




2021

CALENDAR OF HEALTH OBSERVANCES
& RECOGNITION DAYS

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**Every day is easy to celebrate when you have
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- ✓ Articles, recipes, quizzes and videos for health observances
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Sample Social Content Guide

Sunday 11/1 Halloween Candy Overload  7 Ideas to Deal with All That Candy	Monday 11/2 Lung Cancer Awareness Month  These Are the Signs of Lung Cancer	Tuesday 11/3 Family Caregivers Month  Caregivers Can Do This to Ease Stress	Wednesday 11/4 Alzheimer's Awareness Month  Quiz: What's Your Risk for Alzheimer's?	Thursday 11/5 National Diabetes Month  Here's How to Tell You Have Diabetes
Friday 11/6 National Nachos Day  Video: Mini Chicken Nachos	Saturday 11/7 Healthy Skin Month  5 Tips for Healthier Skin This Winter	Sunday 11/8 COPD Awareness Month  Do These 6 Things to Breathe Better	Monday 11/9 National Pepper Month  Spinach and Bell Pepper Quiche	Tuesday 11/10 Bladder Health Awareness Month  Is It Normal to Pee When You Laugh?
Wednesday 11/11 Get Ready to Quit How to Build a Quit Plan	Thursday 11/12 Great American Smokeout 	Friday 11/13 Holiday Diet Busters 	Saturday 11/14 World Diabetes Day 	Sunday 11/15 Healthy Thanksgiving Sides 



About the Calendar

With the exception of National Hospital Week and the recognition events of the Professional Membership Groups of the American Hospital Association, the events listed are neither endorsed nor sponsored by the American Hospital Association or the Society for Healthcare Strategy & Market Development. Please contact sponsoring organizations directly to confirm observance dates and information and for copyright and/or trademark requirements.

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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 Professional Membership Group of the American Hospital Association, SHSMD serves more than 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.



Society for Health Care
Strategy & Market
Development™

contents



Navigating Communities to Better Health

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january

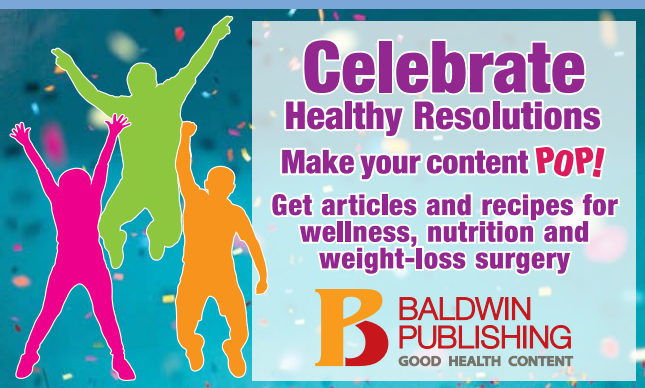
At-a-Glance

MONTH-LONG OBSERVANCES

Radon Awareness Month

RECOGNITION DAYS | EVENTS

25 IV Nurse Day



1-31 | Radon Awareness Month

Radon is a gas that can build up to dangerous levels inside homes, schools, and other buildings without anyone knowing it. It also has been found to cause lung cancer. Every home should be tested for radon and fixed if levels are high. This Radon Awareness Month, test your home for radon. Testing is easy and inexpensive, and it could save your life.

For more information, contact:

American Lung Association | 800.586.4872

www.lung.org/radon

www.facebook.com/lungusa

@LungAssociation | #RadonAwareness

25 | IV Nurse Day

Every January 25, infusion nurses and other health care professionals observe National IV Nurse Day. Established in 1980, the U.S. House of Representatives designated this day to honor and recognize the accomplishments of the nation's infusion nurse specialists each year, as well as the Infusion Nurses Society. As the official IV Nurse Day proclamation reads, "Recognition is long overdue for the nurses who practice IV therapy." We couldn't agree more. We hope you enjoyed your day!

For more information, contact:

Christopher Hunt | Infusion Nurses Society

781.440.9408 | CHRIS.HUNT@INS1.ORG



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february



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february


At-a-Glance

MONTH-LONG OBSERVANCES

American Heart Month
Kids ENT Health Month
Wise Healthcare Consumer Month

WEEK-LONG OBSERVANCES

1-7 Perianesthesia Nurse Awareness Week
14-20 Cardiovascular Professionals Week
15-19 National Phlebotomists' Recognition Week



Celebrate Healthy Hearts

**PICK your cardiac content
ADD your doctor quotes
POST everywhere**

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GOOD HEALTH CONTENT

1-28 | American Heart Month

During American Heart Month, thousands of American Heart Association volunteers raise awareness about and raise funds to fight cardiovascular disease, our number one killer. A federally designated event for more than half a century, American Heart Month reminds people to focus on their hearts and encourages them to get their families, friends and communities involved.

For more information, contact:
Communications Department
American Heart Association | 1-800-AHA-USA1
ahacommunications@heart.org | www.heart.org
@americanheart | @American_Heart
@Goredforwomen | HeartMonth

1-28 | 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:
Tina M. Maggio | cmaggio@entnet.org
American Academy of Otolaryngology - Head and Neck Surgery | 703.535.3762
https://www.entnet.org/ | @AAOHNS | #KidsENT

1-28 | Wise Healthcare Consumer Month

Wise Healthcare Consumer Month is an effort to encourage patients to make wise decisions and to engage in better, more open dialogue with their doctors.

For more information, contact:
Hope Lawless | hlawless@healthyliife.com
American Institute for Preventive Medicine
healthyliife.com | @AIPMhealthyliife
#aipm_healthyliife

1-7 | PeriAnesthesia Nurse Awareness Week (PANAW)

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.

For more information, contact:
American Society of Perianesthesia Nurses (ASPAN)
www.panaw.com

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 | 804-639-9213
peggymcelgunn@comcast.net
www.acvp-online.org | @AllianceCVPros | #CVPWeek

15-19 | National Phlebotomists' Recognition Week

Established in 2019 by the American Medical Technologists (AMT), Phlebotomists Recognition Week recognizes and celebrates phlebotomists' vital role in maintaining patient health and promoting lab efficiency and effectiveness.

For more information, contact:
Cathie Casey | American Medical Technologists
847-823-5169 | mail@americanmedtech.org
www.americanmedtech.org/Be-Involved/
Professional-Recognition-Weeks#2142124-phlebotomists-recognition-week
@americanmedtech | #AMTPhlebotomistsWeek
#NPRW | #representAMT



march



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At-a-Glance

MONTH-LONG OBSERVANCES

Brain Injury Awareness Month
National Nutrition Month
Save Your Vision Month

WEEK-LONG OBSERVANCES

7–13 Dental Assistants Recognition Week
15–19 Health Care HR Week
21–27 National Poison Prevention Week
22–28 National Drug and Alcohol Facts Week

RECOGNITION DAYS | EVENTS

1 Baby Sleep Day
10 Registered Dietitian Nutritionist Day
24 Tuberculosis Day (World)
30 Doctors' Day (National)
30 Doctors' Day

1–31 | Brain Injury Awareness Month

Brain Injury Awareness Month, recognized each March, provides an important opportunity to bring attention to acquired and traumatic brain injuries and to promote strategies to improve the quality of life for persons living with brain injury and their families.

For more information, contact:
Brain Injury Association of America
communications@biausa.org | www.biausa.org
#BrainInjuryAwarenessMonth
Twitter: @biaamerica
Instagram: @bia_usa
Facebook: @braininjuryassociationofamerica

1–31 | National Nutrition Month

National Nutrition Month® is an annual campaign created by the Academy of Nutrition and Dietetics. During the month of March, we invite everyone to focus on the importance of making informed food choices, developing sound eating and physical activity habits.

For more information, contact:
Academy of Nutrition and Dietetics
nnm@eatright.org | www.biausa.org
Twitter and Facebook: @eatrightPRO
Instagram: @eatright_pro
#NationalNutritionMonth

1–31 | Save Your Vision Month

Every year in March, the American Optometric Association (AOA) reminds Americans about the importance of regular, in-person comprehensive eye exams from a doctor of optometry.

For more information, contact:
Susan Thomas | American Optometric Association
314-983-4263 | slthomas@aoa.org
slthomas@aoa.org

1 | Baby Sleep Day

Baby Sleep Day is every March 1st, preceding World Sleep Day. Baby Sleep Day brings attention to the importance of a good night's sleep for every young child and their family. The Pediatric Sleep Council, a team of international pediatric sleep experts, organizes Baby Sleep Day. In celebrating Baby Sleep Day, the PSC seeks to support families who are struggling to develop healthy sleep habits or just want to learn more about baby sleep. Learn more about sleep in young children on

Baby Sleep Day to help everyone get a good night's sleep!

For more information, contact:
Pediatric Sleep Council
www.babysleep.com
@pedsleepcouncil
#babysleepday

7–13 | 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:
Jennifer Porter | American Dental Assistants Association | 877-874-3785 | jporter@adausa.org
www.adausa.org/DARW | [@adaa247](https://twitter.com/adaa247) | **#DARW21**

10 | Registered Dietitian Nutritionist Day

Registered Dietitian Nutritionist Day, celebrated each year on the second Wednesday in March, was created by the Academy of Nutrition and Dietetics to increase the awareness of registered dietitian nutritionists as the indispensable providers of food and nutrition services. This occasion also serves to recognize both RDNs and nutrition and dietetic technicians for their commitment to helping people enjoy healthy lives.

For more information, contact:
Academy of Nutrition and Dietetics
nnm@eatright.org
Twitter and Facebook: @eatrightPRO
Instagram: @eatright_pro
#RDNDay

15–19 | Health Care HR Week

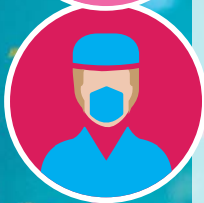
Health Care Human Resources Week is designated to recognize human resources professionals in health care organizations across the nation for their important role across the continuum of care. How will you and your organization recognize this week? Share your activities with the American Society for Health Care Human Resources Administration (ASHHRA) by emailing them to ashhra@aha.org and tagging @ASHHRA on Facebook or Twitter, using the hashtag #HCHRWeek.

For more information, contact: ASHHRA
American Hospital Association | 312.422.3720
ashhra@aha.org | www.ASHHRA.org/HCHRWeek
#HCHRWeek

21–27 | National Poison Prevention Week

National Poison Prevention Week falls each year during the third full week of March. The dates for 2020 are March 21-27, 2021. Celebrated since 1972, use this week to educate your community about preventing unintentional poisonings and the value of America's poison control centers.

For more information, contact:
Yasmine Harding | American Association of Poison Control Centers | harding@AAPCC.org
#PreventPoison | **Twitter:** @AAPCC
Facebook: @AAPCC



Celebrate Healthy Employees

Our content supports Employee Assistance Program goals.

- Disease Management
- Smoking Cessation
- Mental Health
- Weight Management

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22-28 | National Drug and Alcohol Facts Week

National Drug and Alcohol Facts Week® (NDAFW), an annual health observance week, connects teens with resources to SHATTER THE MYTHS® about drugs and alcohol.

For more information, contact:
Brian Marquis | National Institute on Drug Abuse
bmarquis@nida.nih.gov | 301.480.3741
teens.drugabuse.gov/national-drug-alcohol-facts-week | @NIDANEWS | #NDAFW
Facebook: @aapcc

24 | Tuberculosis Day (World)

Tuberculosis (TB) is an infectious disease that usually infects the lungs, but can attack almost any part of the body. It is spread from person to person through the air. When a person with TB in their lungs or throat coughs, laughs, sneezes, sings or even talks, the germs that cause TB may spread through the air. On World Tuberculosis Day, learn how the American Lung Association is committed to fighting this serious lung disease.

For more information, contact:
American Lung Association | 800.586.4872
www.lung.org/tuberculosis
@LungAssociation | #WorldTBDay

30 | Doctors' Day (National)

The first Doctors' Day was observed 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 | kblackmon@sma.org
sma.org/doctorsday | @smadoctorsday
#smadoctorsday

30 | Doctors' Day

Signed into order by President George Bush on October 30, 1990, Public Law 101-473 sets aside this day to honor all physicians with appropriate programs, ceremonies and activities. The first Doctors' Day was initiated by the Barrow County Alliance, Georgia, on March 30, 1933. Since then Alliances, which are physician spouse organizations, have honored physicians through various local programs and observances.

For more information, contact:
Kendra Blackmon | American Medical Association Alliance | admin@amaalliance.org
www.amaalliance.org





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april

At-a-Glance

MONTH-LONG OBSERVANCES

Healthcare Thought Leadership and Innovation Month
National Facial Protection Month
National Limb Loss and Limb Difference Awareness Month
Occupational Therapy Month
Parkinson's Awareness Month
Rosacea Awareness Month

WEEK-LONG OBSERVANCES

18–24 Medical Laboratory Professionals Week
26–30 Patient Experience Week 2021
26–30 Transplant Nurses Week

RECOGNITION DAYS | EVENTS

10 National Youth HIV & AIDS Day
16 World Voice Day
24 DEA National Drug Take Back Day



1–30 | Healthcare Thought Leadership and Innovation Month

TLI Foundation is a leading nonprofit organization that places a strong focus on issues related to health care and the health community. We are a “do tank” and not just a “think tank.” Our goal for The Health Care Thought Leadership and Innovation Month is to inspire all stakeholders in the health care continuum to showcase new and innovative programs and ideas that lead to transformative change in health care.

For more information, contact:
Nicole Dufour, Senior Account Executive,
CPR Strategic Marketing Communications
for TLI Foundation | 201.641.1911 x 54
ndufour@cpronline.com
www.thoughtfoundation.org
#ThoughtLeadershipAndInnovationMonth
@TLIFoundation

1–30 | National Facial Protection Month

April is National Facial Protection Month (NFPM), and AAOMS is teaming up with the Academy for Sports Dentistry (ASD), the AAPD, AAO and the ADA to remind parents, caregivers, coaches and athletes to be proactive in preventing sports-related injuries to the head and face through the use of safety equipment.

For more information, contact:
Karin T. Swihart | American Association of Oral and Maxillofacial Surgeons | 800.678.6200
kswihart@aaoms.org | aaoms.org/saveface
#FacialProtection

1–30 | National Limb Loss and Limb Difference Awareness Month

Limb Loss and Limb Difference Awareness Month (LLAM) is a month spent raising awareness about what it is like to live with limb loss and limb difference, for individuals and their families. We educate and connect communities, empower individuals and families living with limb loss and limb difference to be a voice for themselves and others.

For more information, contact:
Joy Burwell | American Orthotic and Prosthetic Association | 800.328.8476
jburwell@aopanet.org
www.amputee-coalition.org/events-programs/
limb-loss-awareness-month/
@AmericanOandP | @AmputeesUSA
#limblossawarenessmonth
#LLAM#limblossawareness

1–30 | Occupational Therapy Month

April is Occupational Therapy Month! There are more than 213,000 occupational therapists and occupational therapy assistants, educators and students in the U.S. Occupational therapy practitioners facilitate participation in everyday activities for people of all ages and abilities.

For more information, contact: American Occupational Therapy Association (AOTA)
301.652.6611 | members@aota.org
www.aota.org | @AOTAInc | #OTMonth

1–30 | Parkinson's Awareness Month

April is Parkinson's Awareness Month, a national observance that brings together the Parkinson's community to raise awareness for the one million Americans living with Parkinson's.

For more information, contact:
Mona Clifton | Parkinson's Foundation
858.264.1713 | mclifton@parkinson.org
Parkinson.Org

1–30 | Rosacea Awareness Month

The National Rosacea Society (NRS) has designated April as Rosacea Awareness Month to alert the public to the early warning signs of this chronic and conspicuous facial disorder estimated to affect more than 17 million Americans and to raise awareness of the impact rosacea has on its sufferers.

For more information, contact:
National Rosacea Society | 847.382.8971
info@rosacea.org | www.rosacea.org
#RosaceaAwareness

10 | National Youth HIV & AIDS Day

National Youth HIV & AIDS Awareness Day (NYHAAD), annually April 10th, is a day to educate the public about the impact of HIV and AIDS on young people. The day also highlights the advocacy of young people in the U.S. around linking people to services, providing sexual health resources and HIV education.

For more information, contact:
Health & Social Equity Department
Advocates for Youth | 202.419.3420
armonte@advocatesforyouth.org
advocatesforyouth.org/nyhaad/
@advocatestweets

april

Celebrate Minority Health

**Our multicultural
content and images
help you make
meaningful
connections
in every community**

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16 | World Voice Day

Every year on April 16, otolaryngologist-head and neck surgeons and other voice health professionals worldwide join together to recognize World Voice Day. On World Voice Day, everyone—young and old—is encouraged to assess their vocal health and take action to improve or maintain good voice habits.

For more information, contact:

**The American Academy of Otolaryngology Head and Neck Surgery | @aaohns | #worldvoiceday
703-836-4444 | entnet.org**

18–24 | Medical Laboratory Professionals Week

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

For more information, contact:

**Angela Collier | ASCP
312-541-4110 | angela.collier@ascp.org
www.ascp.org | @ascp_chicago | #labweek**

24 | DEA National Drug Take Back Day

This day provides an opportunity to get unused and unwanted medications out of your household.

For more information, contact:

**Drug Enforcement Administration
#DEATakeBack | Takebackday.dea.gov**

26–30 | Patient Experience Week 2021

Patient Experience Week is an annual event to celebrate healthcare staff impacting patient experience every day. Inspired by members of the Institute community, PX Week provides a focused time for organizations to celebrate accomplishments, re-energize efforts and honor the people who impact patient experience every day. From nurses and physicians, to support staff and executive professionals, to patients, families and communities served, the Institute hopes to bring together healthcare organizations across the globe to observe PX Week.

For more information, contact:

**Emily Solinger | The Beryl Institute
1.866.488.2379 Ext. 716
emily.solinger@theberylinstitute.org
www.theberylinstitute.org/page/PXWeek
@BerylInstitute | #PXWeek**

26–30 | Transplant Nurses Week

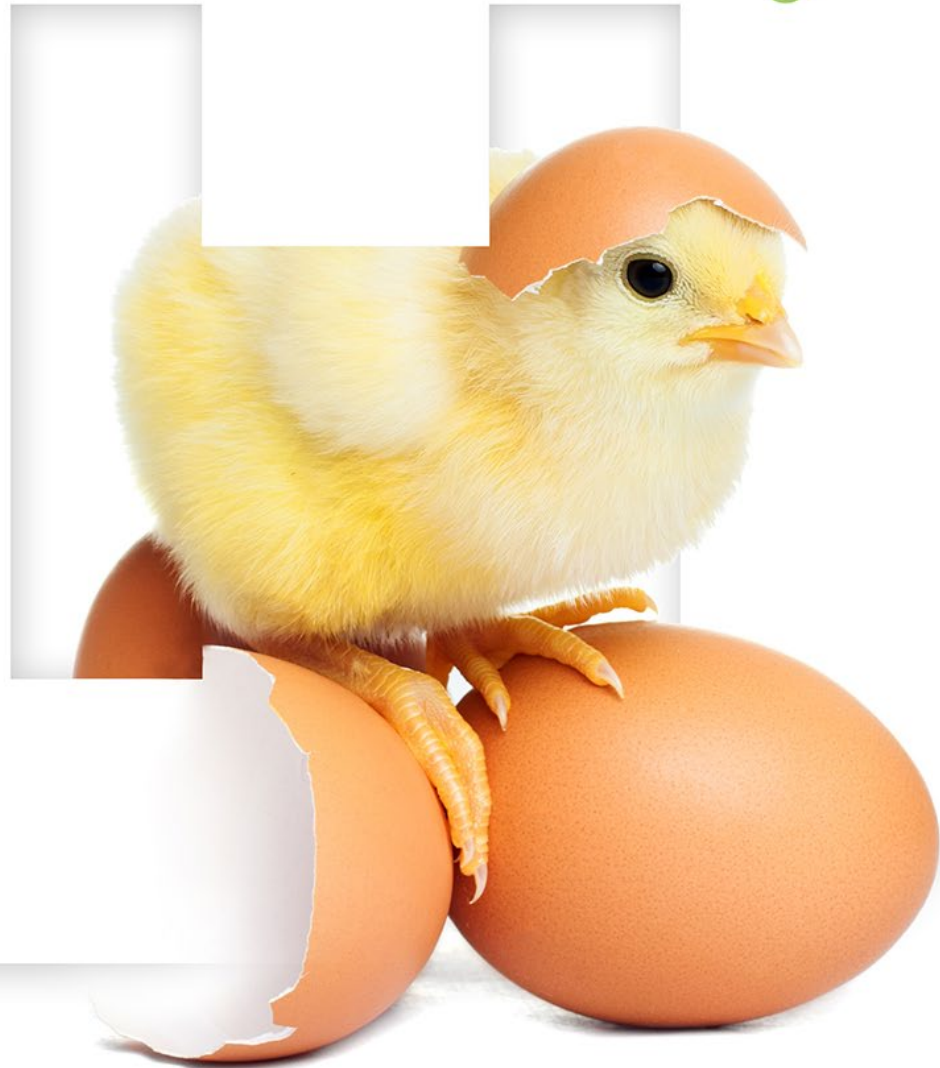
ITNS created Transplant Nurses Week to raise awareness of the unique contributions transplant nurses make in the lives of the people with whom they work, especially their patients. As awareness of this important profession grows, ITNS is committed to creating more opportunities for nurses, health care professionals, organ donors and recipients and their families to show their appreciation for the incredible care transplant nurses provide around the world.

For more information, contact:

**Kat Waks | Operations and Education
Administrator | International Transplant Nurses
Society | 847-375-6375 | kwaks@itns.org | itns.org
Instagram: @transplantnurses
Twitter: @ITNSnurses
Facebook: @InternationalTransplantNursesSociety
#TransplantNursesWeek**



may



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may

At-a-Glance

MONTH-LONG OBSERVANCES

American Stroke Month
Asthma Awareness Month
Global Employee Health and Fitness Month (GEHFM)
Mental Health Month
National Osteoporosis Month
National Critical Care Awareness and Recognition Month
National Run A Mile Days
NF Awareness Month
Nurses Month
Workers' Compensation Advocacy Awareness Month

WEEK-LONG OBSERVANCES

9–15 National Hospital Week
9–15 National Skilled Nursing Care Week (NSNCW)
9–15 Neuroscience Nurses Week
9–15 Women's Lung Health Week (National)
10–16 National Stuttering Awareness Week
16–22 Healthcare Documentation Integrity Week

RECOGNITION DAYS | EVENTS

4 Asthma Day (World)

1–31 | American Stroke Month

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 aims to help end stroke by heightening public awareness of stroke warning signs and risk factors.

For more information, contact:

Alexson Calahan | American Heart Association
515.246.4581 | alexson.calahan@heart.org
stroke.org | @american_stroke | #strokemonth

1–31 | Asthma Awareness Month

Over 24 million people in the United States live with asthma, a chronic lung disease that makes breathing difficult. There is no cure for asthma, but it can be managed and treated so that those with asthma can live an active and healthy life. Learn more about asthma triggers and management with the American Lung Association's free Asthma Basics.

For more information, contact:

American Lung Association | 800.586.4872
www.lung.org/asthma | www.facebook.com/lungusa
@LungAssociation | #asthma

1–31 | Global Employee Health and Fitness Month (GEHFM)

Global Employee Health and Fitness Month (GEHFM) 2021 Initiative is ready to go - participate during ANY month during the year. GEHFM is the crown jewel of workforce wellness initiatives created by the National Association for Health and Fitness and its goal is to promote the benefits of a healthy lifestyle through health promotion activities and environments. Toolkits are provided to all participants and contents can be translated into any global language. Join now and show you support for active, healthy living.

For more information, contact:

National Association for Health and Fitness
518.456.1058 | aerobic2@aol.com
www.physicalfitness.org | @NAHFOfficial
@GEHFM | #GEHFM

1–31 | Mental Health Month

Since 1949, Mental Health America and our affiliates across the country have led the observance of May is Mental Health Month by reaching millions of people through the media, local events and screenings. We welcome other organizations to join us in spreading the word that mental health is something everyone should care about by using the May is Mental Health Month toolkit materials and conducting awareness activities.

For more information, contact:

Danielle Fritze | Mental Health America
703.797.2591 | dfritze@mhanational.org
www.mhanational.org | www.mhascreening.org
@mentalhealtham | @mentalhealthamerica
#MentalHealthMonth | #mhm21 | #b4stage4

1–31 | National Osteoporosis Month

Each May, the National Osteoporosis Foundation (NOF) works to generate awareness and inspire behavioral change regarding the critical importance of good bone health and osteoporosis prevention. During May and all year long, we want everyone to make a commitment to be bone strong!

For more information, contact:

National Osteoporosis Foundation (NOF)
1(800) 231-4222 | info@nof.org
https://www.nof.org

1–31 | National Critical Care Awareness and Recognition Month


Support and celebrate critical care professionals in May with National Critical Care Awareness and Recognition Month. The Society of Critical Care Medicine wants to see all the unique ways you turn your intensive care unit blue this month and hear about the heroes in your ICU! Share using #BlueICU via Twitter, Facebook, or Instagram.

For more information, contact:

Communications Department | Society of Critical Care Medicine | 847.827.6888
support@sccm.org | sccm.org/About-SCCM/
Partnerships/Critical-Care-Awareness-Month
@SCCM | #BlueICU



may



Celebrate Women's Health

Is your service line content focused on women?

Ours is.

Cardiac, Neuro, Ortho, Cancer, and Gynecology

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1-7 | National Run A Mile Days

Community running events will take place at elementary schools primarily; as well as, parks and areas in towns and cities nationwide. The mission is to improve the physical activity of boys and girls by running or rolling (wheelchair) a Mile.

For more information, contact:
David Watt | The Run A Mile Project
703.731.3429 | dave@therunamileproject.org
www.therunamileproject.org | #areyouamiler
@be_a_miler

1-31 | NF Awareness Month

NF Awareness Month and World NF Awareness Day (May 17th) are recognized to put NF in the national (and international) limelight, to foster hope in the NF community and to create wonderful fundraising opportunities for innovative NF research.

For more information, contact:
Children's Tumor Foundation | media@ctf.org
www.ctf.org | @childrentumor | #EndNF

1-31 | Nurses Month

As the largest group of health care professionals in the United States, nurses' impact on health and health care is unparalleled. Nurses Month provides opportunities to promote understanding and awareness of our profession, encourage young people to consider nursing as a career and recognize the vast contributions of nurses. The theme for Nurses Month: You Make a Difference. We will focus on a different topic each week of the month. Week 1: Self-care; Week 2: Recognition; Week 3: Professional Development; Week 4: Community Engagement.

For more information, contact:
Joan Hurwitz | American Nurses Association
301.628.5020 | joan.hurwitz@ana.org
www.nursingworld.org | #NursesMonth
Facebook: @AmericanNursesAssociation,
Twitter: @ANANursingWorld
Instagram: @ANANursingWorld
LinkedIn: @AmericanNursesAssociation
YouTube: www.youtube.com/channel/UC65BIQo-edupOQHEnU-liNw

1-31 | Workers' Compensation Advocacy Awareness Month

The workers' compensation industry has been challenged to create an advocacy-based approach in putting the needs of injured workers first. Given the bi-directional nature between physical pain and mental health, there is a significant need to provide better support for injured workers who suffer from injuries with compounding behavioral health challenges. Injured workers deserve compassion, respect and a collaborative approach to problem-solving at a time when they need it most.

For more information, contact:
Chrissy Gaul | Vice President, Marketing
Carisk Partners | 855.541.5300
chrissy.gaul@cariskpartners.com
www.cariskpartners.com | @WCAdvocacy
#WCAdvocacy

4 | Asthma Day (World)

World Asthma Day honors those who have asthma by raising awareness and knowledge of asthma. Take the American Lung Association's free online learning course, Asthma Basics.

For more information, contact:
American Lung Association | 800.586.4872
www.lung.org/asthma | @LungAssociation
#asthma #WorldAsthmaDay

9-15 | National Hospital Week

National Hospital Week 2021 highlights the adage of every hospital, health system and person involved in keeping our communities healthy – that health comes first.

For more information, contact:
American Hospital Association
www.aha.org/ahia/get-involved/national-hospital-week | @AHAHospital
#NationalHospitalWeek

9-15 | National Skilled Nursing Care Week (NSNCW)

Established by the American Health Care Association (AHCA) in 1967, National Skilled Nursing Care Week® (NSNCW) recognizes the essential role of skilled nursing care centers in caring for America's frail, elderly and disabled. NSNCW is also a time to recognize the residents, their special relationships with staff and the family members that all make up the unique and wonderful communities.

For more information, contact:
American Health Care Association
www.ahcanal.org/events/national_skilled_nursing_care_week/Pages/default.aspx
@NationalSkilledNursingCareWeek
#NSNCW



9–15 | Neuroscience Nurses Week

Join the American Association of Neuroscience Nurses (AANN) in observing this special week, dedicated to those who care for the most vulnerable patients and families, by engaging in recognition activities at your institution. Neuroscience Nurses Week celebrates the work of neuroscience nurses as well as highlights their influence on patient care to hospital administrators, allied health professionals, and the community.

For more information, contact: Allison Begezda
AANN | 847.375.4733 | info@aann.org
www.AANN.org/nnw | [@neuronursesAANN](https://twitter.com/neuronursesAANN)
#NNW

9–15 | Women's Lung Health Week (National)

The American Lung Association's LUNG FORCE initiative is a fast-growing movement uniting the nation in the fight against the leading cancer killer of women. During National Women's Lung Health Week, raise your voice against lung cancer.

For more information, contact:
American Lung Association | 800.586.4872
www.lung.org/lung-force | www.lungforce.org
[@LUNGFORCE](https://twitter.com/LUNGFORCE) | #LUNGFORCE

10–16 | National Stuttering Awareness Week

This is a special week to educate both the public and professionals about stuttering, and the many effective options available for those who stutter.

For more information, contact:
Jane Fraser | The Stuttering Foundation of America
912.638.3416 | jfraser@stutteringhelp.org
www.stutteringhelp.org

16–22 | Healthcare Documentation Integrity Week

Healthcare Documentation Integrity Week is a week-long celebration of the contributions health care documentation specialists make toward ensuring complete and accurate patient health records.

For more information, contact:
Member Services | AHDI | 800.982.2182
ahdi@ahdionline.org | www.ahdionline.org
[@AHDI_Tweets](https://twitter.com/AHDI_Tweets) | #AHDI



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My.SHSMD.org



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june

At-a-Glance

MONTH-LONG OBSERVANCES

Cataract Awareness Month
Liver Health Matters Month
Men's Health Month
National Headache and Migraine Awareness Month
PTSD Awareness Month
Scleroderma Awareness Month

WEEK-LONG OBSERVANCES

15–21 Men's Health Week (National)
17–24 44th Annual National Nursing Assistants Week
21–25 HRM Week 2021

RECOGNITION DAYS | EVENTS

7 #HAVhope Day of Awareness

1–30 | Cataract Awareness Month

Cataracts are the leading cause of blindness in the world. There are close to 22.3 million Americans ages 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 | 800.331.2020
info@PreventBlindness.org
www.PreventBlindness.org/cataract
@PBA_SavingSight | #CataractAwarenessMonth

1–30 | Liver Health Matters Month

Most people are unaware of the importance of liver health, the looming epidemic of nonalcoholic fatty liver disease (NAFLD) and nonalcoholic steatohepatitis (NASH) or of the critical need for identifying, assessing and monitoring liver health and preventing disease progression. Liver Health Matters, a month-long initiative, heightens recognition of the need to monitor the risk for fatty liver disease through annual screening programs and point-of-care non-invasive testing. PROGRAM GOALS/OBJECTIVES: -Raise public and professional awareness of the importance of early detection and monitoring of fatty liver disease through traditional and digital media, social networking and community outreach. -Encourage annual screening and ongoing monitoring. -Promote healthy lifestyle changes. The relationship between obesity and liver health is also significant. Liver Health Matters, a month-long initiative, will heighten recognition of the need to monitor their risk for fatty liver disease through annual screening programs and point-of-care non-invasive testing. PROGRAM GOALS/OBJECTIVES: -Raise public and professional awareness of the importance of early detection and monitoring of fatty liver disease through traditional and digital media, social networking and community outreach. -Encourage annual screening and ongoing monitoring. -Promote healthy lifestyle changes.

For more information, contact: Michael Tunkelrott
Echosens and NASHNet | +1.617.945.3182
Michael.tunkelrott@echosens.com
www.echosens.us | @EchosensNA
#liverhealthmatters

1–30 | Men's Health Month

Men's Health Month, which is anchored by National Men's Health Week (June 15–21), is a special observance 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
info@menshealthnetwork.org
www.menshealthmonth.org
@MensHlthNetwork @MensHealthMonth

1–30 | National Migraine and Headache Awareness Month

The month is dedicated to the over 41 million Americans who experience some form of disabling headache disease. Our goal is to raise awareness about this malady and educate the public in order to decrease the stigma associated with migraine and headache disease. Various advocacy organizations dedicated to headache disorders will present various initiatives during the month.

For more information, contact:
Linda Summerfield | National Headache Foundation | 1-888-NHF-5552
info@headaches.org | www.headaches.org

1–30 | PTSD Awareness Month

Following a traumatic event, many people have painful memories that will fade over time. For others, however, the memories, thoughts, and feelings don't go away—even months or years later. If stress reactions do not improve over time and they disrupt everyday life, it is important to seek help to determine if post-traumatic stress disorder (PTSD) is present. The purpose of PTSD Awareness Month is to raise public awareness of PTSD and effective treatments.

For more information, contact:
VA National Center for PTSD | Department of Veterans Affairs | 802.296.5132 | ncptsd@va.gov
www.ptsd.va.gov | @PTSDAwareness | #PTSD

1–30 | Scleroderma Awareness Month

Scleroderma Awareness Month is a time to create new connections, to reach outside our circle of friends and learn about the life-threatening challenges faced by individuals who have scleroderma, a disease that can affect anyone and that has no cure. The more we know about scleroderma, the faster we can find a cure and save lives.

For more information, contact
Scleroderma Foundation | (800) 722-4673
SFinfo@scleroderma.org | www.scleroderma.org
Twitter: @scleroderma | Facebook: @sclerodermaUS
YouTube.com/sclerodermaUS
Instagram.com/sclerodermaUS
#sclerodermaaware





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Healthy grilling recipes, too!

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4 | #HAVhope Day of Awareness

On June 4, Hospitals Against Violence Hope (#HAVhope) will focus national attention on the hospital community's efforts to combat violence on the job and in our neighborhoods. Violence is one of the country's major public health and safety issues. Our nation's hospitals and health systems are leaders and partners in addressing violence and the toll it takes on our communities and health care colleagues.

For more information, contact: Laura Castellanos
American Hospital Association | 312.422.3203
lcastellanos@aha.org | hav@AHAhospitals
www.aha.org | #HospitalsAgainstViolence
#MyHospital | #HAVhope

15-21 | Men's Health Week (National)

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 health care 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
info@menshealthnetwork.org
www.menshealthweek.org | @MensHlthNetwork
@MensHealthMonth

17-24 | 44th Annual National Nursing Assistants Week

June 17, 2021- Day One is "Career Nursing Assistants Day" and a day to celebrate and bring media attention to our "Stayers" (C) or "Wisdom Keepers" (C): those Nursing Assistants who provide consistency and stability to care for 5 to as many as 58 years of service. The following 7 days are NAWWeek and focus on "Kindness n Action" and "Creating a Community of Caring."

For more information, contact:
Gen Gipson | National Network of Career Nursing Assistants | 330.825.9342 | cnajeni@aol.com
www.cna-network.org
www.facebook.com/groups/118681892980/#

21-25 | HRM Week 2021

Join the American Society for Health Care Risk Management in celebrating HRM Week. This week is the time to show your appreciation for the work that risk management and patient safety professionals do to ensure that patients receive safe and trusted health care.

For more information, contact:
ASHRM (AHA) | 312-422-3980
ASHRM@aha.org
www.ashrm.org/resources/hrm-week
@ASHRMAHA | #HRMWeek





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july

At-a-Glance

MONTH-LONG OBSERVANCES

Cord Blood Awareness Month



Celebrate Event Planning

FREE Samples of branded Cookbooks and Calendars for giveaways at

BaldwinPublishing.com

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GOOD HEALTH CONTENT

1-31 | Cord Blood Awareness Month

Cord Blood Awareness Month raises awareness about the medical value of stem cells in a baby's umbilical cord blood, umbilical cord tissue and placenta. Parents can bank these cells privately for use by their own family, or donate them to public banks for the benefit of patients seeking a donor for stem cell therapy. Parent's Guide to Cord Blood Foundation supports all parent options and provides services for parents, physicians, and cord blood bank professionals.

For more information, contact: **Dr. Frances Verter**
Parent's Guide to Cord Blood Foundation
info@parentsguidecordblood.org
parentsguidecordblood.org
[@ParentCordBlood](https://twitter.com/ParentCordBlood) [@ParentCordTissu](https://twitter.com/ParentCordTissu)



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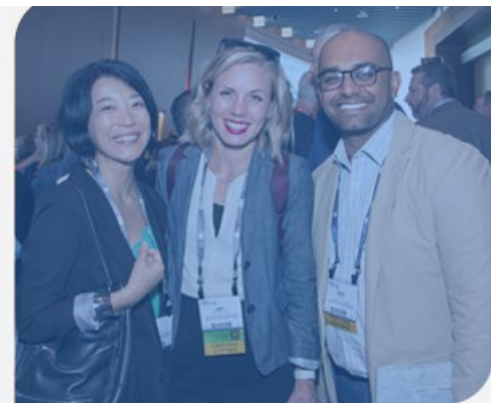
Average attendees

70+

Targeted sessions

50

States represented



Join us in 2021!

September 19-22, 2021

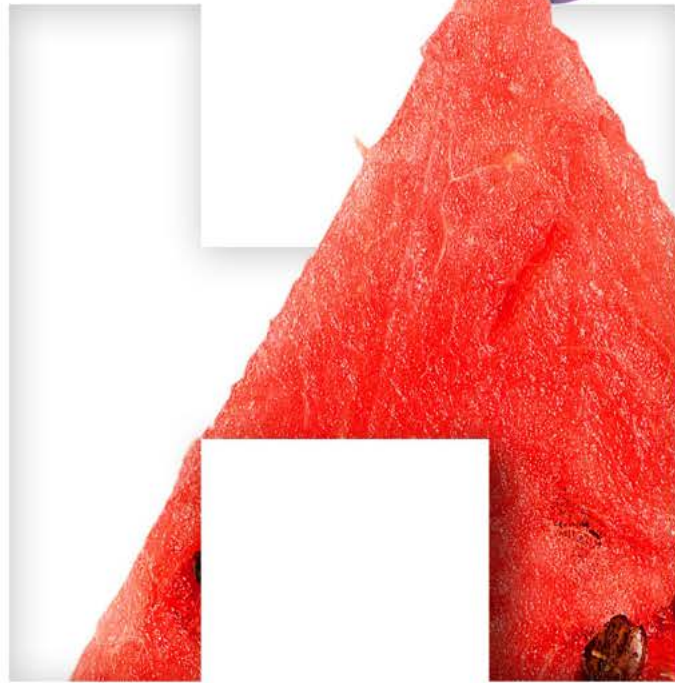
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august



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august

At-a-Glance

MONTH-LONG OBSERVANCES

Immunization Awareness Month (National)
Neurosurgery Awareness Month
Psoriasis Action Month

WEEK-LONG OBSERVANCES

8–14 National Health Center Week
22–28 Spastic Paraplegia Awareness Week
23–29 Health Unit Coordinator Week

RECOGNITION DAYS | EVENTS

28 Physician Family Day



1–31 | Immunization Awareness Month (National)

Vaccines aren't just for kids. Approximately 40,000 to 50,000 adults in the US die from vaccine-preventable infectious diseases or their complications each year. During National Immunization Awareness Month, make sure you're up to date on your vaccinations.

For more information, contact:
American Lung Association | 800.586.4872
www.lung.org/flu | @LungAssociation

1–31 | Neurosurgical Awareness Month

The AANS shines a spotlight on various neurosurgical conditions and treatments. The focus for 2021 is to be announced.

For more information, contact:
Alice Kelsey | American Association of Neurological Surgeons | 847.378.0500
aik@aans.org | www.aans.org
@AANSNeuro | #AANS2021

1–31 | Psoriasis Action Month

Psoriasis is a debilitating disease that impacts more than 8 million individuals in the U.S. and 125 million people worldwide. Psoriasis Action Month was created to generate awareness of the disease and to provide resources and information for people living with psoriasis.

For more information, contact:
National Psoriasis Foundation | 800-723-9166
info@psoriasis.org | psoriasis.org
Facebook and Instagram: @NationalPsoriasis.Foundation | Twitter: @NPF
#ThisIsPsoriasis, #PsOActionMonth, #PsoriasisActionMonth, #NPF

8–14 | National Health Center Week

National Health Center Week is an annual celebration with the goal of raising awareness about the mission and accomplishments of America's Community Health Centers over the past five decades. Community Health Centers serve as the beacon of strength, service and care in their communities, offering support and love. In moments of triumph, they offer hope and a vision for the future. Let's come together to celebrate the roles Community Health Centers have played in shaping America's health care system. Each day of National Health Center Week is dedicated to a particular focus area, such as staff appreciation or children's health. We hope you will join us in this celebration!

For more information, contact:
Grassroots Advocacy Department
National Association of Community Health Centers
grassroots@nachc.org
healthcenterweek.org
@HCAAdvocacy | #NHCW21 | #ValueCHCs

22–28 | Spastic Paraplegia Awareness Week

Hereditary Spastic Paraplegia (HSP) are closely related, progressive neurological disorders. People with HSP or PLS experience weakness, stiffness and spasticity in the lower body, resulting in being unable to walk and making daily life a challenge. Currently, there is no way to slow or reverse the progression of these disorders. Spastic Paraplegia Awareness Week promotes understanding of these rare disorders; creates opportunities for mutual sharing and support; raises awareness of therapies for enhancing function; and supports research to find a cure.

For more information, contact:
Spastic Paraplegia Foundation
1605 Goularte Place | Fremont, CA 94539-7241
877-773-4483 | information@sp-foundation.org
information@sp-foundation.org
www.sp-foundation.org

23–29 | Health Unit Coordinator Week

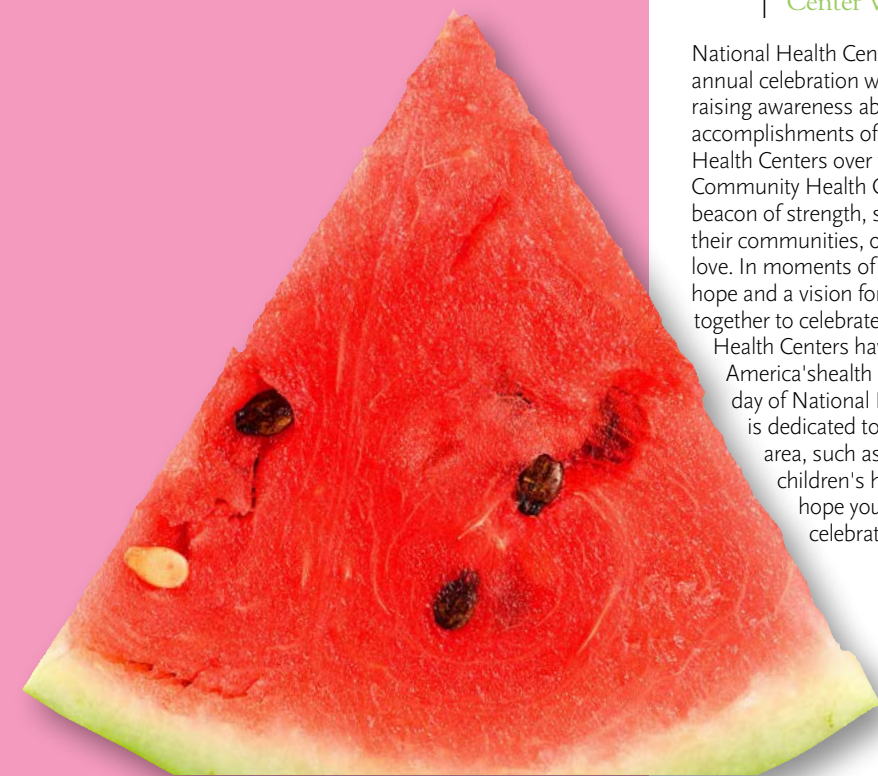
This week is dedicated to recognizing the contributions of health unit coordinators to the health care team. The National Association of Health Unit Coordinators (NAHUC) is dedicated to promoting health unit coordinating as a profession through education, certification, and compliance with the NAHUC standards of practice, standards of education and code of ethics.

For more information, contact:
Patricia Rice | National Association of Health Unit Coordinators, Inc. (NAHUC) | 815.633.4351
office@nahuc.org | www.nahuc.org
@nahucoffice | #hucconf

28 | Physician Family Day

A joint proclamation by the AMA and AMA Alliance to designate the last Saturday in August as a national day of celebration and recognition of our dedicated physicians and the continuous quality health care they provide, without regard for their own personal needs; to promote re-engagement and connection with colleagues, friends, and families, in the understanding that self-care is a necessary part of caring for patients.

For more information, contact:
AMA Alliance, Inc | 800-549-4619
admin@amaalliance.org | www.amaalliance.org
#physicianfamilyday | #physicianfamilystrong





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At-a-Glance

MONTH-LONG OBSERVANCES

Childhood Cancer Awareness Month
Drug-Free Pain Management Awareness Month
Food Safety Education Month
Gynecologic Cancer Awareness Month
Prostate Cancer Awareness Month
Pulmonary Fibrosis Awareness Month (Global)
Sepsis Awareness Month
Thyroid Cancer Awareness Month

WEEK-LONG OBSERVANCES

5–11 Vascular Nurses Week
6–10 National Suicide Prevention Week
12–18 National Assisted Living Week (NALW)
12–18 National Environmental Services Week
13–19 Neonatal Nurses Week
19–25 International Clean Hands Week
20–24 Nursing Professional Development Week

RECOGNITION DAYS | EVENTS

10 National Suicide Prevention Day

1–30 | Childhood Cancer Awareness Month

Every day, the parents of 43 children in the US hear the words, "Your child has cancer." Sadly, 1 in 8 of these children will not survive, and of those that do, 60 percent of them will suffer long-term side effects like heart failure and secondary cancers. Join CureSearch during September to help find better, less toxic treatments for every child diagnosed with cancer so they can lead longer, healthier and more productive lives.

For more information, contact:

Tessa Gatz | CureSearch for Children's Cancer
tessa.gatz@curesearch.org | curesearch.org
@curesearch | #curesearch
#childhoodcancerawarenessmonth

1–30 | Drug-Free Pain Management Awareness Month

Prescription opioid use and abuse that leads to addiction and catastrophic outcomes has become a national crisis. During Drug-Free Pain Management Month, the Foundation for Chiropractic Education advises the public that there are non-pharmacologic options, such as chiropractic care, to safely and effectively relieve acute, subacute and chronic pain. Online guides and toolkits provide education and materials to plan and promote consumer awareness activities.

For more information, contact:

#StopOpioidAbuse | drugfreepaincare.org

1–30 | Food Safety Education Month

A month for people to learn about actions they can take at home to reduce the risk of food poisoning, such as hand washing, surface cleaning, surface sanitizing, cooking to a safe temperature, chilling foods within 2 hours of a meal and avoiding cross contamination. Food poisoning affects 1 in 4 individuals in the United States each year.

For more information, contact:

Katie Weston | Partnership for Food Safety Education | 202-688-3260
info@fightbac.org | www.fightbac.org
@FightBAC #foodsafetymonth | #foodsafety

1–30 | Gynecologic Cancer Awareness Month

The Foundation for Women's Cancer (FWC) understands the importance of bringing awareness to all gynecologic cancers—cervical, ovarian, uterine/endometrial, vaginal and vulvar cancer—and declared September as Gynecologic Cancer Awareness Month (GCAM) with a goal of reaching more and more people each year with resources on gynecologic cancer symptoms, risk factors, prevention and early detection.

For more information, contact: Lindsey Powell | Foundation for Women's Cancer 312.235.4058 | lindsey.powell@sgo.org
www.foundationforwomenscancer.org

www.sgo.org | @foundationforwomenscancer
@GYNCancer | #EndWomensCancer | #GCAM

11–30 | Prostate Health Month

As the founder and coordinator of the National Prostate Cancer Awareness Week (PCAW) Program, we have screened over 5,000,000 men across the country for the disease and have become one of the largest and most successful health screening projects in the world. Through hundreds of hospitals, clinics, private physicians and health centers, we are able to bring free screenings each year to more than 125,000 men.

For more information, contact:

Renee Savickas | Prostate Conditions Education Council | 303.807.1128 | renee.savickas@prostateconditions.org | www.prostateconditions.org
facebook.com/4Prost8 | #4Prost8Health

1–30 | Pulmonary Fibrosis Awareness Month (Global)

Pulmonary fibrosis is a serious, chronic lung disease affecting more than 140,000 Americans. This September, during Pulmonary Fibrosis Awareness Month, help bring awareness to this life-threatening disease that makes it difficult to breathe.

For more information, contact:

American Lung Association
800.586.4872 | Erin.Meyer@lung.org
www.lung.org/pulmonary-fibrosis
@LungAssociation | #PulmonaryFibrosis
#PFAwareness

1–30 | Sepsis Awareness Month

In 2011, Sepsis Alliance designated September as Sepsis Awareness Month. Every September since, we've invited individuals, health care professionals in every area of medicine and organizations big and small to help save lives by raising awareness of the leading cause of deaths in U.S. hospitals—SEPSIS.

For more information, contact:

Marketing and Communications | Sepsis Alliance
619.232.0300 | info@sepsis.org | www.sepsis.org/
get-involved/sepsis-awareness-month/
@SepsisAlliance | #SAM2021

1–30 | Thyroid Cancer Awareness Month

Thyroid Cancer Awareness Month is an opportunity to educate the public about thyroid cancer and the importance of early detection, treatment and lifelong monitoring. ThyCa: Thyroid Cancer Survivors' Association offers free support, materials and educational events for people with all types of thyroid cancer and their families.

For more information, contact:

Publications Department | ThyCa: Thyroid Cancer Survivors' Association, Inc. | 877.588.7904
thyca@thyca.org | www.thyca.org
@ThyCaInc | #ThyCaAware | #ThyCaTalk



Celebrate Mental Health

Let's talk about it!

Our Behavioral Health content helps start conversations on anxiety, stress, addiction and suicide.

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5–11 | Vascular Nurses Week

Vascular Nurses 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: Joanna Bronson
Society for Vascular Nursing | 312.334.2321
jbronson@vascularsociety.org | www.svnnet.org

6–10 | National Suicide Prevention Week

The American Association of Suicidology believes we need focus on suicide prevention every day of every year. And we can do this by continuously spreading awareness, advocating for research funding, developing innovative and effective treatment tools, being kind and helping to educate others on things like resources and warning signs. It's time to get involved, but not just this week and not just the month. It's time to make #AAS365 a priority. And it's time to make our efforts count. National Suicide Prevention Lifeline: 800-273-8255

Crisis Text Line: Text HOME to 741 741

For more information, contact:
Chris Maxwell | American Association of Suicidology | 202.237.2280 | info@suicidology.org
www.aas365.org | @AASuicidology
#NSPW21 | #AAS365

12–18 | National Assisted Living Week (NALW)

Established by the National Center for Assisted Living (NCAL) in 1995, National Assisted Living Week® provides a unique opportunity for residents, their loved ones, staff, volunteers and the surrounding communities to recognize the role of assisted living in caring for America's seniors and individuals with disabilities. The annual observance encourages assisted living communities around the country to offer a variety of events and activities to celebrate the individuals they serve, as well as to help educate members of the public about this distinctive aspect of long term care.

For more information, contact:
National Center for Assisted Living (NCAL)
ncal@ncal.org | www.ahcancal.org/ncal/
events/nalw/Pages/default.aspx
@nationalassistedlivingweek
#NationalAssistedLivingWeek | #NALW

12–18 | National Environmental Services Week

Each year, National Health Care Environmental Services Week gives us the opportunity to show our appreciation for the extraordinary teamwork required to care for the complex health care environment.

For more information, contact:
Association for the Health Care Environment (AHE)
312-422-3860 | ahe@aha.org | www.ahe.org

13–19 | Neonatal Nurses Day (National)

Established in 2000 by the National Association of Neonatal Nurses (NANN), members of the neonatal community use this time to honor their nurse colleagues and show their pride in being a neonatal nurse. Neonatal Nurses Week provides an opportunity to celebrate the hard work and dedication of neonatal nurses as well as the NANN community. Your contributions to the tiniest patients make a difference that lasts a lifetime for neonates and their families.

For more information, contact:
Molly Anderson | National Association of Neonatal Nurses | 847.375.4897
mlanderson@nann.org nann.org/NNW
@neonatalnursesday | #NeonatalNursesWeek
#wesavebabies

19–25 | International Clean Hands Week

International Clean Hands Week was established in 2003 by the Clean Hands Coalition, an alliance of public and private partners initiated by the Centers for Disease Control and Prevention. Partners work together to create coordinated and sustained initiatives to improve hand hygiene compliance. During this week, activities around the world are encouraged by many organizations to raise awareness about the importance of good hand hygiene. Dr. Will Sawyer and Henry the Hand Foundation has continued the celebration for ALL to benefit!

For more information, contact:
Dr. Will Sawyer | Henry the Hand Foundation
513-769-4951 | dr.will@henrythehand.org
www.henrythehand.org

20–24 | Nursing Professional Development Week

NPD Week recognizes the work done by nursing professional development practitioners. During this week, take the time to celebrate your achievements thank your staff, host educational activities and teach others about nursing professional development.

For more information, contact:



october



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At-a-Glance

MONTH-LONG OBSERVANCES

American Pharmacists Month
Domestic Violence Awareness Month
Health Literacy Month
Medical Ultrasound Awareness Month
National Disability Employment Awareness Month
National Physical Therapy Month
Talk About Your Medicines Month

WEEK-LONG OBSERVANCES

3–9 Fire Prevention Week
3–9 National Healthcare Supply Chain Week
10–16 Emergency Nurses Week
10–16 Sterile Processing Week
11–16 National Dialysis Technician Recognition Week
16–22 International Infection Prevention Week
18–22 Medical Assistants Recognition Week
18–24 National Radon Action Week
18–24 Nuclear Science Week
24–30 National Health Care Facilities and Engineering Week
24–30 National Respiratory Care Week

RECOGNITION DAYS | EVENTS

13 Stop America's Violence Everywhere (S.A.V.E.)
22 Stuttering Awareness Day (International)

1–31 | American Pharmacists Month

American Pharmacists Month (APhM) is a time to recognize pharmacists' contributions to health care and all they can do for their communities.

For more information, contact:

Chad Clinton | American Pharmacists Association
202.429.7558 | cclinton@aphanet.org
pharmacist.com | [@pharmacists](https://twitter.com/pharmacists) | [#APhM2021](https://twitter.com/APhM2021)

1–31 | Domestic Violence Awareness Month

October is National Domestic Violence Awareness Month, which first began in 1981 by the National Coalition Against Domestic Violence as a Day of Unity to connect battered women's advocates across the country. Domestic violence affects millions, both women and men, of every race, religion, culture and status.

For more information, contact:

Joe Ostrander | National Resource Center on Domestic Violence | 800.537.2238
jostrander@nrcdv.org | [@nrcdv](https://twitter.com/nrcdv)
[#DVAM](https://twitter.com/DVAM) | [#Thing](https://twitter.com/Thing) | [#DVAM2021](https://twitter.com/DVAM2021)

1–31 | Health Literacy Month

Health Literacy Month is a time for organizations and individuals to promote the importance of understandable health information. This annual worldwide awareness-raising event has been going strong ever since Helen Osborne founded it in 1999.

For more information, contact:

Beth Scott | Institute for Healthcare Advancement
562.690.4001 | bscott@ihah4health.org
healthliteracymonth.org | [@hlmonth](https://twitter.com/hlmonth) | [#hlmonth](https://twitter.com/hlmonth)

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 the Society of Diagnostic Medical Sonography (SDMS).

For more information, contact:

Kelly Stafford | Society of Diagnostic Medical Sonography | 214.473.8057
kstafford@sdms.org
[@TheSDMS](https://twitter.com/TheSDMS) | [#MUAM21](https://twitter.com/MUAM21)
www.sdms.org

1–31 | National Disability Employment Awareness Month

NDEAM dates back to 1945, when Congress declared the first week in October "National Employ the Physically Handicapped Week." Learn more about the origins and evolution of NDEAM and other important events in disability employment history in our timeline.

For more information, contact:

Carol Dunlap | dunlap.carol@dol.gov
www.dol.gov/odep/topics/ndeam/

1–31 | National Physical Therapy Month

October is National Physical Therapy Month (NPTM), an opportunity to raise awareness of the benefits of physical therapy. Get involved and urge people to choose physical therapy (#ChoosePT) to improve mobility, manage pain and other chronic conditions, recover from injury and prevent future injury and chronic disease.

For more information, contact:

American Physical Therapy Association
public-relations@apta.org | [@Choose_PT](https://twitter.com/Choose_PT)

1–31 | "Talk About Your Medicines" Month

The BeMedWise Program at NeedyMeds is hosting the 36th annual "Talk About Your Medicines" Month (TAYMM) observance. TAYMM is an opportunity to spotlight health care issues impacting communities far and wide. For the past 35 years, TAYMM has chosen topics ranging from "Think Before You Drink;" "Communication is Key" and "Taking Action to Prevent Opioid Misuse and Abuse to stimulate conversations between patients and their health care providers. The goal of TAYMM is simply better health outcomes through education. Name of official contact for media or other inquiries: Deborah Davidson

For more information, contact:


Deborah Davidson | BeMedWise Program at NeedyMeds | 301.340.3940
deborah.davidson@needymeds.org
www.bemedwise.org | talkaboutyourmedicines.org
[@BeMedWise](https://twitter.com/BeMedWise) | [#TAYMM](https://twitter.com/TAYMM)

3–9 | 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
National Fire Protection Association | 617.770.3000
or 800.344.3555 | custserv@nfpa.org
www.firepreventionweek.org | [#FirePreventionWeek](https://twitter.com/FirePreventionWeek)



Celebrate Breast Cancer Awareness

Customize our cancer prevention content for digital communications.
Brand our cancer prevention cookbooks for event promotions.

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3-9 | National Healthcare Supply Chain Week

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

For more information, contact: AHRMM
American Hospital Association | 312.422.3850
ahrmm@aha.org | @AHRMMtweets | #SCWeek21

10-16 | Emergency Nurses Week

Emergency Nurses Week celebrates the extraordinary contributions made by emergency nurses through their commitment to care of patients and support of their communities.

For more information, contact:
Dan Campana | Emergency Nurses Association
847-460-4017 | dan.campana@ena.org
ena.org | @enaorg | #ENWeek | #ENATogether

10-16 | Sterile Processing Week

Each year, beginning the second Sunday of October, International Sterile Processing Week (formerly known as International Central Service Week) honors the health care professionals responsible for cleaning, sterilizing, inspecting and distributing medical and surgical instrumentation for use on patients. These individuals are vital contributors to safe, high quality patient care, and positive surgical outcomes.

For more information, contact:
Julie Williamson | Corp. Communications
IAHCSMM | 800-962-8274 x403
julie@iahcsmm.org | www.iahcsmm.org
@iahcsmm | #iahcsmm | #sterileprocessingweek

11-16 | National Dialysis Technician Recognition Week

The National Association of Nephrology Technicians/Technologists dedicates the second full week in October to recognizing and celebrating the hard work and dedication of Nephrology Clinical Technicians (NCTs) and Nephrology Biomedical Technologists (NBTs) year-round.

For more information, contact:
Roxy West | Assistant Executive Director | National Association of Nephrology Technicians/Technologists
937-586-3705 | NANT@meinet.com
www.DialysisTech.net
@NANTDialysis | #NDTRW21
#NANT

13 | Stop America's Violence Everywhere (S.A.V.E.)

Initiated in 1995, the AMA Alliance has set aside the second Wednesday in October as National S.A.V.E. Day. During the month of October Alliance state and county groups present programs to school age children on bullying and anti-violence. The Alliance has developed a number of booklets that are available for purchase and use in schools and in the home for family discussions.

For more information, contact:
AMA Alliance, Inc | AMA Alliance | 800-549-4619
admin@amaalliance.org | www.amaalliance.org

16-22 | International Infection Prevention Week

International Infection Prevention Week is an awareness event to highlight ways to stop the spread of hospital-acquired infections (HAIs).

For more information, contact:
APIC | apic.org | @APIC
@APICInfectionPreventionandYou
#IIPWChat | #IIPW

18-22 | Medical Assistants Recognition Week

Registered medical assistants and the American Medical Technologists (AMT) will be celebrating Medical Assistants Recognition Week in October. Please join AMT in promoting this important event that recognizes medical assisting's vital role, contributions and efforts in healthcare, and help us begin raising awareness of the profession today.

For more information, contact:
Cathie Casey | American Medical Technologist
847-823-5169 | www.americanmedtech.org
www.americanmedtech.org/Be-Involved/
Professional-Recognition-Weeks#2142109-medical-assistants-recognition-week- | @americanmedtech
#AMTMarWeek

18-24 | National Radon Action Week

Radon is a gas that can build up to dangerous levels inside homes, schools and other buildings without anyone knowing it. It also has been found to cause lung cancer. Every home should be tested for radon and fixed if levels are high. During National Radon Action Week, test your home. Testing is easy and inexpensive, and it could save your life.

For more information, contact:
American Lung Association | 800.586.4872
www.lung.org/radon | @LungAssociation
#RadonActionWeek





18–22 | Nuclear Science Week

Nuclear Science Week is a week-long celebration to focus local, regional, national and international 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 & History
 505-245-2137 | info@nuclearmuseum.org
www.nuclearscienceweek.org | [#nuclearsciweek](https://twitter.com/nuclearsciweek)

hospital lights stay on (and just about everything else), but we never find them standing beneath those lights, basking in the glory of their work. But the American Society for health care Engineering (ASHE) is dedicated to changing that with the celebration of National Health Care Facilities and Engineering Week.

For more information, contact:
Colleen Muldowney | ASHE | 708.595.2123
cmuldowney@aha.org | www.ashe.org/
www.facebook.com/asheaha
www.linkedin.com/company/3222517

22 | Stuttering Awareness Day (International)

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

For more information, contact:
Jane Fraser | Stuttering Foundation
 912.638.3416 | jfraser@stutteringhelp.org
www.stutteringhelp.org | [@stutteringfdn](https://twitter.com/stutteringfdn)

24–30 | National Respiratory Care Week

National Respiratory Care Week is a great chance to reach out to your community, patients, and colleagues, and celebrate the respiratory therapy profession. This week we recognize the many unique benefits and care respiratory therapists bring each day to their patients.

For more information, contact:
Communications | American Association for Respiratory Care | 972-243-2272
heather.willden@aacrc.org
www.aarc.org/ | [@aarc_tweets](https://twitter.com/aarc_tweets) | [#RCWeek21](https://twitter.com/RCWeek21)

24–30 | National Health Care Facilities and Engineering Week

Health care facility managers and engineers may be responsible for making sure the



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november



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At-a-Glance

MONTH-LONG OBSERVANCES

COPD Awareness Month
Lung Cancer Awareness Month
National Family Caregivers Month
National Hospice and Palliative Care Month
National Patient Transport Week
Stomach Cancer Awareness Month®
American Diabetes Month

WEEK-LONG OBSERVANCES

1–7 National Patient Transport Week
1–7 Allied Health Professions Week
7–13 National Nurse Practitioner Week
7–13 National Radiologic Technology Week

RECOGNITION DAYS | EVENTS

12–14 National Donor Sabbath
12 World Pneumonia Day
21 COPD Day (World)

1–30 | COPD Awareness Month

More than 11 million Americans live with chronic obstructive pulmonary disease (COPD), a lung disease that makes it difficult to breathe. From chronic cough and shortness of breath to fatigue and wheezing, life is difficult with COPD. But with a good treatment plan and support network, COPD can be managed so that individuals affected can live full and active lives.

For more information, contact:
American Lung Association | 800.586.4872
www.lung.org/copd | @LungAssociation
#COPDAwarenessMonth | #COPD

1–30 | Lung Cancer Awareness Month

Lung cancer causes the most cancer deaths worldwide, accounting for 1.8 million new cases and 1.6 million deaths annually. In 1987, it surpassed breast cancer to become the leading cause of cancer deaths in women. Early detection and awareness can help save lives. During Lung Cancer Awareness Month, learn more about this deadly disease.

For more information, contact:
American Lung Association | 800.586.4872
www.lung.org/lung-cancer | @LungAssociation
#LungCancer

1–30 | National Family Caregivers Month

Strong support teams come in all shapes and sizes. National Family Caregivers Month spotlights the millions of Americans directly and indirectly affected by chronic disease.

For more information, contact:
American Lung Association | 800.586.4872
www.lung.org | @LungAssociation | #NFCMonth

1–30 | National Hospice and Palliative Care Month

November is National Hospice and Palliative Care Month, a time to celebrate the kind of person- and family-centered, interdisciplinary care that helps patients and family caregivers find comfort, love and respect when they're needed most.

For more information, contact:
Communications Team | NHPC
703.837.1500 www.nhpc.org | @NHPCO_news
#hospicemonth | #hapcmonth

1–30 | Stomach Cancer Awareness Month®

November is a month known for the pleasure of eating, is the ideal month to raise awareness about gastric cancer. There is a great deal of focus on food, nourishment and family at this time of year

and that can be challenging for people dealing with stomach cancer and for those living without a stomach.

For more information, contact:
Jon Florin | No Stomach For Cancer
608.692.5141 | jflorin@nostomachforcancer.org
www.nostomachforcancer.org/
@nostomachforcancer
#stomachcancerawarenessmonth

1–30 | American Diabetes Month

This month, take action to change the numbers that matter most to the 122 million Americans living with diabetes and prediabetes. From the number of Advocate voices standing up for people affected by diabetes, to the number of research breakthroughs, to the number of people who know their risk for developing diabetes, to the number on your blood glucose meter, you can make a difference. Join us!

For more information, contact:
American Diabetes Association | American Diabetes Association | 1-800-DIABETES
1-800-342-2383 | askada@diabetes.org
diabetes.org | @AmDiabetesAssn
#ConnectedForLife

1–7 | National Patient Transport Week


The members of the National Association of Health Care Transport Management (NAHTM) recognize that the key to timely and caring patient transportation is the staff who provides this transportation. NAHTM acknowledges that patient transportation professionals are a key component to patient flow and deserve a week of their own to celebrate their unique impact on healthcare.

For more information, contact:
Michele Jackson | NAHTM | 585.747.4353
michele_jackson@urmc.rochester.edu
www.nahtm.org | #NAHTM

7–13 | Allied Health Professions Week

Allied Health Professions Week honors the millions of health care providers working in more than 80 allied health professions. Allied health practitioners greatly influence health care delivery by supporting, facilitating and complementing the roles of physicians and other health care 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:
Kristen Truong | ASAH | 202.237.6481
kristen@asahp.org | asahp.org | @ASAHPCD



Celebrate Healthy Goals

Our health & wellness content helps patients and employees with

- Smoking Cessation
- Lung Cancer Awareness
- Diabetes Management

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7–13 | National Nurse Practitioner Week

To bring visibility to the role of the nurse practitioner as a primary, acute and specialty health care provider. Initiatives and activities are planned in each community to spotlight the NP and to build awareness that people have choices when selecting their health care provider. Most states receive a proclamation from their governor recognizing nurse practitioners and the many services they provide.

For more information, contact:

Nancy McMurrey | American Association of Nurse Practitioners | 512-276-5906
nmcurrey@aanp.org | aanp.org | #NPWeek

7–13 | National Radiologic Technology Week

NRTW® is celebrated annually to recognize the vital work of R.T.s across the nation. The celebration takes place each year during the week that includes Nov. 8th to commemorate the discovery of the x-ray by Wilhelm Conrad Roentgen on Nov. 8, 1895.

For more information, contact:

Marketing | ASRT | 800-444-2778
jdominguezsoto@asrt.org | asrt.org | @asrt
#NRTW20

12–14 | National Donor Sabbath

National Donor Sabbath is a three-day observance (Friday through Sunday) that seeks to engage all major religions in the United States. It is a time for congregations to learn more about the critical shortage of donated organs, celebrate life and pray for those affected by donation and transplantation.

For more information, contact:

Jocelyn Reed | Donate Life America
804-377-3580

12 | Pneumonia Day (World)

World Pneumonia Day serves as a reminder that pneumonia can strike at any age, anywhere, and anytime. It's commonly a complication of a respiratory infection—especially the flu—but there are more than 30 different causes of the illness. Older adults, children and people with chronic disease, including chronic obstructive pulmonary disease and asthma, are at high risk for pneumonia.

For more information, contact:

American Lung Association | 800.586.4872
www.lung.org/pneumonia | @LungAssociation
#WorldPneumoniaDay

21 | COPD Day (World)

Chronic obstructive pulmonary disease (COPD) is a serious lung disease that makes breathing difficult. World COPD Day is a yearly reminder that when you can't breathe, nothing else matters. For those diagnosed with COPD, talk to your health care provider to see how you can better manage your condition, and live a full and active life.

For more information, contact:

American Lung Association | 800.586.4872
www.lung.org/copd | @LungAssociation
#WorldCOPDDay



december



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At-a-Glance

MONTH-LONG OBSERVANCES

Give the Gift of Sight Month

WEEK-LONG OBSERVANCES

- 5–11 National Handwashing Awareness Week
- 5–11 National Influenza Vaccination Week

RECOGNITION DAYS | EVENTS

- 1 World AIDS Day
- 31 New Year's Eve – Quit Smoking Resolutions



1–31 | Give the Gift of Sight Month

The holiday season brings together families, friends and festivities. During the month of December, Prevent Blindness encourages everyone to reflect on the joys of healthy vision and support sight-saving services.

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

1 | World AIDS Day

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

For more information, contact:
Miguel Gomez | US Department of Health and Human Services, Office of Infectious Disease and HIV/AIDS Policy | 202.795.7697
Miguel.Gomez@hhs.gov | HIV.gov
@HIVGov | #WAD2021

5–11 | National Handwashing Awareness Week

National Handwashing Awareness Week is a week-long event that emphasizes the significant role that hands play in the spread of infectious disease. The aim is to teach the importance of handwashing, hand hygiene and mindfulness to protect the health of individuals and communities. Through participating in this event, we can reduce the spread of infectious disease to improve our health and prevent a seasonal epidemic in our communities.

For more information, contact:
Dr. William Sawyer | Henry the Hand Foundation
513.769.4951 | dr.will@henrythehand.org
www.henrythehand.org | @HenrytheHand
#infectionprevention #handhygiene
#handwashing #handawareness
#nationalhandwashingawarenessweek
#NHAW2018

5–11 | National Influenza Vaccination Week

As we head into flu season, remember to keep preventivehealth care at the top of your to-do list. The Centers for Disease Control and Prevention recommends the annual influenza vaccine for everyone six months of age and older. During National Influenza Vaccination Week, get your annual flu vaccine at a local pharmacy or through your health care provider.

For more information, contact:
American Lung Association | 800.586.4872
www.lung.org/flu | @LungAssociation
@CDCgov

31 | New Year's Eve – Quit Smoking Resolutions

This year, make a New Year's Resolution to quit smoking! Quitting isn't easy, but 50 million ex-smokers in the United States are proof that it's possible. Quitting smoking is the best thing you can do to dramatically improve your health. Get support from the American Lung Association's proven quit smoking program, Freedom From Smoking, at www.lung.org/stop-smoking.

For more information, contact:
American Lung Association | 800.586.4872
www.lung.org/stop-smoking | @LungAssociation
#NYE #quitsmoking



Society for Health Care
Strategy & Market
DevelopmentSM



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Planning Ahead

2022

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