurses (NASN) applauds the contributions school nurses make every day to improve the safety, health, and academic success of all students.

**For more information, contact: Margaret Cellucci | NASN | 240.247.1628 | [mcellucci@nasn.org](mailto:mcellucci@nasn.org) [www.nasn.org](http://www.nasn.org)**

## 12 | Fibromyalgia Awareness Day (National)

National Fibromyalgia Awareness Day seeks to help patients and organizations educate the general public, healthcare professionals, government officials, and legislative bodies. The National Fibromyalgia & Chronic Pain Association's (NFMCPA) annual Walk to CURE FM (Campaign for Understanding, Research, and Education of Fibromyalgia) is the rally cry for fibromyalgia patients and supporters to make their collective voice heard.

**For more information, contact: Jan Chambers NFMCPA | [info@fmcpcaware.org](mailto:info@fmcpcaware.org) [www.fmcpcaware.org](http://www.fmcpcaware.org)**



## 12 | ME/CFS Awareness Day

This day is for creating awareness and understanding of myalgic encephalomyelitis (ME), also known as chronic fatigue syndrome (CFS). Information on the nature of the disease and its impact on patients and society will be widely disseminated to the media, the public, healthcare professionals, and government officials. Fewer than 20 percent of Americans with this illness have been diagnosed, so the goal is to educate physicians to recognize it early and start appropriate treatments.

**For more information, contact:** Lori Chapo-Kroger  
PANDORA Org | 231.360.6830  
lorikroger@pandoraorg.net | www.pandoraorg.net

## 15 | Global Employee Health and Fitness Day

Global Employee Health and Fitness Day is dedicated to encouraging employers from all sectors—public, private, and nonprofit—to promote fitness and encourage employees and their families to be physically active on a regular basis.

**For more information, contact:** Diane Hart  
Global Employee Health and Fitness Month  
518.456.1058 | aerobic2@aol.com  
www.harttoheartfitness.org

## 15-21 | Medical Transcriptionist Week (National)

National Medical Transcriptionist Week is a week-long event to recognize the contributions healthcare documentation specialists make in helping to ensure complete and accurate patient health records.

**For more information, contact:** Member Services  
Association for Healthcare Documentation Integrity  
800.982.2182 | ahdi@ahdionline.org  
www.ahdionline.org

## 15-21 | Neuroscience Nurses Week

Join the American Association of Neuroscience Nurses (AANN) in observing this special week, dedicated to those caring for the most vulnerable patients and families by engaging in recognition and celebratory activities. Neuroscience Nurses Week celebrates the work of neuroscience nurses and highlights their influence on patient care to hospital administrators, allied health professionals, and the community. Learn more at [www.aann.org/nnw](http://www.aann.org/nnw).

**For more information, contact:** Allison Begezda  
AANN | 847-375-4733 | info@aann.org | www.aann.org

## 18 | Trauma Survivors Day (National)

National Trauma Survivors Day seeks to draw inspiration from and provide support to survivors of traumatic injuries and their caregivers, opening the road to their recovery. During this event, you are encouraged to support these patients by writing them a note of inspiration to aid in the recovery process and to share this note via social media (#TraumaSurvivorsDay), thereby creating one strong voice for recovery from injury.

**For more information, contact:** American Trauma Society/Trauma Survivors Network | 703. 538.3544  
info@amtrauma.org  
www.traumasurvivorsnetwork.org/pages/national-trauma-survivors-day

## 20 | Autoimmune Arthritis Day (World)

World Autoimmune Arthritis Day was established by the International Foundation for Autoimmune Arthritis (IFAA) in 2012. The event involves dozens of nonprofits, advocates, and experts from around the world to provide information to patients, their supporters, and the general public. On May 17–22, IFAA will send participants around social media and the internet to learn about resources and join live “detours” (webinar chats), while also bringing disease awareness through “crowd rally” (selfie and video submissions).

**For more information, contact:** Tiffany Westrich | IFAA  
877. 609.4226 | tiffany@ifautoimmunearthritis.org  
www.worldautoimmunearthritisday.org

## 25 | Missing Children's Day (National)

National Missing Children's Day is designed to create awareness of the plight of missing, abducted, and runaway children through media outreach including newspaper, radio, television, and school programs. On this date, partners across the nation run awareness ads with photos of missing children and educational information.

**For more information, contact:** Child Find of America, Inc. | 845.883.6060  
information@childfindofamerica.org  
<http://childfindofamerica.org>

## 25 | Senior Health & Fitness Day (National)

National Senior Health & Fitness Day is the nation's largest older adult health and wellness event, always held the last Wednesday in May as part of Older Americans Month activities.

**For more information, contact:** Gary Ford  
Mature Market Resource Center | 800.828.8225  
gford@fitnessday.com | www.fitnessday.com







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# june

## At-a-Glance

### MONTH-LONG OBSERVANCES

Alzheimer's and Brain Awareness Month  
Aphasia Awareness Month (National)  
Cataract Awareness Month  
Fireworks Eye Safety Month  
Hernia Awareness Month  
Men's Health Month  
Migraine and Headache Awareness Month (National)  
Scleroderma Awareness Month

### WEEK-LONG OBSERVANCES

9–16 Nursing Assistants Week (National)  
13–17 Healthcare Risk Management Week  
13–19 Men's Health Week  
(National and International)

### RECOGNITION DAYS | EVENTS

5 Cancer Survivors Day (National)  
7 Health Care Recruiter Recognition Day  
(National)

### 1-30 | Alzheimer's and Brain Awareness Month

June is Alzheimer's and Brain Awareness Month—an opportunity to join the global conversation about the brain, Alzheimer's disease, and other dementias. Everyone who has a brain is at risk to develop Alzheimer's, a fatal disease that cannot be prevented, cured, or even slowed. During the month of June, the Alzheimer's Association asks people around the world to go purple and fight Alzheimer's disease.

**For more information, contact:** Brett Armstrong  
Alzheimer's Association | [barmstrong@alz.org](mailto:barmstrong@alz.org)  
<http://alz.org/abam>

### 1-30 | Aphasia Awareness Month (National)

Aphasia is an acquired communication disorder that impairs a person's ability to process language but does not affect intelligence. Aphasia impairs the ability to speak and understand others, and most people with aphasia experience difficulty reading and writing. National Aphasia Awareness Month seeks to raise awareness of this common but little-known disorder.

**For more information, contact:** National Aphasia Association | 800.922.4622 | [naa@aphasia.org](mailto:naa@aphasia.org)  
[www.aphasia.org](http://www.aphasia.org)

### 1-30 | Cataract Awareness Month

(See also May.) Cataracts are the leading cause of blindness in the world. There are close to 22.3 million Americans age 40 and older with cataracts. More than half of all Americans will have cataracts by age 80. Prevent Blindness America will offer tips about prevention and information about surgery.

**For more information, contact:** Prevent Blindness America | 800.331.2020 | [info@preventblindness.org](mailto:info@preventblindness.org)  
[www.preventblindness.org](http://www.preventblindness.org)

### 1-30 | Fireworks Eye Safety Month

Americans spend hundreds of millions of dollars annually on consumer fireworks, which cause more than 9,000 injuries a year. With the Fourth of July holiday just weeks away, the American Academy of Ophthalmology (AAO) is reminding the public that fireworks are not toys but incendiary devices that can cause devastating eye injuries.

**For more information, contact:** Public Relations  
AAO | 415.561.8534 | [media@aao.org](mailto:media@aao.org)  
[www.geteyesmart.org](http://www.geteyesmart.org)

### 1-30 | Hernia Awareness Month

Each year, approximately 750,000 Americans seek treatment for a hernia, yet experts believe that hundreds of thousands suffer in silence, primarily because they fear surgery. The Hernia Resource Center focuses on providing the public with information about the latest available hernia treatments during Hernia Awareness Month.

**For more information, contact:** C. R. Bard, Inc.  
800.HERNIAS (437.6427) | [info@herniainfo.com](mailto:info@herniainfo.com)  
[www.herniainfo.com](http://www.herniainfo.com)

### 1-30 | Men's Health Month

Men's Health Month, which is anchored by National Men's Health Week (June 13–19), is a special awareness period passed by Congress and signed into law by President Bill Clinton on May 31, 1994. Men's Health Month is celebrated across the country with screenings, health fairs, media appearances, and other health education and outreach activities.

**For more information, contact:** Ana Fadich  
Men's Health Network | 202.543.6461 x101  
[mhw@menshealthweek.org](mailto:mhw@menshealthweek.org)  
[www.menshealthmonth.org](http://www.menshealthmonth.org)

### 1-30 | Migraine and Headache Awareness Month (National)

June is National Migraine and Headache Awareness Month. The National Headache Foundation (NHF) seeks to raise awareness of this common malady through education and advocacy efforts.

**For more information, contact:** NHF  
888.NHF.5552 (643.5552) | [info@headaches.org](mailto:info@headaches.org)  
[www.headaches.org](http://www.headaches.org)

### 1-30 | Scleroderma Awareness Month

For more than 20 years, the Scleroderma Foundation, its chapters, and support groups have recognized June as Scleroderma Awareness Month, marking it with annual awareness and fundraising events, as well as obtaining presidential, state, and local proclamations. The Scleroderma Foundation has joined the Federation of European Scleroderma Associations (FESCA) and other international scleroderma organizations in recognizing June 29 as World Scleroderma Awareness Day.

**For more information, contact:** Tracey Sperry  
Scleroderma Foundation | 800.722.4673  
[tsperry@scleroderma.org](mailto:tsperry@scleroderma.org) | [www.scleroderma.org](http://www.scleroderma.org)



## 5 | Cancer Survivors Day (National)

National Cancer Survivors Day (NCSD) is an annual celebration of life that is held in hundreds of communities. Participants unite in a symbolic event to show the world that life after a cancer diagnosis can be meaningful and productive. In most areas, NCSD is traditionally observed on the first Sunday in June, although this is not always possible because of scheduling conflicts and time differences. In 2016, NCSD is celebrating its 29th year.

**For more information, contact:** Paula Chadwell  
National Cancer Survivors Day Foundation  
615.794.3006 | pchadwell@ncsd.org | www.ncsd.org

## 7 | Health Care Recruiter Recognition Day (National)

National Health Care Recruiter Recognition Day, which always falls on the first Tuesday in June, is a great way to promote the contribution healthcare recruiters make to their organizations every day.

**For more information, contact:** National Association for Health Care Recruitment | nahcr@goamp.com  
www.nahcr.com

## 9-16 | Nursing Assistants Week (National)

National Nursing Assistants Week begins on Career Nursing Assistants Day, June 9, to recognize the contributions of nursing assistants and other direct-care workers who provide daily care in nursing homes, home care, and other long-term care settings. Projects developed for the week-long celebration are designed to continue throughout the year to address issues of healthcare and caring.

**For more information, contact:** National Network of Career Nursing Assistants | cnajeni@aol.com  
www.cna-network.org

## 13-17 | Healthcare Risk Management Week

Every year, the American Society for Healthcare Risk Management (ASHRM) celebrates their profession during the annual June event. This special time of year helps to raise awareness about the value that risk managers bring to their organizations. ASHRM develops tools, materials, and resources to assist organizations that wish to celebrate. A special webinar is also offered as a lunch-and-learn event.

**For more information, contact:** ASHRM  
312.422.3980 | ashrm@aha.org  
www.ashrm.org

## 13-19 | Men's Health Week (National and International)

The purpose of National Men's Health Week is to heighten awareness of preventable health problems and encourage early detection and treatment of disease among men and boys. This week provides an opportunity for healthcare providers, public policymakers, the media, and individuals to encourage men and boys to seek regular medical advice and early treatment for disease and injury. This same week is now celebrated around the globe as International Men's Health Week.

**For more information, contact:** Ana Fadich  
Men's Health Network | 202.543.6461 x101  
mhw@menshealthweek.org  
www.menshealthweek.org







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# july

## At-a-Glance

### MONTH-LONG OBSERVANCES

Cord Blood Awareness Month  
Juvenile Arthritis Awareness Month  
Minority Mental Health  
Awareness Month (National)  
UV Safety Month

### WEEK-LONG OBSERVANCE

28 Hepatitis Day (World)

#### 1-31 | Cord Blood Awareness Month

Cord Blood Awareness month is intended to raise awareness about the medical value of the stem cells in umbilical cord blood. Parents can bank these cells for their own family or donate them to public banks for the benefit of patients seeking a donor for a stem cell transplant. Parent's Guide to Cord Blood Foundation (PGCBF) supports both of these choices, and provides services for parents, physicians, and cord blood bank professionals.

**For more information, contact: Frances Verter**  
PGCBF | 301.774.4915  
[info@parentsguidecordblood.org](mailto:info@parentsguidecordblood.org)  
<http://parentsguidecordblood.org>

#### 1-31 | Juvenile Arthritis Awareness Month

Juvenile arthritis affects nearly 300,000 children in the United States. Juvenile Arthritis Awareness Month spotlights juvenile arthritis to educate the public about the seriousness of arthritis in kids and its impact on the lives of children, teens, and families.

**For more information, contact: Arthritis Foundation**  
404.872.7100 | [help@arthritis.org](mailto:help@arthritis.org)  
[www.arthritis.org](http://www.arthritis.org)

#### 1-31 | Minority Mental Health Awareness Month (National)

This is a month dedicated to providing support and resources while raising awareness for minority groups living with mental illness. The US House of Representatives proclaimed July as Bebe Moore Campbell National Minority Mental Health Awareness Month in 2008, aiming to improve access to mental health treatment and services for multicultural communities through increased public awareness.

**For more information, contact:**  
**Maria Jose Carrasco**  
National Alliance on Mental Illness  
703.312.7883 | [majose@nami.org](mailto:majose@nami.org)  
[www.nami.org](http://www.nami.org)

#### 1-31 | UV Safety Month

Studies show that long-term exposure to bright sunlight may increase the risk of cataracts and growths on the eye, including cancer. UV rays reflected off sand and water can cause eyes to sunburn, potentially resulting in temporary blindness in just a few hours. In support of UV Safety Month, the American Academy of Ophthalmology (AAO) reminds the public of the importance of shielding eyes from the sun's harmful rays with 100% UV-blocking sunglasses and broad-brimmed hats.

**For more information, contact: Public Relations**  
AAO | 415.561.8534 | [media@aao.org](mailto:media@aao.org)  
[www.geteyesmart.org](http://www.geteyesmart.org)

#### 28 | Hepatitis Day (World)

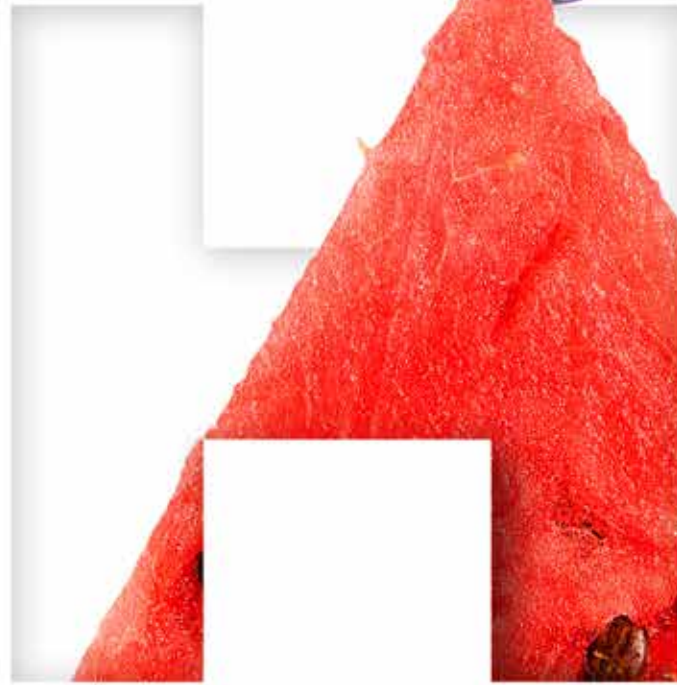
World Hepatitis Day is observed on July 28 every year to raise awareness of viral hepatitis and to encourage prevention and treatment.

**For more information, contact: American Liver Foundation** | 212.668.1000  
[pkuchaculla@liverfoundation.org](mailto:pkuchaculla@liverfoundation.org)  
[www.liverfoundation.org](http://www.liverfoundation.org)





# august



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# august

## At-a-Glance

### MONTH-LONG OBSERVANCES

Children's Eye Health and Safety Month  
Neurosurgery Outreach Month  
Psoriasis Awareness Month  
Spinal Muscular Atrophy Awareness Month

### WEEK-LONG OBSERVANCES

14–20 Health Center Week (National)

### RECOGNITION DAYS | EVENTS

7 KidsDay (National)  
23 Health Unit Coordinator Day

#### 1-31 | Children's Eye Health and Safety Month

Children are susceptible to a host of vision and eye problems, such as injury, infection, and increased nearsightedness. In support of Children's Eye Health and Safety Month, the American Academy of Ophthalmology (AAO) provides information to the public that can help protect and preserve a child's eye health for life.

For more information, contact: Public Relations  
AAO | 415.561.8534 | [media@aao.org](mailto:media@aao.org)  
[www.geteyesmart.org](http://www.geteyesmart.org)

#### 1-31 | Neurosurgery Outreach Month

Neurosurgeons are medical specialists who diagnose and treat disorders of the nervous system. They operate on the brain, but also spend a large part of their time helping patients with back and neck problems, providing surgical and nonsurgical care. Neurosurgeons are leaders in diagnosing and treating head and neck issues, including traumatic brain injuries, concussions, and stroke. The focus of this year's campaign is on stroke and the vital role neurosurgical practitioners play in diagnosis and treatment.

For more information, contact: Department of Member and Public Outreach  
American Association of Neurological Surgeons  
847.378.0500 | [www.aans.org](http://www.aans.org)

#### 1-31 | Psoriasis Awareness Month

Each August, the National Psoriasis Foundation (NPF) sponsors Psoriasis Awareness Month, which is dedicated to raising awareness about psoriasis, educating the public, and dispelling myths about the disease. Psoriasis is the most common autoimmune disease in the country, affecting 7.5 million Americans. It appears on the skin, often as red, scaly patches that itch, crack, and bleed. Up to 30 percent of people with psoriasis develop psoriatic arthritis, an inflammatory joint and tendon disease.

For more information, contact: NPF  
800.723.9166 | [getinfo@psoriasis.org](mailto:getinfo@psoriasis.org)  
[www.psoriasis.org](http://www.psoriasis.org)

#### 1-31 | Spinal Muscular Atrophy Awareness Month

Cure SMA is dedicated to developing a treatment and cure for spinal muscular atrophy (SMA) by funding and advancing a comprehensive research program; supporting families through networking, information, and services; improving care for all patients; educating health professionals and the public about SMA; advocating with government and regulatory agencies for SMA; and embracing all touched by SMA in a caring community.

For more information, contact:  
Colleen McCarthy O'Toole | Cure SMA  
800.886.1762 | [info@curesma.org](mailto:info@curesma.org) | [www.curesma.org](http://www.curesma.org)

#### 7 | KidsDay (National)

National KidsDay was created in 1994 by KidsPeace to encourage adults to spend more meaningful time with their children. The mission is to encourage the nation's adults—parents, grandparents, relatives, neighbors, teachers, and other caregivers—to spend more meaningful time with children. In this way, we can build a nation of strong, resilient, happy children who know that they are loved by caring adults and can enjoy just being kids.

For more information, contact: Bevin Theodore  
KidsPeace | 610.799.7797  
[bevin.theodore@kidspeace.org](mailto:bevin.theodore@kidspeace.org) | [www.kidspeace.org](http://www.kidspeace.org)

#### 14-20 | Health Center Week (National)

The second full week of August each year is dedicated to recognizing the service and contributions of community, migrant, homeless, and public housing health centers in providing access to affordable, high-quality, cost-effective healthcare to medically vulnerable and underserved people.

For more information, contact: National Association of Community Health Centers  
[grassroots@nachc.com](mailto:grassroots@nachc.com)  
[www.healthcenterweek.org](http://www.healthcenterweek.org)

#### 23 | Health Unit Coordinator Day

August 23 has been declared Health Unit Coordinator Day by many mayors and governors nationwide. The National Association of Health Unit Coordinators (NAHUC), Inc., is dedicated to promoting health unit coordinating as a profession through education, certification, and compliance with the NAHUC standards of practice, standards of education, and code of ethics.

For more information, contact: NAHUC  
815.633.4351 | [office@nahuc.org](mailto:office@nahuc.org) | [www.nahuc.org](http://www.nahuc.org)





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## At-a-Glance

### MONTH-LONG OBSERVANCES

Baby Safety Month  
Blood Cancer Awareness Month  
Cholesterol Education Month  
(National)  
Craniofacial Acceptance Month  
Gynecologic Cancer Awareness Month  
Healthy Aging Month  
Pain Awareness Month  
Prostate Cancer Awareness Month  
Prostate Health Awareness Month  
Prostate Health Month  
Reye's Syndrome Awareness Month  
Thyroid Cancer Awareness Month

### WEEK-LONG OBSERVANCES

5–11 Youth Suicide Prevention Week  
(National)  
11–17 Healthcare Environmental Services Week  
11–17 Nephrology Nurses Week  
11–17 Vascular Nurses Week  
18–24 Child Passenger Safety Week  
18–24 Farm Safety and Health Week (National)  
18–24 Nursing Professional  
Development Week  
18–24 Surgical Technologist Week (National)

### RECOGNITION DAYS | EVENTS

10 Youth Suicide Prevention Day (National)  
11 Grandparents Day (National)  
11–14 SHSMD Connections Annual Conference  
15 Neonatal Nurses Day (National)  
16 School Backpack Awareness Day (National)  
24 Family Health & Fitness Day—USA  
24 Seat Check Saturday (National)  
28 Women's Health & Fitness Day (National)

### 1-30 | Baby Safety Month

September is Baby Safety Month, sponsored annually by the Juvenile Products Manufacturers Association (JPMA). JPMA helps educate parents and caregivers on the importance of safely using juvenile products, such as car seats, cribs, and other baby gear.  
**For more information, contact: JPMA**  
[jpmajpma.org](mailto:jpmajpma.org) | [www.babysafetymonth.org](http://www.babysafetymonth.org)

### 1-30 | Blood Cancer Awareness Month

Blood Cancer Awareness Month provides opportunities to educate the public about the need to find cures and create access to treatments for all types of blood cancers. Additionally, the month encourages involvement in activities sponsored by The Leukemia & Lymphoma Society, including participation in campaigns that fund lifesaving research to advance breakthrough therapies for blood cancer patients.

**For more information, contact: LLS Information Resource Center | The Leukemia & Lymphoma Society**  
[800.955.4572](tel:800.955.4572) | [infocenter@lls.org](mailto:infocenter@lls.org) | [www.lls.org](http://www.lls.org)

### 1-30 | Cholesterol Education Month (National)

All adults should have their cholesterol measured, learn their cholesterol numbers and their risk for heart disease, and follow a heart-healthy lifestyle to lower their risk for disease.

**For more information, contact: Health Information Center | National Heart, Lung and Blood Institute**  
[301.592.8573](tel:301.592.8573) | [nhlbinfo@nhlbi.nih.gov](mailto:nhlbinfo@nhlbi.nih.gov)  
[www.nhlbi.nih.gov](http://www.nhlbi.nih.gov)

### 1-30 | Craniofacial Acceptance Month

2016 marks the 12th year the Children's Craniofacial Association (CCA) will observe September as Craniofacial Acceptance Month across the nation. Each year CCA families, friends, volunteers, and related support groups band together to widen the circle of acceptance for individuals with facial differences. The goal is to create awareness of craniofacial differences and to get people to see that "beyond the face is a heart."

**For more information, contact: Annie Reeves | CCA**  
[214.570.9099](tel:214.570.9099) | [areeves@ccakids.com](mailto:areeves@ccakids.com)  
[www.ccakids.org](http://www.ccakids.org)

### 1-30 | Gynecologic Cancer Awareness Month

During Gynecologic Cancer Awareness Month, the Foundation for Women's Cancer promotes awareness about the risks, prevention, early detection, and optimal treatment of gynecologic cancers, including cervical cancer, endometrial or uterine cancer, and ovarian cancer. Women who suspect or have been diagnosed with a gynecologic cancer are urged to seek care from a gynecologic oncologist.

**For more information, contact: Marsha Wilson | Foundation for Women's Cancer**  
[312.578.1439](tel:312.578.1439)  
[info@foundationforwomenscancer.org](mailto:info@foundationforwomenscancer.org)  
[www.foundationforwomenscancer.org](http://www.foundationforwomenscancer.org)

### 1-30 | Healthy Aging Month

Healthy Aging Month is an annual observance designed to focus national attention on the positive aspects of growing older. The main objective of the month is to encourage local wellness events that promote taking personal responsibility for one's health—physically, socially, mentally, and financially.  
**For more information, contact: Information Specialist Healthy Aging | 610.793.0979**  
[info@healthyaging.net](mailto:info@healthyaging.net) | [www.healthyaging.net](http://www.healthyaging.net)

### 1-30 | Pain Awareness Month

The month of September has been declared Pain Awareness Month. It is a time when various organizations work to raise public awareness of issues in the area of pain management. The first Pain Awareness Month was in 2001, when the American Chronic Pain Association (ACPA) led a coalition to establish September as Pain Awareness Month. ACPA established Partners for Understanding Pain and 80 organizations, both healthcare professionals and consumer groups, supported the effort.

**For more information, contact: ACPA | 800.533.3231**  
[pcowan@theacpa.org](mailto:pcowan@theacpa.org) | [www.theacpa.org](http://www.theacpa.org) or  
[www.theacpa.org/pain-awareness](http://www.theacpa.org/pain-awareness)

### 1-30 | Prostate Cancer Awareness Month

The Prostate Conditions Education Council (PCEC) organizes hundreds of free or low-cost screening events worldwide. As a result of its efforts, nearly five million men have received early detection screenings for prostate cancer and other prostate conditions. Many of its screening sites offer not only prostate-specific antigen (PSA) screenings and digital rectal exams (DRE), but also screenings for other men's health issues.

**For more information, contact: Renee Savickas PCEC | 303.316.4685 |**  
[info@prostateconditions.org](mailto:info@prostateconditions.org)  
[www.prostateconditions.org](http://www.prostateconditions.org)

### 1-30 | Prostate Health Awareness Month

Prostate Health Awareness Month seeks to increase public awareness of the importance of prostate health and to encourage communities to provide easily accessible prostate health screenings. The celebration promotes education about risk factors and symptoms of prostate-related diseases, such as enlarged prostate, cancer, and prostatitis, and advocates for further research on prostate health issues.

**For more information, contact: Urology Care Foundation | 800.828.7866**  
[info@urologyfoundation.org](mailto:info@urologyfoundation.org)  
[www.urologyhealth.org](http://www.urologyhealth.org)



## 1-30 | Prostate Health Month

Prostate Health Month draws attention to the major issues that can affect a man's prostate including benign prostate hyperplasia (BPH), prostatitis, and prostate cancer. More than 50 percent of men in their 60s and as many as 90 percent in their 70s or older have symptoms of an enlarged prostate. One in six men will develop prostate cancer, and prostatitis is the most common prostate problem for men under 50.

For more information, contact: Ana Fadich Men's Health Network | 202.543.6461 x101  
healthyfamilies@menshealthnetwork.org  
www.prostatehealthmonth.com

## 1-30 | Reye's Syndrome Awareness Month

Reye's syndrome, a deadly disease, strikes swiftly and can attack any child, teen, or adult without warning. While the cause and cure remain unknown, research has established a link between Reye's syndrome and the use of aspirin and other salicylate-containing medications and over-the-counter products. Remember: Kids and aspirin don't mix! Reye's syndrome awareness and education packages are available for free from www.reyessyndrome.org/schools.html.

For more information, contact: National Reye's Syndrome Foundation | 800.233.7393  
nrsf@reyessyndrome.org | www.reyessyndrome.org

## 1-30 | Thyroid Cancer Awareness Month

Thyroid Cancer Awareness Month is sponsored by the Thyroid Cancer Survivors' Association (ThyCa) to educate the public about thyroid cancer, a cancer that has increased in incidence. The event focuses on the importance of early detection, treatment, lifelong monitoring, and the resources available for people with thyroid cancer and their families.

For more information, contact: Publications Department ThyCa | 877.588.7904 | thyca@thyca.org  
www.thyca.org

## 5-11 | Youth Suicide Prevention Week (National)

According to the most recent data available, suicide is the third leading cause of death for 15- to 24-year-olds. Youth Suicide Prevention Week is the Monday through Sunday surrounding World Suicide Prevention Day, September 10.

For more information, contact: National Center for the Prevention of Youth Suicide | 202.237.2280  
ajkulp@suicidology.org | www.preventyouthsuicide.org

## 10 | Youth Suicide Prevention Day (National)

According to the most recent data available, suicide is the third leading cause of death for 15- to 24-year-olds. In 2010, 4,600 teens and young adults in this age range died by suicide.

For more information, contact: National Center for the Prevention of Youth Suicide  
202.237.2280 | ajkulp@suicidology.org  
www.preventyouthsuicide.org

## 11 | Grandparents Day (National)

National Grandparents Day falls on the first Sunday after Labor Day every year. It was founded for the purpose of enhancing the bond of love between grandparents and grandchildren and heightening awareness of the needs of the elderly in nursing homes. The Forget-Me-Not program encourages classrooms to "adopt" residents of nursing homes and bring them entertainment on Grandparents Day. The motto of the holiday is "Make Every Day Grandparents Day!"

For more information, contact: National Grandparents Council | 619.585.8259  
djm@grandparents-day.com  
www.grandparents-day.com

## 11-14 | SHSMD Connections Annual Conference

Healthcare marketing, planning, and communications/public relations professionals will gather in Chicago, IL, for SHSMD Connections 2016, the nation's biggest and best education and networking event for healthcare strategy professionals. Be there for SHSMD's 20th anniversary celebration. Visit www.shsmd.org for details and to register.

For more information, contact: Society for Healthcare Strategy & Market Development (SHSMD) | 312.422.3888 | shsmd@aha.org

## 11-17 | Healthcare Environmental Services Week

This week is designed to recognize and elevate healthcare environmental services staff for all of the hard work they do.

For more information, contact: Association for the Healthcare Environment (AHE) | ahe@aha.org  
ahe@aha.org | www.ahe.org

## 11-17 | Nephrology Nurses Week

In honor of the dedicated nephrology nurses who care for patients with kidney disease, the American Nephrology Nurses' Association (ANNA) has designated the second full week in September each year as Nephrology Nurses Week. Employers and others are encouraged to take this opportunity to recognize and reward nephrology nurses for their work and dedication.

For more information, contact: ANNA | 888.600.2662 | anna@ajj.com  
www.annanurse.org

## 11-17 | Vascular Nurses Week

Vascular Nursing Week shines the spotlight on the professional community of vascular nurses who are focused on advancing the care of persons living with vascular disease through excellence in clinical practice, education, and research.

For more information, contact: Leah Grunewald Society for Vascular Nursing | 414.376.0001  
lgrunewald@svnnet.org | www.svnnet.org

## 15 | Neonatal Nurses Day (National)

National Neonatal Nurses Day is celebrated every September 15. The day was established in 2000 by the National Association of Neonatal Nurses (NANN). On this day, members of the neonatal community honor nurse colleagues and show their pride in being a neonatal nurse.

**For more information, contact:** Emily Petraglia  
NANN | [epetraglia@nann.org](mailto:epetraglia@nann.org) | [www.nann.org](http://www.nann.org)

## 16 | School Backpack Awareness Day (National)

How much does your child's backpack weigh? Chances are it's more than the recommended 10 percent of his or her body weight. Occupational therapists, occupational therapy assistants, and students teach others how to properly choose, pack, lift, and carry various types of bags, such as backpacks, purses, briefcases, and suitcases, to prevent pain and injury.

**For more information, contact:** Katie Riley,  
Media Relations | American Occupational  
Therapy Association | 301.652.6611  
[kriley@aota.org](mailto:kriley@aota.org) | [www.aota.org](http://www.aota.org)

## 18-24 | Child Passenger Safety Week

Every year, thousands of children are tragically injured or killed in vehicle crashes. It is a leading cause of death for children ages one to 13. Child Passenger Safety Week focuses on keeping America's children safer on the road. September 24 marks National Seat Check Saturday, a day when communities nationwide offer free car seat checks by certified child passenger safety technicians.

**For more information, contact:** Elizabeth Nilsson  
National Highway Traffic Safety Administration  
202.366.3587 | [elizabeth.nilsson@dot.gov](mailto:elizabeth.nilsson@dot.gov)  
[www.trafficsafetymarketing.gov](http://www.trafficsafetymarketing.gov)

## 18-24 | Farm Safety and Health Week (National)

Each year since 1944, the third week of September has been recognized as National Farm Safety and Health Week. Over the years, the development and dissemination of National Farm Safety and Health Week materials has shifted to the National Education Center for Agricultural Safety (NECAS), which has been serving the agricultural family and business community since 1997.

**For more information, contact:** Gloria Reiter  
NECAS | 563.557.0354 | [reiterg@necag.org](mailto:reiterg@necag.org)  
[www.necasag.org](http://www.necasag.org)

## 18-24 | Nursing Professional Development Week

Nursing Professional Development Week is a way for nursing professional development specialists to celebrate their profession with educational activities within their organizations.

**For more information, contact:** Association for  
Nursing Professional Development | 312.321.5135  
[info@anpd.org](mailto:info@anpd.org) | [www.anpd.org](http://www.anpd.org)

## 18-24 | Surgical Technologist Week (National)

The Association of Surgical Technologists (AST) offers national recognition through National Surgical Technologist Week, a week that has been designated to celebrate and honor the professions. It began by a resolution adopted by the AST Board of Directors in 1984.

**For more information, contact:** AST | 800.637.7433  
[memserv@ast.org](mailto:memserv@ast.org) | [www.ast.org](http://www.ast.org)

## 24 | Family Health & Fitness Day—USA

Family Health & Fitness Day—USA is the nation's largest family health and wellness event. Now in its 20th year, the event is always held the last Saturday in September. Thousands of families will participate in local health promotion events across the country on the same day.

**For more information, contact:** Gary Ford | Health  
Information Resource Center | 800.828.8225 |  
[gford@fitnessday.com](mailto:gford@fitnessday.com)  
[www.fitnessday.com/family](http://www.fitnessday.com/family)

## 24 | Seat Check Saturday (National)

On September 24, communities nationwide will offer free car seat checks. Stop by a local event to have a certified child passenger safety technician check your child's safety seat to ensure it's properly installed and get tips on how to secure your child in the seat for optimal protection.

**For more information, contact:** Elizabeth Nilsson  
National Highway Traffic Safety Administration  
202.366.3587 | [elizabeth.nilsson@dot.gov](mailto:elizabeth.nilsson@dot.gov)  
[www.trafficsafetymarketing.gov](http://www.trafficsafetymarketing.gov)

## 28 | Women's Health & Fitness Day (National)

National Women's Health & Fitness Day is the largest women's health and wellness event in the US. More than 800 organizations will host local women's health events—with more than 80,000 women attending these events across the country on the same day.

**For more information, contact:** Pat Henze  
Health Information Resource Center | 800.828.8225  
[phenze@fitnessday.com](mailto:phenze@fitnessday.com)  
[www.fitnessday.com/women](http://www.fitnessday.com/women)

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## At-a-Glance

### MONTH-LONG OBSERVANCES

"Talk About Your Medicines" Month  
Breast Cancer Awareness Month (National)  
Chiropractic Health Month (National)  
Dental Hygiene Month (National)  
Disability Employment Awareness Month (National)  
Domestic Violence Awareness Month  
Eye Injury Prevention Month  
Halloween Safety Month  
Health Literacy Month  
Home Eye Safety Month  
Medical Librarians Month (National)  
Medical Ultrasound Awareness Month  
Patient-Centered Care Awareness Month  
Pharmacists Month (American)  
Physical Therapy Month (National)  
SIDS, Pregnancy and Infant Loss Awareness Month

### WEEK-LONG OBSERVANCES

2-8 Gerontological Nursing Week  
2-8 Healthcare Foodservice Workers Week  
2-8 Healthcare Supply Chain Week (National)  
2-8 Mental Illness Awareness Week  
2-8 Midwifery Week (National)  
2-8 Nuclear Medicine and Molecular Imaging Week  
6-12 Physician Assistants Week (National)  
9-15 Case Management Week (National)  
9-15 Central Service Week  
9-15 Emergency Nurses Week  
9-15 Fire Prevention Week  
9-15 Healthcare Security and Safety Week  
10-15 Dialysis Technician Recognition Week  
16-22 Infection Prevention Week (International)  
17-21 Medical Assistants Recognition Week (National)  
17-21 Nuclear Science Week  
23-29 Health Care Facility and Engineering Week (National)  
23-29 Pastoral Care Week  
23-29 Respiratory Care Week (National)  
23-31 Red Ribbon Week

### RECOGNITION DAYS | EVENTS

12 Arthritis Day (World)  
12 Healthcare Security and Safety Officer Appreciation Day  
12 Stop America's Violence Everywhere (SAVE) Today  
22 Stuttering Awareness Day (International)  
24 Lock Your Meds Day  
26 Lung Health Day  
29 Psoriasis Day (World)

#### 1-31 | "Talk About Your Medicines" Month

The National Council on Patient Information and Education (NCPIE) is hosting the 31st annual "Talk About Your Medicines" Month observance. It is intended to highlight the important role that high-quality communication between the healthcare provider and the patient can play in promoting safe and appropriate medicine use, improved medication adherence, and better health outcomes. Since 1982, NCPIE has strongly advocated for the "medicine education team," which considers the patient as the key player.

**For more information, contact: Ray Bullman or Deborah Davidson | NCPIE | 301.340.3940 [www.talkaboutrx.org](http://www.talkaboutrx.org)**

#### 1-31 | Breast Cancer Awareness Month (National)

National Breast Cancer Awareness Month increases awareness of breast cancer issues, including early detection, and encourages women to take charge of their own breast health by practicing regular breast self-exams, scheduling annual mammograms, adhering to prescribed treatment, and knowing the facts about recurrence.

**For more information, contact: National Breast Cancer Foundation, Inc. [www.nationalbreastcancer.org/breast-cancer-awareness-month](http://www.nationalbreastcancer.org/breast-cancer-awareness-month)**

#### 1-31 | Chiropractic Health Month (National)

National Chiropractic Health Month is a nationwide observance held each October to educate the public about health and wellness topics and, in particular, how chiropractic services can help them achieve optimal health and function. This year, doctors of chiropractic will focus on public health-related topics involving the use of conservative care, and will provide simple ways for individuals to enhance strength and avoid pain and injury in everyday life.

**For more information, contact: Communications Department | American Chiropractic Association 703.276.8800 | [communications@acatoday.org](mailto:communications@acatoday.org) [www.acatoday.org](http://www.acatoday.org)**

#### 1-31 | Dental Hygiene Month (National)

The purpose of National Dental Hygiene Month is to increase public awareness about the importance of preventive services in maintaining good oral hygiene and to encourage others to develop and continue a daily oral health routine.

**For more information, contact: Communications Division | American Dental Hygienists' Association 312.440.8900 | [media@adha.net](mailto:media@adha.net) | [www.adha.org](http://www.adha.org)**

#### 1-31 | Disability Employment Awareness Month (National)

National Disability Employment Awareness Month is commemorated annually in October. Enacted by the Congress in 1945, it has evolved as the kick-off month for year-round programs nationwide that highlight the value that people with disabilities bring to the workplace.

**For more information, contact: Policy, Communications and Outreach | US Department of Labor/Office of Disability Employment Policy 202.693.7902 | [dunlap.carol@dol.gov](mailto:dunlap.carol@dol.gov) [www.dol.gov/odep](http://www.dol.gov/odep)**

#### 1-31 | Domestic Violence Awareness Month

In October 1987, the first Domestic Violence Awareness Month (DVAM) was observed. The intent behind DVAM is to mourn those who have died because of domestic violence, celebrate those who have survived, and connect advocates across the nation who work to end violence.

**For more information, contact: Domestic Violence Awareness Project | National Resource Center on Domestic Violence | 800.537.2238 [nrcdvta@nrcdv.org](mailto:nrcdvta@nrcdv.org) | [www.nrcdv.org/dvam](http://www.nrcdv.org/dvam)**

#### 1-31 | Eye Injury Prevention Month

Annually, 2.5 million Americans suffer eye injuries, and more than 52 percent of all injuries take place at home. Accidental eye injury is the leading cause of visual impairment, and 90 percent of these injuries could be prevented if individuals wore protective eyewear with "ANSI Z87.1" marked on the frame or lens.

**For more information, contact: Communications Division | American Academy of Ophthalmology 415.447.0258 | [eyemd@aao.org](mailto:eyemd@aao.org) | [www.geteyesmart.org](http://www.geteyesmart.org)**

#### 1-31 | Halloween Safety Month

To avoid a real-life Halloween horror story—going blind because of a costume accessory—the American Academy of Ophthalmology (AAO) is warning the public against wearing costume contact lenses purchased without a prescription. These illegally sold cosmetic lenses may not be sterile and can cause a host of serious eye problems capable of morphing a fun Halloween night into a nightmare.

**For more information, contact: Public Relations AAO | 415.561.8534 | [media@aao.org](mailto:media@aao.org) [www.geteyesmart.org](http://www.geteyesmart.org)**



## 1-31 | Health Literacy Month

October is Health Literacy Month, a time when health literacy advocates around the world promote the importance of making health information understandable. Hospitals, health centers, literacy programs, libraries, social service agencies, businesses, professional associations, government agencies, consumer alliances, and many other groups work collaboratively to draw attention to, and develop local capacity for, addressing this important issue.

**For more information, contact: Helen Osborne**  
Health Literacy Consulting | 508.653.1199  
helen@healthliteracy.com  
www.healthliteracymonth.org

## 1-31 | Home Eye Safety Month

Approximately half of all eye injuries occur in or around the home. Learn on how to keep your eyes safe.

**For more information, contact: Prevent Blindness America** | 800.331.2020 | info@preventblindness.org  
www.preventblindness.org

## 1-31 | Medical Librarians Month (National)

The Medical Library Association (MLA) created the National Medical Librarians Month observance to raise awareness of the important role of the health sciences information professional. Patients and those in the healthcare community need the specialized services that medical librarians provide now more than ever.

**For more information, contact: Tomi Gunn | MLA**  
312.419.9094 | info@mlahq.org | www.mlanet.org

## 1-31 | Medical Ultrasound Awareness Month

Medical Ultrasound Awareness Month is held annually in October to create awareness and to educate the public about medical ultrasound and its many uses in healthcare. The month-long celebration is a joint effort of the American Institute of Ultrasound in Medicine, American Registry for Diagnostic Medical Sonography, American Society of Echocardiography, Cardiovascular Credentialing International, Society for Vascular Ultrasound, and Society of Diagnostic Medical Sonography (SDMS).

**For more information, contact: Kelly Stafford**  
SDMS | 214.473.8057 | kstafford@sdms.org  
www.sdms.org

## 1-31 | Patient-Centered Care Awareness Month

This global awareness-building campaign occurs every October to commemorate the progress that has been made toward making patient-centered care a reality and build momentum for further progress through education and collaboration. Hospitals and healthcare organizations around the world are encouraged to celebrate by making a commitment to develop more compassionate care practices and by publicly proclaiming to their patients and communities their commitment to patient-centered partnerships.

**For more information, contact: Sara Guastello or Lorena Bedoya | Planetree** | 203.732.1365  
sguastello@planetree.org | www.planetree.org

## 1-31 | Pharmacists Month (American)

American Pharmacists Month is a time to recognize pharmacists for the vital contributions they make as medication experts and as integral parts of the healthcare team. It also aims to educate the public, policymakers, and other healthcare professionals about the key role pharmacists play in the reduction of overall healthcare costs as well as the safe and effective management of medications.

**For more information, contact: American Pharmacists Association** | 202.628.4410  
aphm@aphanet.org | www.pharmacist.com

## 1-31 | Physical Therapy Month (National)

National Physical Therapy Month is hosted by the American Physical Therapy Association (APTA) each October to recognize how physical therapists and physical therapist assistants can transform people's lives by restoring and improving motion.

**For more information, contact: Public Relations Department | APTA** | 703.706.321  
public-relations@apta.org  
www.moveforwardpt.com

## 1-31 | SIDS, Pregnancy and Infant Loss Awareness Month

During this month, take time to acknowledge the families that have been affected by stillbirth, sudden infant death syndrome (SIDS), and sudden unexpected infant death (SUID). First Candle provides education, research, advocacy, and training to ensure every baby survives and thrives to his or her first birthday and beyond.

**For more information, contact: First Candle** | 443.640.1049 | info@firstcandle.org  
www.firstcandle.org

## 2-8 | Gerontological Nursing Week

This week advances the specialty practice of gerontological nursing to improve the care and well-being of older adults.

**For more information, contact: Brian Doty**  
National Gerontological Nursing Association  
800.723.0560 | info@ngna.org | www.ngna.org

## 2-8 | Healthcare Foodservice Workers Week

In 1985, the US Congress declared the first week in October to be a time to recognize the integral role of foodservice staff in helping the employees and patients of healthcare facilities stay well-nourished and healthy. The importance of excellent nutrition has been established and documented, but it is even more critical to individuals in healthcare facilities. This week is an excellent opportunity to recognize and thank the dedicated individuals who provide food and nutrition services in healthcare.

**For more information, contact: Sarah Saar**  
**Association for Healthcare Foodservice**  
**888.528.9552 | ssaar@healthcarefoodservice.org**  
**www.healthcarefoodservice.org**

## 2-8 | Healthcare Supply Chain Week (National)

Each year, the first week of October is dedicated to celebrating healthcare supply chain professionals for their outstanding contributions to healthcare and the overall success of the supply chain. Sponsored by the Association for Healthcare Resource and Materials Management (AHRMM), National Healthcare Supply Chain Week provides an opportunity to recognize the integral role supply chain professionals play in delivering high-quality patient care throughout the healthcare field.

**For more information, contact: AHRMM**  
**312.422.3840 | ahrmm@aha.org**  
**www.ahrmm.org/scweek**

## 2-8 | Mental Illness Awareness Week

Held each year during the first full week of October, Mental Illness Awareness Week is a grassroots effort to promote broader public awareness and understanding of mental illness, eliminate stigma, and offer support for treatment and recovery. Local events include organized walks, candlelight vigils, presentations, and films.

**For more information, contact: Bob Carolla**  
**National Alliance on Mental Illness | 703.524.7600**  
**bobc@nami.org | www.nami.org/miaw**

## 2-8 | Midwifery Week (National)

National Midwifery Week is a time for midwives and the women they serve to celebrate midwives' contributions to women's healthcare, including pregnancy, childbirth, and gynecologic and reproductive health.

**For more information, contact: American College of Nurse-Midwives | 240.485.1800**  
**info@acnm.org**  
**www.ourmomentoftruth.com**

## 2-8 | Nuclear Medicine and Molecular Imaging Week

Celebrated during the first full week of October, Nuclear Medicine and Molecular Imaging Week encourages community members to take pride in their profession, recognize their colleagues for their hard work, and promote nuclear medicine to the medical community and public.

**For more information, contact: Marketing and Membership | Society of Nuclear Medicine and Molecular Imaging | 703.708.9000**  
**memberinfo@snmmi.org | www.snmmi.org/nmw**

## 6-12 | Physician Assistants Week (National)

National Physician Assistants Week is intended to celebrate and recognize physician assistants for practicing quality medicine and increasing access to healthcare across the country. During this special week, physician assistants and their employers can raise awareness of the profession and salute its outstanding growth, value, and future.

**For more information, contact: American Academy of Physician Assistants | 703.836.2272**  
**www.aapa.org/paweeek**

## 9-15 | Case Management Week (National)

National Case Management Week, held annually during the second full week of October, is an opportunity to recognize the contributions and value of case management within the healthcare delivery system. Each year, the American Case Management Association (ACMA) makes available for purchase special themed gifts and recognition items.

**For more information, contact: Communications ACMA | 501.907.2262 | theacma@acmaweb.org**  
**www.acmaweb.org**

## 9-15 | Central Service Week

With the tireless dedication of central service professionals, healthcare customers can count on clean and sterile instruments being delivered consistently and on time. Central Service Week recognizes the committed specialists that make a difference in patient care throughout the United States. The International Association of Healthcare Central Service Materiel Management (IAHCSMM) recognizes these professionals as "central" to healthcare and essential for quality "service."

**For more information, contact: IAHCSMM**  
**www.iahcsmm.org**

## 9-15 | Emergency Nurses Week

Emergency Nurses Week is a national celebration of the dedicated nursing professionals who stand ready 24 hours a day to care for those people most in need.

**For more information, contact: Emergency Nurses Association | www.ena.org**



## 9-15 | Fire Prevention Week

The National Fire Protection Association (NFPA) has been the official sponsor of Fire Prevention Week since 1922. Fire Prevention Week is the longest running public health and safety observance on record. The President of the United States has signed a proclamation recognizing a national observance during that week every year since 1925.

**For more information, contact: Customer Service NFPA | 617.770.3000 or 800.344.3555**  
[custserv@nfpa.org](mailto:custserv@nfpa.org) | [www.firepreventionweek.org](http://www.firepreventionweek.org)

## 9-15 | Healthcare Security and Safety Week

During Healthcare Security and Safety Week and throughout the year, the International Association for Healthcare Security and Safety (IAHSS) celebrates the role of security and safety professionals in providing healthcare facilities, personnel, patients, and visitors a secure environment. This week recognizes the importance of security and safety in healthcare and acknowledges the strong commitment, diligence, and care officers display in their practice and profession.

**For more information, contact: Laura Crisman IAHSS | 630.529.3913 | [laura@iahss.org](mailto:laura@iahss.org)**  
[www.iahss.org](http://www.iahss.org)

## 10-15 | Dialysis Technician Recognition Week

This week-long event is celebrated to increase awareness of nephrology professionals involved in patient care, dialyzer reuse, equipment maintenance, kidney transplantation, and administrative areas. The celebration recognizes the contributions dialysis professionals make to the healthcare field and to their patients' quality of life.

**For more information, contact: National Association of Nephrology Technicians/Technologists 877.607.NANT (6268) | [nant@meinet.com](mailto:nant@meinet.com)**  
[www.dialysistech.net](http://www.dialysistech.net)

## 12 | Arthritis Day (World)

World Arthritis Day, established in 1996, is observed each year on October 12. Coordinated in the United States by the Arthritis Foundation, the event joins together people with rheumatic and musculoskeletal diseases from around the world to raise awareness and reduce the impact of arthritis.

**For more information, contact: Arthritis Foundation | 404.872.7100 | [help@arthritis.org](mailto:help@arthritis.org)**  
[www.arthritis.org](http://www.arthritis.org)

## 12 | Healthcare Security and Safety Officer Appreciation Day

The International Association for Healthcare Security and Safety (IAHSS) honors healthcare security and safety officers for their service in protecting healthcare facilities, personnel, patients, and visitors. This appreciation day recognizes the important role of the healthcare security and safety officer and acknowledges the strong commitment, diligence, and care they display in their practice and profession.

**For more information, contact: Laura Crisman IAHSS | 630.529.3913 | [laura@iahss.org](mailto:laura@iahss.org)**  
[www.iahss.org](http://www.iahss.org)

## 12 | Stop America's Violence Everywhere (SAVE) Today

The American Medical Association (AMA) Alliance began SAVE Today in 1995. The AMA Alliance has been actively involved in projects that promote violence prevention and address issues of bullying and anger control. Millions of children throughout the country have benefitted from the elementary school activity booklets provided by AMA Alliance members in their local communities. SAVE Today is an annual observance on the second Wednesday of October and coincides with Health Cares About Domestic Violence Day.

**For more information, contact: Patricia Troy AMA Alliance | 800.549.4619**  
[admin@amaalliance.org](mailto:admin@amaalliance.org) | [www.amaalliance.org](http://www.amaalliance.org)

## 16-22 | Infection Prevention Week (International)

International Infection Prevention Week, which takes place the third week of October each year, raises awareness of the role infection prevention plays to improve patient safety.

**For more information, contact: Liz Garman Association for Professionals in Infection Control and Epidemiology | [egarman@apic.org](mailto:egarman@apic.org)**  
<http://professionals.site.apic.org/the-week-iipw/>

## 17-21 | Medical Assistants Recognition Week (National)

The American Medical Technologists (AMT) is celebrating National Medical Assistants Recognition Week in October. Join AMT in promoting this important event that recognizes medical assistants and their vital role, contributions, and efforts in healthcare.

**For more information, contact: AMT | 847.823.0458**  
[mail@americanmedtech.org](mailto:mail@americanmedtech.org)  
[www.americanmedtech.org](http://www.americanmedtech.org)

## 17-21 | Nuclear Science Week

Nuclear Science Week is a week-long celebration to focus local, regional, and national interest on all aspects of nuclear science. The week provides for learning about the contributions, innovations, and opportunities that can be found by exploring nuclear science.

**For more information, contact: National Museum of Nuclear Science and History | 505.245.2137**  
[www.nuclearscienceweek.org](http://www.nuclearscienceweek.org)



## 22 | Stuttering Awareness Day (International)

International Stuttering Awareness Day is a special time to educate both the public and professionals about stuttering and the many effective options available for those who stutter.

**For more information, contact: Joan Warner  
The Stuttering Foundation | 800.992.9392  
info@stutteringhelp.org | www.stutteringhelp.org**

## 23-29 | Health Care Facility and Engineering Week (National)

This observance recognizes the important role that the healthcare facility team plays in ensuring safe and functional environments for patients, visitors, and staff. The contributions made by these individuals are critical to the healthcare team and in optimizing the healthcare physical environment.

**For more information, contact: American Society for Healthcare Engineering | 312.422.3800  
ashe@aha.org | www.ashe.org/engineeringweek**

## 23-29 | Pastoral Care Week

Pastoral Care Week offers organizations and institutions the opportunity to recognize the pastoral and spiritual care given through professional chaplaincy and pastoral counseling. Regardless of spiritual, religious, or cultural background, Pastoral Care Week celebrates those who provide spiritual support to others.

**For more information, contact: Karen Ballard  
Akron Children's Hospital | 330.543.8457  
kballard@chmca.org | www.pastoralcareweek.org**

## 23-29 | Respiratory Care Week (National)

During National Respiratory Care Week, respiratory therapists celebrate their fast-growing profession while raising awareness of lung health. Local events include lung health education programs aimed at encouraging early detection of lung disease, particularly asthma and chronic obstructive pulmonary disease (COPD).

**For more information, contact: American Association for Respiratory Care | www.aarc.org**

## 23-31 | Red Ribbon Week (National)

National Red Ribbon Week, celebrated by an estimated 80 million people in the United States, is the oldest and largest drug prevention program in the nation. Sponsored by the National Family Partnership (NFP), Red Ribbon Week began in 1985 when people began wearing red ribbons symbolizing a drug-free lifestyle after the brutal death of Kiki Camarena, an agent with the US Drug Enforcement Agency, in Mexico. Red Ribbon Week is celebrated every year in homes, schools, and communities across the country.

**For more information, contact: NFP | 305.856.4886  
redribbon@nfp.org | www.redribbon.org**

## 24 | Lock Your Meds Day

Lock Your Meds Day is a day for parents to pledge to talk to their kids about the dangers of taking medications without a prescription. It is an opportunity to create awareness around prescription drug abuse and to invite individuals to secure their medicines.

**For more information, contact: National Family Partnership | 800.705.8997 | info@nfp.org  
www.lockyourmeds.org**

## 26 | Lung Health Day

Lung Health Day is celebrated on Wednesday of Respiratory Care Week to promote the importance of lung health and build awareness about diseases and conditions that adversely affect healthy lungs. Respiratory care professionals plan special events that reach out to neighbors, family, friends, businesses, and community leaders to teach them what it takes to maintain strong lung health.

**For more information, contact: American Association for Respiratory Care  
info@aarc.org | www.aarc.org**

## 29 | Psoriasis Day (World)

Each year on October 29, we celebrate World Psoriasis Day to recognize people with psoriasis and psoriatic arthritis. This global event raises awareness and gives a voice to the 125 million people worldwide with psoriasis. Awareness activities occur all over the world to help increase understanding, improve access to treatments, and build unity among the psoriasis community.

**For more information, contact: National Psoriasis Foundation | 800.723.9166 | getinfo@psoriasis.org  
www.psoriasis.org**



# november



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## At-a-Glance

### MONTH-LONG OBSERVANCES

Alzheimer's Disease Awareness Month (National)  
Bladder Health Awareness Month  
COPD Awareness Month  
Diabetes Month (American)  
Diabetic Eye Disease Awareness Month  
Epilepsy Awareness Month (National)  
Family Caregivers Month (National)  
Healthy Skin Month (National)  
Home Care and Hospice Month (National)  
Hospice/Palliative Care Month (National)  
Lung Cancer Awareness Month  
Pancreatic Cancer Awareness Month (National)  
Prematurity Awareness Month  
Sexual Health Month (National)  
Jingle Bell Run/Walk for Arthritis (through December)

### WEEK-LONG OBSERVANCES

1-7 Medical-Surgical Nurses Week  
1-7 Patient Transportation Week (National)  
1-7 Urology Nurses and Associates Week  
6-12 Allied Health Professions Week  
6-12 Diabetes Education Week (National)  
6-12 Medical Staff Services Awareness Week (National)  
6-12 Radiologic Technology Week (National)  
7-11 Patient Blood Management Awareness Week

### RECOGNITION DAYS | EVENTS

6 Lung Cancer Walk for Hope  
17 Great American Smokeout  
17 Prematurity Day (World)

### 1-30 | Alzheimer's Disease Awareness Month (National)

In 1983, nearly 20 years before he died of Alzheimer's disease, President Ronald Reagan helped to create greater awareness of the disease, declaring November as National Alzheimer's Disease Awareness Month. The Alzheimer's Association is the leading voluntary health organization in Alzheimer care, support, and research.

**For more information, contact: The Alzheimer's Association | 800.272.3900 | [www.alz.org](http://www.alz.org)**

### 1-30 | Bladder Health Awareness Month

The Urology Care Foundation (UCF) supports National Bladder Health Awareness Month to increase public awareness of the importance of bladder health, educate the public about common bladder conditions and diseases, and advocate for further research on bladder diseases.

**For more information, contact: UCF | 800.828.7866 [info@urologycarefoundation.org](mailto:info@urologycarefoundation.org) [www.urologyhealth.org](http://www.urologyhealth.org)**

### 1-30 | COPD Awareness Month

As the fourth leading cause of death in America, chronic obstructive pulmonary disease (COPD), which includes emphysema and chronic bronchitis, affects more than 12 million Americans. Although there is no cure for COPD, there is much that can be done to treat and help manage the disease when detected and diagnosed early. The American Lung Association (ALA) is working to save lives by improving lung health and preventing lung disease.

**For more information, contact: Mike Townsend ALA | 202.715.3450 | [www.lung.org](http://www.lung.org)**

### 1-30 | Diabetes Month (American)

November is American Diabetes Month, a time to communicate the seriousness of diabetes and the importance of diabetes prevention and control. For many years, the American Diabetes Association (ADA) has used this month as an opportunity to raise awareness of the disease and its serious complications.

**For more information, contact: ADA | 800.342.2383 [www.stopdiabetes.com](http://www.stopdiabetes.com)**

### 1-30 | Diabetic Eye Disease Awareness Month

People with diabetes are more likely to develop blinding eye diseases, such as diabetic retinopathy, glaucoma, and cataracts.

Yet recent studies have revealed low awareness of the issue among some ethnicities at higher risk for diabetes. The American Academy of Ophthalmology (AAO) encourages those with diabetes to take proactive steps to protect their vision.

**For more information, contact: Public Relations | AAO | 415.561.8534 | [media@aaao.org](mailto:media@aaao.org) [www.geteyesmart.org](http://www.geteyesmart.org)**

### 1-30 | Epilepsy Awareness Month (National)

Epilepsy affects nearly three million Americans, and 200,000 are diagnosed with the condition each year. During November, the Epilepsy Foundation promotes epilepsy awareness to dispel common myths about seizure disorders. Epilepsy can be a debilitating condition—not only from the seizures, but too often because of the ignorance, fears, and prejudice of others.

**For more information, contact: Epilepsy Foundation 800.332.1000 | [contactus@efa.org](mailto:contactus@efa.org) [www.epilepsy.com](http://www.epilepsy.com)**

### 1-30 | Family Caregivers Month (National)

In 1994, the Caregiver Action Network (CAN) formerly known as National Family Caregivers Association, set aside a week of the year to promote appreciation for family caregivers. Every US president since 1997 has issued an annual proclamation celebrating family caregivers. Because of the massive interest in family caregivers, National Family Caregivers Week turned into a month-long event celebrated every November.

**For more information, contact: Lenny Futterman CAN | 202.454.3965 | [lfutterman@caregiveraction.org](mailto:lfutterman@caregiveraction.org) [www.caregiveraction.org](http://www.caregiveraction.org)**

### 1-30 | Healthy Skin Month (National)

National Healthy Skin Month was created to encourage people to protect and care for their skin, hair, and nails.

**For more information, contact: American Academy of Dermatology | 866.503.SKIN (7546) | [www.aad.org](http://www.aad.org)**

### 1-30 | Home Care and Hospice Month (National)

November is National Home Care and Hospice Month. It is a time to honor the nurses, therapists, social workers, and administrators who make such a difference in their patients' lives.

**For more information, contact: Public Relations Department | National Association for Home Care & Hospice | 202.547.7424 | [pr@nahc.org](mailto:pr@nahc.org) [www.nahc.org](http://www.nahc.org)**

### 1-30 | Hospice/Palliative Care Month (National)

November is National Hospice/Palliative Care Month, a time to raise awareness about care for people coping with life-limiting illness. Every year, more than 1.5 million patients receive care from hospices in the United States. Hospice and palliative care programs provide pain management, symptom control, psychosocial support, and spiritual care to patients and their families who are facing a serious or life-limiting illness.

**For more information, contact: Communications Team | National Hospice and Palliative Care Organization | 703.837.1500 [communications@nhpco.org](mailto:communications@nhpco.org) [www.caringinfo.org/hospicemonth](http://www.caringinfo.org/hospicemonth)**

## 1-30 | Lung Cancer Awareness Month

Lung cancer is a tragic disease that can take a terrible toll on those with the disease as well as on their loved ones. It is the leading cancer killer in both women and men in the United States. The American Lung Association (ALA) is working to save lives by improving lung health and preventing lung disease. **For more information, contact: Mike Townsend**  
ALA | 202.715.3450 | [www.lung.org](http://www.lung.org)

## 1-30 | Pancreatic Cancer Awareness Month (National)

This month-long observance encourages Americans to be heroes in the fight against pancreatic cancer, increasing awareness and visibility about pancreatic cancer in communities across the country. **For more information, contact: Marketing Communications | Pancreatic Cancer Action Network**  
877.272.6226 | [amilo@pancan.org](mailto:amilo@pancan.org) | [www.pancan.org](http://www.pancan.org)

## 1-30 | Prematurity Awareness Month

Prematurity Awareness Month raises public awareness of the seriousness of preterm birth, builds a constituency of people concerned about the issue, and provides opportunities for people who care about the issue to volunteer, raise awareness, advocate, and donate to support research and programs. November 17 is World Prematurity Day. The March of Dimes partners with parent groups from around the world that are members of the World Prematurity Network. **For more information, contact: March of Dimes**  
914.428.7100 | [alliances@marchofdimes.org](mailto:alliances@marchofdimes.org)  
[www.marchofdimes.org/prematurity](http://www.marchofdimes.org/prematurity) or [www.nacersano.org](http://www.nacersano.org)

## 1-30 | Sexual Health Month (National)

National Sexual Health Month is an awareness campaign that aims to increase awareness of sexual dysfunction among both men and women, raise awareness of diseases that affect sexual health, and encourage those experiencing such problems to seek treatment. **For more information, contact: Urology Care Foundation** | 800.828.7866  
[info@urologycarefoundation.org](mailto:info@urologycarefoundation.org)  
[www.urologyhealth.org](http://www.urologyhealth.org)

## 1-12/31 | Jingle Bell Run/Walk for Arthritis

Each holiday season (November through December), thousands of runners and walkers of all ages come together at hundreds of sites nationwide to share their support for the Arthritis Foundation's mission to prevent, control, and cure arthritis and related diseases. Participants wear holiday-themed costumes and tie jingle bells to their shoes to fight arthritis, the nation's most common cause of disability. **For more information, contact: Arthritis Foundation**  
404.872.7100 | [help@arthritis.org](mailto:help@arthritis.org)  
[www.arthritis.org](http://www.arthritis.org)

## 1-7 | Medical-Surgical Nurses Week

This week honors the medical-surgical nurses who make a difference in the lives of patients every day. They care for adult patients in a broad range of settings, applying their expert knowledge to all body systems and diseases. They are trusted by patients and valued by colleagues as highly skilled and compassionate caregivers. Take time during this week to recognize the amazing nurses who practice in this specialty. **For more information, contact: Academy of Medical Surgical Nurses** | 866.877.267  
[amsn-info@amsn.org](mailto:amsn-info@amsn.org) | [www.amsn.org](http://www.amsn.org)

## 1-7 | Patient Transportation Week (National)

The National Association of Healthcare Transportation Management (NAHTM) members recognize that the key to timely and caring patient transportation is the staff that provides patient transportation. NAHTM acknowledges that patient transport professionals are the hard working "feet" of any healthcare organization and deserve a week of their own to celebrate their unique successes. **For more information, contact: Pamela Douglas**  
NAHTM | 713.563.7700  
[pdouglas@mdanderson.org](mailto:pdouglas@mdanderson.org) | [www.nahtm.org](http://www.nahtm.org)

## 1-7 | Urology Nurses and Associates Week

During Urology Nurses and Associates Week, employers, colleagues, and patients are encouraged to celebrate these caregivers and raise the visibility of the critical role that urologic healthcare providers play in hospitals, doctors' offices, and other healthcare settings. **For more information, contact: Society of Urologic Nurses and Associates** | 888.827.786  
[suna@ajj.com](mailto:suna@ajj.com) | [www.suna.org](http://www.suna.org)



## 6 | Lung Cancer Walk for Hope

CancerCare provides free support services for anyone affected by cancer—people with cancer, their caregivers, friends, loved ones, and the bereaved. Services, including counseling, support groups, financial help, education, and practical support, are provided by professional oncology social workers—completely free of charge. The Annual Lung Cancer Walk for Hope, held the first Sunday in November, raises awareness and funds for CancerCare's National Lung Program.

**For more information, contact: CancerCare**  
800.813.4673 | [events@cancercare.org](mailto:events@cancercare.org)  
[www.cancercare.org](http://www.cancercare.org)

## 6-12 | Allied Health Professions Week

Allied Health Professions Week honors the three million healthcare providers working in more than 80 allied health professions. Allied health practitioners greatly influence healthcare delivery by supporting, facilitating, and complementing the roles of physicians and other healthcare specialists. This collaboration, which emphasizes the strengths of all health professions, enhances the quality of healthcare. The focus of Allied Health Professions Week is to promote the celebration of allied health careers.

**For more information, contact: Association of Schools of Allied Health Professions** | 202.237.6481  
[jacoby@asahp.org](mailto:jacoby@asahp.org) | [www.asahp.org](http://www.asahp.org)

## 6-12 | Diabetes Education Week (National)

National Diabetes Education Week was created to encourage people with diabetes to work with a diabetes educator to learn how to self-manage their diabetes using the self-care behavior framework, which includes healthy eating, being active, monitoring, taking medication, problem solving, reducing risks, and healthy coping.

**For more information, contact: Communications Team | American Association of Diabetes Educators**  
312.601.4864 | [communications@aadenet.org](mailto:communications@aadenet.org)  
[www.diabeteseducator.org](http://www.diabeteseducator.org)

## 6-12 | Medical Staff Services Awareness Week (National)

In 1992, President George Bush signed Congressional House Joint Resolution #399 proclaiming the first week in November as National Medical Staff Services Awareness Week. Since then, the National Association of Medical Staff Services (NAMSS) has partnered with hospitals, managed care organizations, doctors' offices, university health systems, and government agencies to promote awareness of medical services professionals.

**For more information, contact: Andrew Miller**  
**NAMSS** | 202.367.1196 | [info@namss.org](mailto:info@namss.org)  
[www.namss.org](http://www.namss.org)

## 6-12 | Radiologic Technology Week (National)

National Radiologic Technology Week is celebrated annually to recognize the vital work of medical imaging and radiation therapy professionals across the nation. The celebration takes place each November to commemorate the anniversary of Wilhelm Conrad Roentgen's discovery of the x-ray on November 8, 1895.

**For more information, contact: Marketing Department | American Society of Radiologic Technologists** | 800.444.2778 | [marketing@asrt.org](mailto:marketing@asrt.org)  
[www.asrt.org/nrtw](http://www.asrt.org/nrtw)

## 7-11 | Patient Blood Management Awareness Week

The Society for the Advancement of Blood Management (SABM) invites healthcare organizations worldwide to participate in this week dedicated to educating patients and healthcare professionals about patient blood management. SABM provides public education and advances best practices to thousands of healthcare providers through continuing medical education programs and the development of learning tools and evidence-based clinical pathways.

**For more information, contact: Carolyn Moffatt**  
**SABM** | 804.565.6327 | [carolyn@societyhq.com](mailto:carolyn@societyhq.com)  
[www.sabm.org](http://www.sabm.org)

## 17 | Great American Smokeout

The American Cancer Society (ACS) created the concept for this event and held its first Great American Smokeout in 1976 as a way to inspire and encourage smokers to quit for a day. Nearly one million people quit smoking for a day at the 1976 event in California, but today, about one in five adults still smoke cigarettes. The Great American Smokeout encourages smokers to commit to making a long-term plan to quit smoking for good.

**For more information, contact: ACS**  
800.227.2345 | [www.cancer.org](http://www.cancer.org)

## 17 | Prematurity Day (World)

As part of World Prematurity Day each November 17, fans, families, and volunteers can send their friends a "virtual hug" through [www.facebook.com/worldprematurityday](http://www.facebook.com/worldprematurityday) and on Twitter using #worldprematurityday and @marchofdimes to show that you care about premature babies. The "Hugs" campaign illustrates the benefits of "kangaroo care," when parents cuddle their premature baby skin-to-skin. Kangaroo care comforts the baby and can also improve the infant's health by keeping the baby warm, stabilizing the baby's heart rate, helping the baby gain weight, and reducing discomfort. **For more information, contact: March of Dimes** 914.428.7100 | [alliances@marchofdimes.org](mailto:alliances@marchofdimes.org)  
[www.marchforbabies.org](http://www.marchforbabies.org)



# december



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## At-a-Glance

### MONTH-LONG OBSERVANCES

Safe Toys and Celebrations Month  
Safe Toys and Gifts Month

### OBSERVANCES

7–11 Older Driver Safety Awareness Week  
(National)

### RECOGNITION DAYS | EVENTS

1 AIDS Day (World)

### 1-31 | Safe Toys and Celebrations Month

Approximately one in 10 children's eye injuries that require a visit to the ER are caused by toys. In support of Safe Toys and Celebrations Month this December, the American Academy of Ophthalmology (AAO) advises parents to be cautious when choosing holiday gifts for young people and recommends avoiding those that launch projectiles, such as crossbows and BB guns. The AAO also offers tips on how to safely open champagne to keep New Year's celebrations from turning tragic.

For more information, contact: Public Relations  
AAO | 415.561.8534 | [media@aao.org](mailto:media@aao.org)  
[www.geteyesmart.org](http://www.geteyesmart.org)

### 1-31 | Safe Toys and Gifts Month

What are the most dangerous toys to children's eyesight? Tips on how to choose age appropriate and safe toys will be distributed.

For more information, contact:  
Prevent Blindness America | 800.331.2020  
[info@preventblindness.org](mailto:info@preventblindness.org)  
[www.preventblindness.org](http://www.preventblindness.org)

### 1 | AIDS Day (World)

In 1988, the World Health Organization established World AIDS Day. This event focuses global attention on the continuing impact of the epidemic and encourages each of us to take action to expand our collective response to the epidemic.

For more information, contact: Office of HIV/AIDS and Infectious Disease Policy | US Department of Health and Human Services | 202.690.5560  
[contact@hhs.gov](mailto:contact@hhs.gov) | [www.hhs.gov](http://www.hhs.gov)

### 7-11 | Older Driver Safety Awareness Week (National)

Through Older Driver Safety Awareness Week, the American Occupational Therapy Association (AOTA) aims to promote understanding of the importance of mobility and transportation to ensure older adults remain active in the community—shopping, working, or volunteering—with the confidence that transportation will not be the barrier to strand them at home. Each day provides a different focus, from tips to approaching family conversations to adaptations to ensure safety to other community mobility options.

For more information, contact: Katie Riley,  
Media Relations Manager | AOTA | 301.652.6611  
[kriley@aota.org](mailto:kriley@aota.org) | [www.aota.org](http://www.aota.org)



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Medical Laboratory Professionals Week (National)	17	Patient-Centered Care Awareness Month	37	"Talk About Your Medicines" Month	36
Medical Librarians Month (National)	37	PeriAnesthesia Nurse Awareness Week	9	Teen Pregnancy Prevention Month (National)	21
Medical Staff Services Awareness Week (National)	44	Pharmacists Month (American)	37	Thyroid Cancer Awareness Month	33
Medical Transcriptionist Week (National)	23	Physical Therapy Month (National)	37	Transplant Nurses Day	17
Medical Ultrasound Awareness Month	37	Physician Assistants Week (National)	38	Trauma Awareness Month (National)	21
Medical-Surgical Nurses Week	43	Poison Prevention Week (National)	13	Trauma Survivors Day (National)	23
Melanoma/Skin Cancer Detection and Prevention Month	20	Prematurity Awareness Month	43	<b>U</b>	
Melanoma Monday	21	Prematurity Day (World)	44	Urology Nurses and Associates Week	43
Men's Health Month	25	Professional Social Work Month (National)	12	UV Safety Month	28
Men's Health Week (National and International)	26	Prostate Cancer Awareness Month	32	<b>V</b>	
Mental Health Month	20	Prostate Health Awareness Month	32	Vascular Nurses Week	33
Mental Illness Awareness Week	38	Prostate Health Month	33	Voice Day (World)	17
Midwifery Week (National)	38	Psoriasis Awareness Month	30	Volunteer Week (National)	16
Migraine and Headache Awareness Month (National)	25	Psoriasis Day (World)	40	<b>W</b>	
Minority Health Month (National)	15	Public Health Week (National)	16	Wear Red Day (National)	9
Minority Mental Health Awareness Month (National)	28	Pulmonary Rehabilitation Week (National)	13	Wise Health Care Consumer Month (National)	9
Missing Children's Day (National)	23	<b>R</b>		Women's Eye Health and Safety Month	15
Motorcycle Safety Awareness Month	20	Radiologic and Imaging Nurses Day	16	Women's Health Week (National)	22
<b>N</b>		Radiologic Technology Week (National)	44	Women's Healthy Weight Day	7
Neonatal Nurses Day (National)	34	Recreational Therapy Month (National)	9	Women's Health & Fitness Day (National)	34
Nephrology Nurses Week	33	Red Ribbon Week (National)	40	Workplace Eye Wellness Month	12
Neurodiagnostic Week	17	Registered Dietitian Nutritionist Day	13	<b>Y</b>	
Neurofibromatosis Awareness Month	20	Reye's Syndrome Awareness Month	33	Youth Suicide Prevention Day (National)	33
Neuroscience Nurses Week	23	Respiratory Care Week (National)	40	Youth Suicide Prevention Week (National)	33
Neurosurgery Outreach Month	30	Root Canal Awareness Week	13		
Noise Awareness Day (International)	17	Run A Mile Days (National)	21		
Nuclear Medicine and Molecular Imaging Week	38	<b>S</b>			
Nuclear Science Week	39	Safe Toys and Celebrations Month	46		
Nurses Week (National)	22	Safe Toys and Gifts Month	46		
		Save Your Vision Month	12		

# Planning Ahead

2017

## January

S	M	T	W	T	F	S
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## March

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## May

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## August

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## October

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## December

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