



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

2017



SHSMD CALENDAR OF
HEALTH OBSERVANCES &
RECOGNITION DAYS

Navigating Communities to Better Health



American Hospital Association®

Personal Membership Groups

				ADVOCACY
				
				
EDUCATION				
				LEADERSHIP
				

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SYMPOSIUM FOR LEADERS IN HEALTHCARE QUALITY



SOCIETY FOR
Healthcare Strategy & Market DevelopmentSM
of the American Hospital Association

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About the Calendar

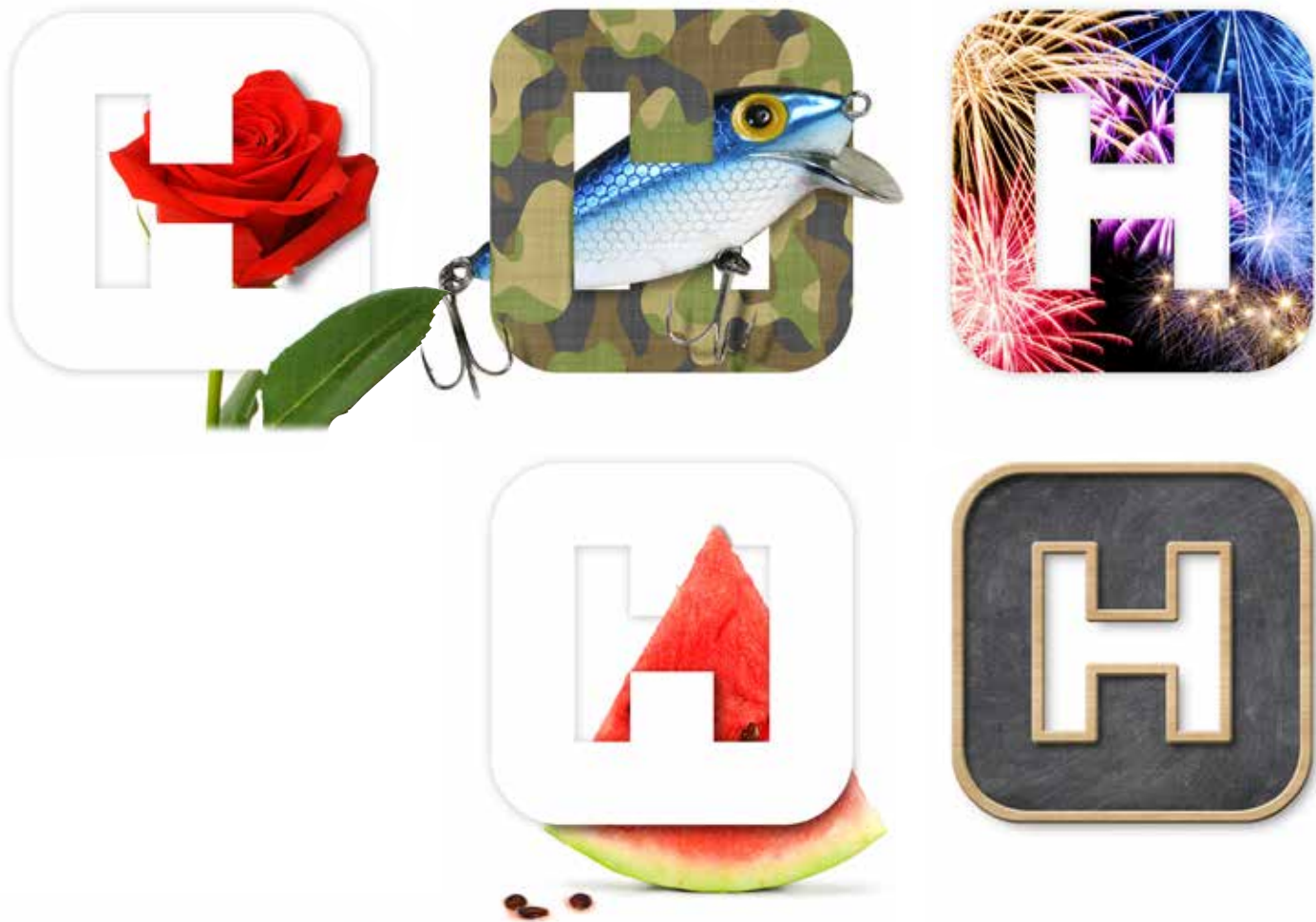
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About SHSMD

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.

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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 Month (National)
Blood Donor Month (National)
Cervical Cancer Screening Month
Cervical Health Awareness Month
Glaucoma Awareness Month
JUST CLAP FOR LIFE!
Radon Awareness Month

WEEK-LONG OBSERVANCES

16–20 Healthy Weight Week
23–29 Drug and Alcohol Facts Week (National)

RECOGNITION DAYS | EVENTS

20 Women's Healthy Weight Day
25 IV Nurse Day

1-31 | Birth Defects Prevention Month (National)

A baby is born with a birth defect every four-and-a-half minutes in the United States, and one out of every five deaths in the first year of life is caused by a birth defect. In addition, birth defects incur hospital-related costs that exceed \$2.6 billion annually. The goal of National Birth Defects Prevention Month is to raise awareness that birth defects are common, costly, and critical, and to offer steps that women and healthcare professionals can take to help prevent birth defects.

For more information, contact: March of Dimes
www.marchofdimes.org or <http://nacersano.org>
@marchofdimes @modhealthtalk

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

1-31 | Cervical Cancer Screening Month

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

For more information, contact: Ellen Sullivan
Foundation for Women's Cancer | 312.676.3914
www.foundationforwomenscancer.org | [#NoHPV](https://twitter.com/NoHPV)
[#endcervicalcancer](https://twitter.com/endcervicalcancer)

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 early detection cervical cancer screening and treatment programs will be acknowledged.

For more information, contact: NCCC
800.685.5531 | nccc@ashasexualhealth.org
www.nccc-online.org | [#CervicalHealthMonth](https://twitter.com/CervicalHealthMonth)

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 | www.geteyesmart.org

1-31 | JUST CLAP FOR LIFE!

JUST CLAP FOR LIFE! is a unique cardiovascular disease and obesity prevention campaign using clapping as its method of educating children, families, seniors, and communities about healthier lifestyles. Clapping can improve motor and spatial skills; enhance emotional, sociological, physiological, and cognitive benefits; lead to better socialization skills; and elevate moods through an increase in endorphin levels.

For more information, contact: Jyl Steinback
Shape Up US | 602.996.6300 | jyl@shapeupus.org
<http://shapeupus.org>

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.LUNGUSA (586.4872)
www.lung.org/radon | [@LungAssociation](https://twitter.com/LungAssociation)
[#RadonAwareness](https://twitter.com/RadonAwareness)

16-20 | Healthy Weight Week

Healthy Weight Week celebrates healthy lifestyles that prevent eating disorders and weight problems. This annual celebration is a time for people of all sizes to live actively, eat well, and feel good about themselves. 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 year's worst diet products.

For more information, contact: Marsha Hudnall
Green Mountain at Fox Run | 802.228.8855
www.fitwoman.com | [@GreenMtnFoxRun](https://twitter.com/GreenMtnFoxRun)
[#HealthyWeightWeek](https://twitter.com/HealthyWeightWeek) #HWW

20 | 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 | 802.228.8855
www.fitwoman.com | [@GreenMtnFoxRun](https://twitter.com/GreenMtnFoxRun)
[#HealthyWeightWeek](https://twitter.com/HealthyWeightWeek) #HWW



january

23-29 | Drug and Alcohol Facts Week (National)

This national health observance for teens promotes local events that use National Institute on Drug Abuse (NIDA) science to shatter the myths about drug and alcohol use. An online guide provides everything you need to plan, promote, and host your National Drug and Alcohol Facts Week educational event or activity.

For more information, contact: **Brian Marquis** | NIDA
301.594.6184 | drugfacts@nida.nih.gov
<https://teens.drugabuse.gov/national-drug-alcohol-facts-week> | @NIDAnews | #NDAFW

25 | IV Nurse Day

Every year on January 25, infusion professionals celebrate IV Nurse Day. This day is meaningful for infusion nurse professionals who have dedicated their lives to providing their patients with the best care possible.

For more information, contact: **Maria Connors**
Infusion Nurses Society | 781.440.9408
maria.connors@ins1.org | www.ins1.org



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 (National)

WEEK-LONG OBSERVANCES

5–11 Burn Awareness Week
6–12 PeriAnesthesia Nurse Awareness Week
12–18 Cardiac Rehabilitation Week
12–18 Cardiovascular Professionals Week
14–21 Alzheimer's Disease and Dementia Care Staff Education Week
19–25 Eating Disorders Awareness Week (National)

RECOGNITION DAYS | EVENTS

3 Wear Red Day (National)
7 Black HIV/AIDS Awareness Day (National)
11 Day of the Sick (World)
14 Donor Day (National)

1-28 | Age-Related Macular Degeneration Awareness Month

Age-related macular degeneration (AMD) 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) reminds people with AMD that they can save their vision—thanks to recent treatment advances—but early detection is a critical first step.

For more information, contact: Public Relations AAO | 415.561.8534 | www.geteyesmart.org

1-28 | 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 | [@amerdentalsn | #NCDHM](http://www.ada.org/ncdhm)

1-28 | 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 www.ashasexualhealth.org | [@infoASHA](https://twitter.com/infoASHA) #CondomMonth

1-28 | 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 3, by wearing red.

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

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: American Academy of Otolaryngology–Head and Neck Surgery | 703.535.3762 | www.entnet.org @AAOHNS | #KidsENT

1-28 | 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

1-28 | 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 healthcare. 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 | www.healthylife.com

3 | 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

5-11 | Burn Awareness Week

Burn Awareness Week kicks off Shriners Hospitals for Children's annual educational campaign to raise awareness of burn injuries and ways to prevent them. Free educational materials are available for firefighters, teachers, parents, and others concerned with the safety of children.

For more information, contact: Public Relations Department | Shriners Hospitals for Children 813.281.8162 | shrinepr@shrinenet.org www.shrinershospitalsforchildren.org www.burnawareness.org



6-12 | 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.

For more information, contact: Doug Hanisch
American Society of PeriAnesthesia Nurses
dhanisch@aspan.org | www.panaw.com

7 | Black HIV/AIDS Awareness Day (National)

National Black HIV/AIDS Awareness Day is the oldest national HIV/AIDS awareness campaign designed and coordinated by a voluntary coalition of local and national organizations/agencies serving African Americans. The campaign has four major objectives: to increase testing for HIV; to improve community education about HIV/AIDS; to increase public advocacy of HIV prevention; and to elevate treatment levels, whether HIV positive or negative.

For more information, contact: Strategic Leadership Council | National Black HIV/AIDS Awareness Day | info@nationalblackaidsday.org
www.nationalblackaidsday.org
@NatBlackAIDSDay | #NBHAAD

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 | www.nacc.org
@cathchaps

12-18 | 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
www.aacvpr.org | www.acp-online.org
@AllianceCVPros | #CVPWeek2017

12-18 | 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
www.acp-online.org | @AllianceCVPros
#CVPWeek2017

14 | Donor Day (National)

National Donor Day is a time to focus on all types of donations—organ, eye, tissue, blood, platelets, and marrow—by encouraging participation in blood/marrow drives or donor registration events. It is also a day to recognize our loved ones who have given the gift of donation, have received a donation, are currently waiting, or did not receive an organ in time.

For more information, contact: Jocelyn Reed
Donate Life America | 804.377.3580
jreed@donatelife.net | https://donatelife.net
#GotHeart

14-21 | Alzheimer's Disease and Dementia Care Staff Education Week

This week highlights the importance of continued Alzheimer's disease and dementia care staff education because when your staff know better they do better. Complimentary staff training, in-services, and downloads that include PowerPoint, handouts, pretests and posttests, and a toolkit that includes the application for educator of the year are available.

For more information, contact: Sandra Stimson, CEO | National Council of Certified Dementia Practitioners | 877.729.5191
nccdpccorporate@nccdp.org | www.nccdp.org

19-25 | 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
www.nedawareness.org | @NEDA_staff
#NEDAwareness

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)
Kidney Month (National)
MS Education and Awareness 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
5–11 Dental Assistants Recognition Week
12–18 Health Care HR Week
12–18 Patient Safety Awareness Week
12–18 Pulmonary Rehabilitation Week (National)
13–19 Brain Awareness Week
19–25 Poison Prevention Week (National)
27–31 LGBT Health Awareness Week (National)

RECOGNITION DAYS | EVENTS

8 Registered Dietitian Nutritionist Day
9 Kidney Day (World)
24 Tuberculosis Day (World)
28 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 sports-related illnesses. Recognize their work in settings such 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

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 awareness, prevention, research, education, and advocacy on behalf of individuals who sustain a devastating, life-changing brain injury, and their caregivers.

For more information, contact: Communications Department | Brain Injury Association of America 703.761.0750 | communications@biausa.org www.biausa.org/brain-injury-awareness-month.htm #NotAloneInBrainInjury

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. | 571.483.4500 | communications@childlife.org www.childlife.org | @ChildLifeCouncil #ChildLife #ChildLifeMonth

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 H. Ellinport | Prevent Cancer Foundation 703.837.3692 | jeanne.ellinport@preventcancer.org | www.preventcancer.org | #preventcancer

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

1-31 | MS Education and Awareness Month (National)

National MS Education and Awareness Month is an effort by the Multiple Sclerosis Foundation (MSF) and affiliated groups to raise the public's awareness of multiple sclerosis. The vital goals of this campaign are to promote an understanding of the scope of this disease, and to assist those with MS in making educated decisions about their healthcare.

For more information, contact: Awareness Committee | MSF | 800.225.6495 awareness@msfocus.org | www.msfocus.org @MS_Focus | #4MSF

1-31 | Nutrition Month (National)

National Nutrition Month is an education and information campaign that 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 | www.eatright.org

1-31 | Professional Social Work Month (National)

Professional Social Work Month is an opportunity to recognize medical and public health social workers who provide psychosocial support to individuals and families, so they can cope with chronic, acute, or terminal illnesses. Social workers also advise caregivers and help plan for patients' needs after discharge from hospitals. They may work for hospitals, nursing and personal care facilities, individual and family services agencies, or local governments.

For more information, contact: National Association of Social Workers | 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: Susan Thomas AOA | 314.983.4263 | slothomas@aoa.org www.aoa.org | #SYVM

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: AAO 415.561.8534 | www.geteyesmart.org

1-7 | Aplastic Anemia and MDS Awareness Week

Support patients with rare bone marrow failure diseases by organizing a bone marrow drive as part of the national campaign, "Swabbing Across the States." It's easy and free testing kits are provided. Also, share your personal stories or videos about your connection to these disorders, and the Aplastic Anemia and MDS Foundation will post them on its website.

For more information, contact: Barbara Holzer | Aplastic Anemia and MDS Foundation
301.279.7202 x106 | holzer@aamds.org
www.aamds.org | @aamdsif

5-11 | Dental Assistants Recognition Week

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

For more information, contact: Megan Johnson | American Dental Assistant Association
877.874.3785 | mjohnson@adaausa.org
www.adaausa.org
#DentalAssistantRecognitionWeekADAA

8 | 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 | www.eatright.org

9 | 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. 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

12-18 | Health Care HR Week

This week recognizes healthcare human resources (HR) professionals for their hard work and dedication. The American Society of Healthcare Human Resources Administrators (ASHHRA) created this event to recognize the contributions they've made to their organizations' success. This celebration is for healthcare human resources professionals who work in hospitals, health systems, clinics, long-term care and hospice facilities, and other healthcare organizations.

For more information, contact: Ferdinand Libunao
ASHHRA of the AHA | 312.422.3720
ashhra@aha.org | www.ashhra.org/hchrweek
@ASHHRA | #HCHRWeek

12-18 | 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 with hospital staff and patients.

For more information, contact: Sara Valentin
NPSF | 617.391.9906 | svalentin@npsf.org
www.unitedforpatientsafety.org
@theNPSF | #psaw2017

12-18 | 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 | www.aacvpr.org

13-19 | Brain Awareness Week

Brain Awareness Week is intended to increase public awareness of the progress and benefits of brain research. The global campaign unites the efforts of universities, hospitals, K-12 schools, research labs, government agencies, and advocacy and service groups 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 | www.dana.org/baw
#brainweek

19-25 | Poison Prevention Week (National)

In celebration of National Poison Prevention Week, individuals, organizations, and institutions around the country will come together to raise poison prevention awareness and advocate for the nation's poison control system. In 2014, poison centers managed 2.9 million cases. Despite the high volume of calls, poison centers treated 68 percent of cases at the exposure site, saving millions of dollars in medical expenses.

For more information, contact: Krista Osterthaler
American Association of Poison Control Centers
703.894.1864 | osterthaler@aapcc.org
www.poisonprevention.org/poison.htm
@PreventPoison | #PreventPoison

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 got started fighting this serious lung disease.

For more information, contact: American Lung Association | 800.LUNGUSA (586.4872) www.lung.org/tuberculosis | #WorldTBDay

27-31 | LGBT Health Awareness Week (National)

In 2003, the National Coalition for LGBT Health created National LGBT Health Awareness Week to bring attention to LGBT health issues and health disparities. National LGBT Health Awareness Week is a time for community members, advocates, healthcare providers, and government officials to come together and recognize the health and wellness of lesbian, gay, bisexual, and transgender individuals, families, and the whole community.

For more information, contact: Ryan Meyer National Coalition for LGBT Health | 202.507.4735 ryan@healthlgbt.org | www.healthlgbt.org @healthlgbt | #LGBTHealth

28 | 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.diabetes.org @AmDiabetesAssn | #DiabetesAlertDay #DiabetesMonth

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 (SMAA) 205.945.1840 | alliance@sma.org <http://smaalliance.org>





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april

At-a-Glance

MONTH-LONG OBSERVANCES

Alcohol Awareness Month
Autism Awareness Month (National)
Defeat Diabetes Month
Donate Life Month (National)
Facial Protection Month (National)
Foot Health Awareness Month
Humor Month (National)
Minority Health Month (National)
Occupational Therapy Month
Rosacea Awareness 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

3–9 Public Health Week (National)
10–14 Cancer Registrars Week
10–16 Oral, Head and Neck Cancer Awareness Week
16–22 Neurodiagnostic Week
22–29 Infant Immunization Week (National)
23–29 Medical Laboratory Professionals Week
23–29 Volunteer Week (National)
24–28 Patient Experience Week
24–30 Medical Fitness Week

CONTINUED...



1-30 | Alcohol Awareness Month

Founded and sponsored by the National Council on Alcohol and Drug Dependency (NCADD), Alcohol Awareness Month was established in 1987 to help reduce the stigma associated with alcoholism by providing information about alcohol, alcoholism, and recovery. NCADD's national network of affiliates and other supporting organizations across the country will use this opportunity to address the nation's leading public health problem through a broad range of media strategies, awareness campaigns, programs, and events in their local communities.

For more information, contact: NCADD
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 | 800.328.8476
info@autism-society.org | www.autism-society.org

1-30 | Defeat Diabetes Month

Defeat Diabetes Month provides information, articles, tips, cartoons, recipes, and more to help you delay the onset of Type 2 diabetes, or to live a healthier lifestyle with Type 1 or Type 2 diabetes.

For more information, contact: Dawn Swidorski
Defeat Diabetes Foundation | 415.671.2991
dswidorski@defeatdiabetes.org
www.defeatdiabetes.org | #DefeatDiabetesMonth

1-30 | Donate Life Month (National)

National Donate Life Month was instituted by Donate Life America and its partnering organizations in 2003. It features an entire month of local, regional, and national activities to help encourage Americans to register as organ, eye, and tissue donors, and to celebrate those who have saved lives through the gift of donation.

For more information, contact:
Donate Life America | 804.377.3580
donatelifeamerica@donatelife.net
<https://donatelife.net> | #DonateLifeMonth

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 | kswihart@aaoms.org
<http://aaoms.org> | #FacialProtection

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: American Podiatric Medical Association | www.apma.org

1-30 | Humor Month (National)

National Humor Month was conceived as a means to heighten public awareness and appreciation of the pleasures of humor in every form, as well as the psychology of humor and laughter. The benchmarks of humor lead to improved well-being, boosted morale, increased communication skills, and an enriched quality of life. Join in celebrating humor, laughter, and mirth for all of their beneficial purposes.

For more information, contact: Steve Wilson
World Laughter Tour, Inc. | 800.669.5233
steve@worldlaughter.com
www.humormonth.com | #joyologist

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
<http://minorityhealth.hhs.gov> | @MinorityHealth

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 of all ages to 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
www.aota.org | @AOTAInc | #OTMonth



RECOGNITION DAYS | EVENTS

- 6-7 Alcohol Screening Day (National)
- 7 Health Day (World)
- 12 Radiologic and Imaging Nurses Day
- 16 Healthcare Decisions Day (National)
- 16 Voice Day (World)
- 17 Hemophilia Day (World)
- 19 Transplant Nurses Day
- 21-23 Youth Service Day (Global)
- 26 Noise Awareness Day (International)

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 16 million Americans, and to raise awareness of the impact rosacea has on its sufferers.

For more information, contact: NRS
888.NO.BLUSH (662.5874) | info@rosacea.org
http://rosacea.org | @rosaceorg
#RosaceaAwareness

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 STI cases in the United States each year.

For more information, contact: ASHA
www.ashasexualhealth.org | @infoASHA
#STIAwarenessMonth

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, 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 | 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
800.331.2020 | www.preventblindness.org

4/1-5/31 | March for Babies

Premature birth is the number one killer of newborns in the United States. The March of Dimes is committed to reducing the toll by funding research, education, advocacy, and community services, and to providing comfort and information to families with sick or premature babies in newborn intensive care. Funds raised by March for Babies help more women have healthy, full-term pregnancies and healthy babies.

For more information, contact: March of Dimes
www.marchofdimes.org or http://nacersano.org
@marchofdimes @marchforbabies
#marchforbabies #whyiwalk

3-9 | Public Health Week (National)

During the first full week of April each year, the American Public Health Association (APHA) brings together communities across

the United States to observe National Public Health Week as a time to recognize the contributions of public health and highlight issues that are important to improving our nation. Every year, APHA develops campaign materials to educate the public, policymakers, and practitioners about issues and to create more equitable communities.

For more information, contact: APHA
202.777.2742 nphw@apha.org | www.nphw.org
@NPHW | #NPHW

6-7 | Alcohol Screening Day (National)

National Alcohol Screening Day (NASD) is an outreach, education, and screening initiative that raises awareness about harmful and dependent drinking behaviors, and connects individuals who are at risk with treatment options. The public can take an anonymous alcohol use screening and find local resources at <http://howdoyouscore.org>.

For more information, contact: Screening for Mental Health | 781.239.0071
community@mentalhealthscreening.org
https://mentalhealthscreening.org
@HYSHO | #NASD #AlcoholAwareness

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: WHO
www.who.int/world-health-day/en

10-14 | Cancer Registrars Week (National)

National Cancer Registrars Week (NCRW) was established to promote the work of cancer registry professionals. Through NCRW, cancer registrars promote how the cancer data they collect provide essential information to researchers, healthcare providers, and public health officials to better monitor and advance cancer treatments, conduct research, and improve cancer prevention and screening programs. Supervisors of cancer registry professionals take this opportunity to organize staff recognition events and acknowledge their staff's important role.

For more information, contact: Peggy Meehan
NCRA | 202.486.8757 | pmeehan@ncra-usa.org
www.ncra-usa.org/ncrw

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

This week-long series of events promotes 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 | 703.535.3762 | www.entnet.org
@AAOHNS | #OHANCAW



12 | Radiologic and Imaging Nurses Day

This day recognizes the efforts 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 | www.arinursing.org | @arin_info

16-22 | Neurodiagnostic Week

Neurodiagnostic Week highlights the many ways in which neurodiagnostic professionals work to ensure the health of their patients, not only in their day-to-day practice, but through advocacy, education, and research. During this week, hospitals, schools, and other institutions acknowledge the year-round efforts of neurodiagnostic technologists. In addition, many neurodiagnostic departments hold open houses, sponsor special activities for the public and hospital staff, and organize community events.

For more information, contact: ASET – The Neurodiagnostic Society | 816.931.1120 | info@aset.org | www.aset.org | @ASETLIVE #NDWeek

16 | Healthcare Decisions Day (National)

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

For more information, contact: Nathan Kottkamp McGuireWoods | 804.775.1092 | nkottkamp@mcguirewoods.com | www.nhdd.org | @NHDD #NHDD

16 | Voice Day (World)

World Voice Day 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 | www.entnet.org | @AAOHNS | #WorldVoiceDay

17 | Hemophilia Day (World)

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

For more information, contact: Vanessa Herrick WFH | 514.875.7944 | vherrick@wfh.org | www.wfh.org

19 | Transplant Nurses Day

In April 2006, the International Transplant Nurses Society (ITNS) created this observance to raise awareness of the unique contributions that transplant nurses make in the lives of people, especially their patients. The celebration recognizes the skill and commitment of transplant nurses around the world.

For more information, contact: Allison Begezda ITNS | 847.375.6340 | info@itns.org | www.itns.org

21-23 | Youth Service Day (Global)

Global Youth Service Day (GYSD) is an annual campaign that celebrates and mobilizes millions of young people to 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 (YSA) | 202.296.2992 | outreach@ysa.org | www.gysd.org | @YouthService | #GYSD

22-29 | Infant Immunization Week (National)

National Infant Immunization Week is an annual observance to highlight the importance of protecting infants from vaccine-preventable diseases and celebrate the achievements of immunization programs in promoting healthy communities. Since 1994, hundreds of communities across the United States have joined together to celebrate the critical role vaccination plays in protecting children, communities, and public health.

For more information, contact: Maggie Silver Centers for Disease Control and Prevention | uvt8@cdc.gov | www.cdc.gov/vaccines/events/niiw/index.html

23-29 | 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 healthcare. 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: American Society for Clinical Pathology | www.ascp.org or www.ascp.org/labweek | #labweek



april

23-29 | 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 National Volunteer Week in celebration and recognition of your volunteers' efforts to advance your organization.

For more information, contact: Todd Ross
Association for Healthcare Volunteer Resources
Professionals | 312.422.3937 | tross@aha.org
www.ahvrp.org | [@ahvrp](#) | [#NHCVW2017](#)

24-28 | Patient Experience Week

Patient Experience Week is an annual event 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.

For more information, contact: The Beryl Institute
866.488.2379 | info@theberylinstitute.org
www.theberylinstitute.org | [@BerylInstitute](#)
[#PXWeek](#)

24-30 | Medical Fitness Week

During Medical Fitness Week, the Medical Fitness Association offers two unique programs designed to help medical fitness centers increase physical activity levels in all ages within their communities. The MOVE150 program focuses on getting participants moving, regardless of their abilities. The WALK10K program is a walking challenge that has experienced tremendous success. Complimentary marketing materials are available as well as a guide with tips and best practices.

For more information, contact: Rebecca Nordan
Medical Fitness Association | 910.420.8610
rebecca.nordan@medicalfitness.org
www.medicalfitness.org | [#MedicalFitnessWeek](#)

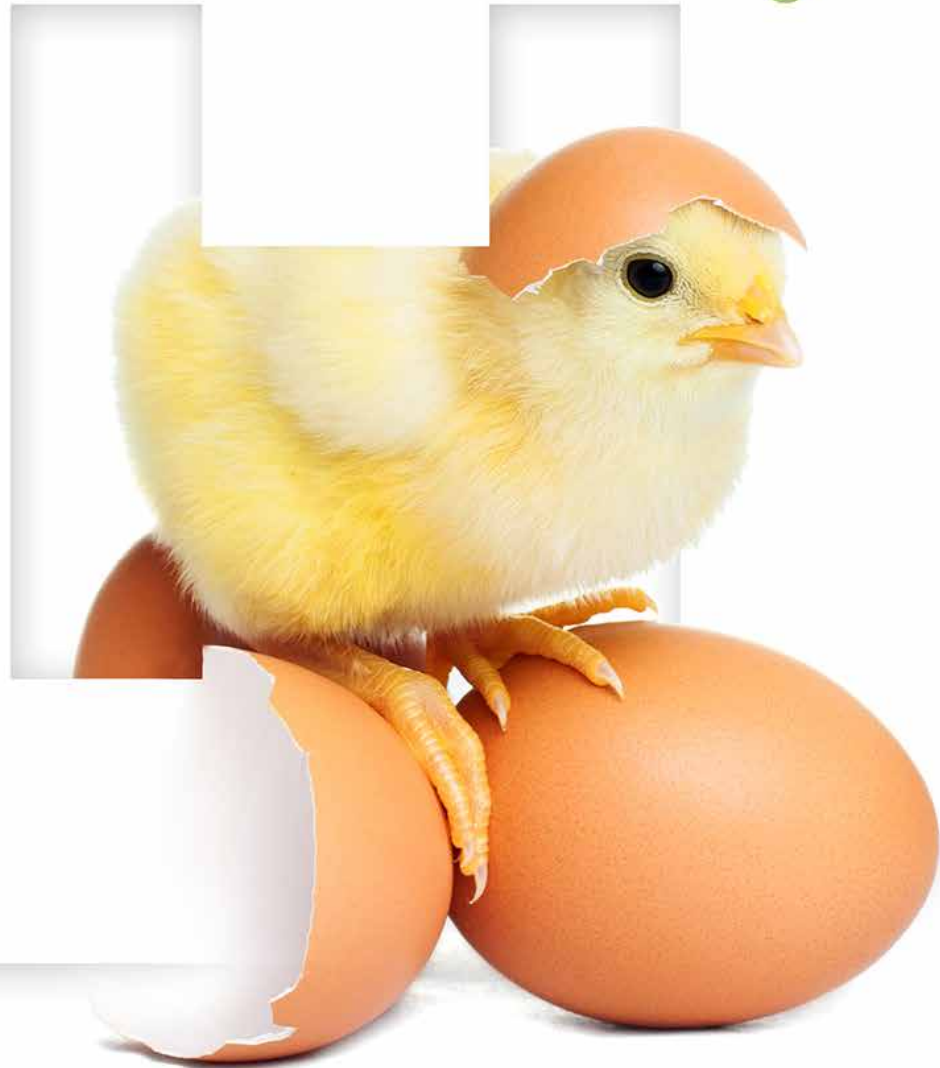
26 | Noise Awareness Day (International)

On International Noise Awareness Day, professional organizations, community activists, individuals, private companies, and government agencies around the world will join forces to increase awareness of the dangers of noise to health and well-being through 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
www.chcheating.org/noise/day/



may



S	M	T	W	T	F	S
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7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			



may

At-a-Glance

MONTH-LONG OBSERVANCES

Arthritis Awareness Month (National)
Asthma Awareness Month
Better Hearing and Speech Month
Better Sleep Month
Bike Month (National)
Critical Care Awareness and
Recognition Month (National)
Employee Health and Fitness
Month (Global)
Healthy Vision Month
Hepatitis Awareness Month
High Blood Pressure Education
Month (National)
Huntington's Disease
Awareness Month (National)
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

6–12 Nurses Week (National)
7–13 Hospital Week (National)
7–13 Root Canal Awareness Week
7–14 Women's Lung Health Week (National)
8–14 Stuttering Awareness Week (National)
14–20 Food Allergy Awareness Week
14–20 Medical Transcriptionist
Week (National)
14–20 Nursing Home Week (National)
14–20 Women's Health Week (National)
21–27 Neuroscience Nurses Week

CONTINUED...

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—the nation's leading cause of disability—which strikes one in every five adults and 300,000 children. To conquer this disease, the Arthritis Foundation provides support tools, scientific discovery, advocacy, and other vital programs and services.

For more information, contact: Arthritis Foundation
404.872.7100 | www.arthritis.org

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.LUNGUSA (586.4872)
www.lung.org/asthma-basics | #asthma

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 | www.entnet.org
@AAOHNS | #BHSM

1-31 | Better Sleep Month

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

For more information, contact: Better Sleep Council
703.683.8371 | mhuusimaki@sleepproducts.org
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 bicycles to work. Bike Month promotes cycling 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: Communications
League of American Bicyclists | 202.822.1333
communications@bikeleague.org
<http://bikeleague.org> | @bikeleague | #bikeleague

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 have 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
davis@sccm.org | www.sccm.org

1-31 | Employee Health and Fitness Month (Global)

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 H. Hart
National Association for Health and Fitness
518.456.1058 | www.harttoheartfitness.org
@NAHFOfficial

1-31 | Healthy Vision Month

Approximately 37 million adults in America have age-related macular degeneration, cataracts, diabetic retinopathy, or glaucoma, all of which can cause visual impairment or blindness. However, recent studies show that making healthy choices and getting regular eye exams can help reduce a person's risk of vision loss. In support of Healthy Vision Month, the American Academy of Ophthalmology (AAO) encourages everyone to take charge of their eye health and preserve their sight by following some simple tips.

For more information, contact: AAO
415.561.8534 | 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
www.hepatitisfoundation.org | @HFIconnect



RECOGNITION DAYS | EVENTS

- 1 Melanoma Monday
- 2 Asthma Day (World)
- 10 Bike to School Day (National)
- 10 Lupus Day (World)
- 10 School Nurse Day (National)
- 12 Fibromyalgia Awareness Day
- 12 Myalgic Encephalomyelitis Awareness Day (National)
- 15 Employee Health and Fitness Day (Global)
- 17 Trauma Survivors Day (National)
- 18–21 Autoimmune Arthritis Day (World)
- 19 Hepatitis Testing Day (National)
- 22 Gout Awareness Day (National)
- 25 Missing Children's Day (National)
- 31 Senior Health & Fitness Day (National)

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: National Heart, Lung, and Blood Institute
www.nhlbi.nih.gov/health-pro/resources/heart/may-national-high-blood-pressure-education-month

1-31 | Huntington's Disease Awareness Month (National)

May is National Huntington's Disease Awareness Month, and the Huntington's Disease Society of America (HDSA) is dedicated to spreading the word about this disease and improving the lives of everyone affected by it.

For more information, contact: Chris Cosentino
 HDSA | 212.242.1968 | ccosentino@hdsa.org
<http://hdsa.org> | @HDSA | #LetsTalkAboutHD

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 & Communications Department
 Lupus Foundation of America | 202.234.1155
www.lupus.org/awareness | @lupusorg

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 | @AADSkin

1-31 | Mental Health Month

Since 1949, Mental Health America and its affiliates across the country have led the observance of Mental Health Month by reaching millions of people through the media, local events, and screenings.

Join Mental Health America in spreading the word that mental health is something everyone should care about by using available toolkit materials and conducting awareness activities.

For more information, contact: Danielle Fritze
 Mental Health America | 703.684.7722
dfritze@mentalhealthamerica.net
www.mentalhealthamerica.net | #B4Stage4

1-31 | Motorcycle Safety Awareness Month

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

For more information, contact: www.nhtsa.gov
 #LookTwiceForMotorcyclists

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 causes tumors to grow on nerves throughout the body and 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. NF can lead to deafness, blindness, bone abnormalities, and certain forms of cancer.

For more information, contact: CTF | 212.344.6633
info@ctf.org | www.ctf.org | #EndNF

1-31 | Older Americans Month

Older Americans Month is a time to acknowledge the contributions to our country by older persons. 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
<http://oam.acl.gov>

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 Relations
 Oncology Nursing Society | 412.859.6100
help@ons.org | www.ons.org



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 Americans at risk for osteoporosis and low bone mass, NOF encourages 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 703.647.3025 | claire.gill@nof.org | www.nof.org @OsteoporosisNOF | #OsteoporosisMonth

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 | www.runamile.org

1-31 | Stroke Awareness Month (National)

A stroke can happen to anyone, at any time, and at any age. Every four minutes someone dies from a stroke. The National Stroke Association (NSA) initiated and received a Presidential Proclamation to annually celebrate National Stroke Awareness Month in May. Join in the cause and help 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.

For more information, contact: NSA 303.649.9299 | info@stroke.org www.stroke.org or www.stroke.org/nsam2017 #StrokeAwarenessMonth

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 aims to help end 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 @Stroke_Association

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: Advocates for Youth www.advocatesforyouth.org

1-31 | Trauma Awareness Month (National)

Since 1988, May is designated as National Trauma Awareness Month. For 29 years, the American Trauma Society (ATS) 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: ATS 703.538.3544 | info@amtrauma.org [#NTAM2017](http://www.amtrauma.org/?page=ntam2017)

1 | 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, to encourage Americans to practice sun-safe behaviors, and to promote regular examinations of their skin for suspicious moles and lesions.

For more information, contact: AAD www.spotsskincancer.org | @AADSkin #MelanomaMonday

2 | 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.LUNGUSA (586.4872) [#asthma](http://www.lung.org/asthma-basics) #worldAsthmaDay

6-12 | Nurses Week (National)

Held annually since 1954, 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: ANA www.nursingworld.org/nationalnursesweek



7-13 | Hospital Week (National)

National Hospital Week, one of the nation's largest healthcare events, is a celebration of the history, technology, and dedicated professionals that make hospitals and health systems beacons of confidence and care in the community. This annual event provides an opportunity to celebrate the millions of women and men who are committed to improving the health of their communities.

For more information, contact: American Hospital Association | 312.422.3000
www.aha.org/hospitalweek | #HospitalWeek

7-13 | Root Canal Awareness Week

Root Canal Awareness Week, established by the American Association of Endodontists (AAE), is an effort to educate the public about the benefits of root canal treatment while dispelling common misconceptions about the procedure. The AAE encourages patients who need root canal treatment to see an endodontist who specializes in saving teeth.

For more information, contact: Public Relations Department | AAE | 312.266.7255 | pr@aae.org
www.aae.org | @savingyourteeth | #rootcanal #rcaw

7-14 | 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 at LUNGFORCE.org.

For more information, contact: American Lung Association | 800.LUNGUSA (586.4872)
www.lung.org | @LUNGFORCE
 #NWHW #lungcancer

8-14 | Stuttering Awareness Week (National)

National Stuttering Awareness Week is a nationwide observance developed 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: Jane Fraser
 The Stuttering Foundation of America
 800.992.9392 | www.stutteringhelp.org
 @stutteringfdn | #NSAW2017

10 | Bike to School Day (National)

National Bike to School Day builds on the popularity of Walk to School Day, which is celebrated around the world each October. Many communities and schools have been holding spring walk and bicycle to school events for several years. National Bike to School Day provides an opportunity for schools across the country to join together to celebrate and benefit from the energy of National Bike Month.

For more information, contact: Colleen Oliver
 National Center for Safe Routes to School
 919.962.7769 | oliver@hsrnc.unc.edu
www.walkbiketoschool.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 5 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 of World Lupus Day proclamations 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 | www.worldlupusday.org
 @lupusorg

10 | School Nurse Day (National)

National School Nurse Day is a time to celebrate the specialty practice of school nursing. The 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
www.nasn.org | @schoolnurses | #SND2017

12 | Fibromyalgia Awareness Day

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 Together Walks is the rally cry for fibromyalgia patients and supporters to make their collective voice heard. Learn more at <http://togetherwalks.org>.

For more information, contact: Jan Chambers
 NFMCPA | 801.200.3627 | info@fmcpcaware.org
www.fmcpcaware.org | @fibroandpain
 #IWalkForFibro



12 | Myalgic Encephalomyelitis Awareness Day (National)

This observance is designed to educate the public and healthcare providers about the seriousness of myalgic encephalomyelitis (ME) and its impact on the lives of adults, children, teens, and families. More than 1 million Americans suffer from ME because there are no approved treatments. May 12 is dedicated to raising ME's profile for more funding, research, and treatments.

For more information, contact: Lori Kroger
Pandora Org | 231.360.6830 | info@pandoraorg.net
<http://pandoraorg.net> | @pandoraorg | #ME #G93.3

14-20 | Food Allergy Awareness Week

In 1998, the Food Allergy & Anaphylaxis Network, now known as FARE (Food Allergy Research & Education), created Food Allergy Awareness Week to educate the public about food allergies, a potentially life-threatening medical condition. 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
www.foodallergyweek.org | @FoodAllergy

14-20 | 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 | #AHD

14-20 | 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.

For more information, contact: Tom Burke
American Health Care Association
202.898.2814 | tburke@ahca.org | www.nnhw.org
@nursinghomeweek | #thespiritofcommunity

14-20 | 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 an opportunity to help women understand what steps they can take to improve their health. 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
@womenshealth | #NWHW

15 | Employee Health and Fitness Day (Global)

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 H. Hart
National Association for Health and Fitness
518.456.1058 | www.healthfitnessmonth.com
@NAHFOfficial

17 | Trauma Survivors Day (National)

National Trauma Survivors Day seeks to draw inspiration from and provide support to survivors of traumatic injuries, along with their caregivers. You can support these patients by writing them a note of inspiration to aid in the recovery process and to share via social media.

American Trauma Society/Trauma Survivors Network | 703.538.3544
www.traumasurvivorsnetwork.org/pages/national-trauma-survivors-day
@TraumaSurvivors | #TraumaSurvivorsDay #NTSD

18-21 | 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 providing information to patients, their supporters, and the general public. On May 18–21, 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
@WAutoimmuneAD | #WAAD17



may

19 | Hepatitis Testing Day (National)

National Hepatitis Testing Day is a chance to remind healthcare professionals and the public about who should be tested for viral hepatitis. Millions of Americans have chronic viral hepatitis, but most of them do not know they are infected.

For more information, contact: Hepatitis Foundation International | 301.565.9410
info@hepatitisfoundation.org
http://hepatitisfoundation.org
@HFIconnect | #NationalHepatitisTestingDay

21-27 | Neuroscience Nurses Week

Join the American Association of Neurosciences 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

22 | Gout Awareness Day (National)

Gout is the most common inflammatory arthritis among men and affects about 8.3 million individuals. The Arthritis Foundation offers educational materials and tools to help patients with gout and their physicians work together to successfully manage the disease.

For more information, contact: Arthritis Foundation
www.arthritis.org

25 | Missing Children's Day (National)

National Missing Children's Day is dedicated to encouraging parents, guardians, caregivers, and others concerned with the well-being of children to make child safety a priority. It serves as a reminder to continue efforts to reunite missing children with their families, and is an occasion to honor those dedicated to this noble cause.

For more information, contact: US Department of Justice Office of Juvenile Justice and Delinquency Prevention (OJJDP)
www.ojjdp.gov/missingchildrensday

31 | Senior Health & Fitness Day (National)

National Senior Health & Fitness Day is the nation's largest older adult health and wellness event. More than 1,000 local groups and 100,000+ seniors will participate in events on May 31. Organizations interested in participating must register in order to use the trademarked event name and logo.

For more information, contact: Gary Ford
Mature Market Resource Center | 800.828.8225
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)
PTSD Awareness Month
Scleroderma Awareness Month

WEEK-LONG OBSERVANCES

12–18 Men's Health Week (National)
15–22 Nursing Assistants Week (National)
19–23 Healthcare Risk Management Week

RECOGNITION DAYS | EVENTS

4 Cancer Survivors Day (National)
6 Health Care Recruiter Day (National)
29 Scleroderma Awareness Day (World)

1-30 | Alzheimer's and Brain Awareness Month

Alzheimer's and Brain Awareness Month is an opportunity to join the global conversation about the brain, Alzheimer's disease, and other dementias. Everyone 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 | [@alzassociation](http://alz.org/abam) | #ENDALZ**

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 | naa@aphasia.org | www.aphasia.org

1-30 | Cataract Awareness Month

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 | www.preventblindness.org

1-30 | Cataract Awareness Month

Cataracts are one of the leading causes of blindness in the United States. 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, 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 | www.geteyesmart.org

1-31 | 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 | 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 treatments during Hernia Awareness Month.

For more information, contact: C. R. Bard, Inc. 800.HERNIAS (437.6427) | info@herniainfo.com | www.herniainfo.com

1-30 | Men's Health Month

Men's Health Month, which is anchored by National Men's Health Week (June 12–18), 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 x101 | www.menshealthmonth.org | @MensHlthNetwork | [#MensHealthMonth](https://www.facebook.com/MensHealthMonth) | [#ShowUsYourBlue](https://www.facebook.com/ShowUsYourBlue) | [#WearBlue](https://www.facebook.com/WearBlue) | [#ManUp](https://www.facebook.com/ManUp)

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, and by supporting research.

For more information, contact: NHF 888.NHF.5552 (643.5552) | 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 | US Department of Veterans Affairs 802.296.5132 | ncptsd@va.gov | www.ptsd.va.gov | [@PTSDAwareness](https://www.facebook.com/PTSDAwareness) | #PTSD



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 and other international scleroderma organizations in recognizing June 29 as World Scleroderma Awareness Day.

For more information, contact: Jillian Scola Scleroderma Foundation | 800.722.4673 jscola@scleroderma.org | www.scleroderma.org

4 | 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 2017, NCSD is celebrating its 30th year.

For more information, contact: Paula Chadwell National Cancer Survivors Day Foundation 615.794.3006 | pchadwell@ncsd.org | www.ncsd.org @SurvivorsDay | #NCSD2017

6 | Health Care Recruiter 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 | info@nahcr.com www.nahcr.com

12-18 | 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 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 www.menshealthweek.org | @MensHlthNetwork @MensHealthMonth | #MensHealthWeek #ShowUsYourBlue

15-22 | Nursing Assistants' Week (National)

The 40th Annual National Nursing Assistants' Week (NAW) recognizes 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 NAW are designed to continue throughout the year to address specific issues of care. The focus for 2017 is "I Choose Respect."

For more information, contact: NA Week 2017 National Network of Career Nursing Assistants cnajeni@aol.com | www.cna-network.org

19-23 | Healthcare Risk Management Week

Every year, the American Society for Healthcare Risk Management (ASHRM) celebrates its profession during the annual June event. This observation helps to raise awareness about the value that risk managers bring to their organizations. ASHRM develops tools, webinars, materials, and online resources to assist organizations that wish to celebrate.

For more information, contact: ASHRM 312.422.3980 | ashrm@aha.org www.ashrm.org | @ASHRMAHA | #HRMweek

29 | Scleroderma Awareness Day (World)

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 and other international scleroderma organizations in recognizing June 29 as World Scleroderma Awareness Day.

For more information, contact: Jillian Scola Scleroderma Foundation | 800.722.4673 jscola@scleroderma.org | www.scleroderma.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

9–22 Donate Life ECHO (Every Community Has Opportunity)

RECOGNITION DAYS | EVENTS

28 Hepatitis Day (World)

1-31 | Cord Blood Awareness Month

Cord Blood Awareness Month raises awareness about the medical value of the 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
301.774.4915 | info@parentsguidecordblood.org
<http://parentsguidecordblood.org>
@ParentCordBlood | #ParentCordTissue

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 | www.arthritis.org

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

This observance is 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 | www.nami.org
#MinorityMentalHealth
#MentalIllness

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: AAO | 415.561.8534
www.geteyesmart.org

9-22 | Donate Life ECHO (Every Community Has Opportunity)

The Association for Multicultural Affairs in Transplantation and Donate Life America joined forces in 2015 to develop Donate Life ECHO, a nationwide observance designed to reach multicultural communities. It has two objectives: to focus on the power of sharing one's personal decision to register as an organ, eye, and tissue donor with members of one's community; and to encourage registered donors to ask members of their personal networks and extended communities to talk about organ, eye, and tissue donation and register as donors.

For more information, contact: Jocelyn Reed
Donate Life America | 804.377.3580
jreed@donatelife.net | <https://donatelife.net>
#DonateLifeECHO

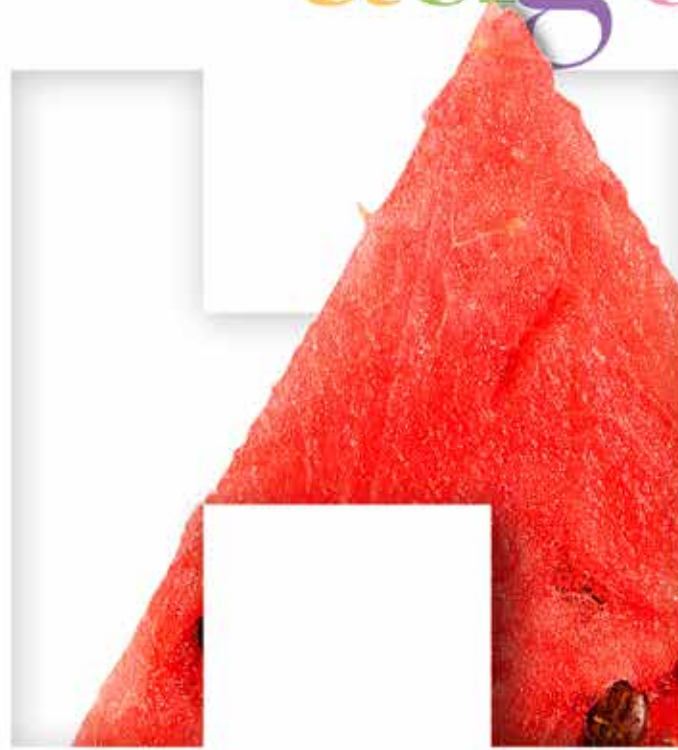
28 | Hepatitis Day (World)

World Hepatitis Day aims to raise global awareness of hepatitis, a group of infectious diseases known as Hepatitis A, B, C, D, and E, and encourage prevention, diagnosis, and treatment for everyone.

For more information, contact:
Hepatitis Foundation International | 301.565.9410
info@hepatitisfoundation.org
<http://hepatitisfoundation.org>
@HFIconnect | #WorldHepatitisDay



august



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august

At-a-Glance

MONTH-LONG OBSERVANCES

Children's Eye Health and Safety Month
Dental Implant Month
Immunization Awareness Month (National)
Neurosurgical Awareness Month
Psoriasis Awareness Month
Spinal Muscular Atrophy Awareness Month

WEEK-LONG OBSERVANCES

13-19 Health Center Week (National)

RECOGNITION DAYS | EVENTS

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: AAO
415.561.8534 | www.geteyesmart.org

1-31 | Dental Implant Month

Dental Implant Month educates the public about dental implants—the standard of care for replacing missing teeth. Many options exist for tooth replacement, but only one—dental implants—provides the feel, function, and appearance of natural teeth. To find a credentialed implant dentist, visit www.aaid-implant.org.

For more information, contact: Max G. Moses
American Academy of Implant Dentistry
312.335.1550 | max@aaid.com
www.aaid-implant.org | [@aaid_dentists](https://twitter.com/aaid_dentists)
#DentalImplantMonth

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.LUNGUSA (586.4872)
www.lung.org/flu | #NIAM2017

1-31 | Neurosurgical Awareness Month

In 2017, the American Association of Neurological Surgeons (AANS) will focus on trigeminal neuralgia during Neurosurgical Awareness Month. Materials will spotlight those dealing with the condition and the neurosurgeons working toward a cure.

For more information, contact: AANS | 847.378.0500
info@aans.org | www.aans.org | #AANS2017

1-31 | Psoriasis Awareness Month

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 | www.psoriasis.org | @NPF

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; advocating with government and regulatory agencies; 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 | www.curesma.org

13-19 | Health Center Week (National)

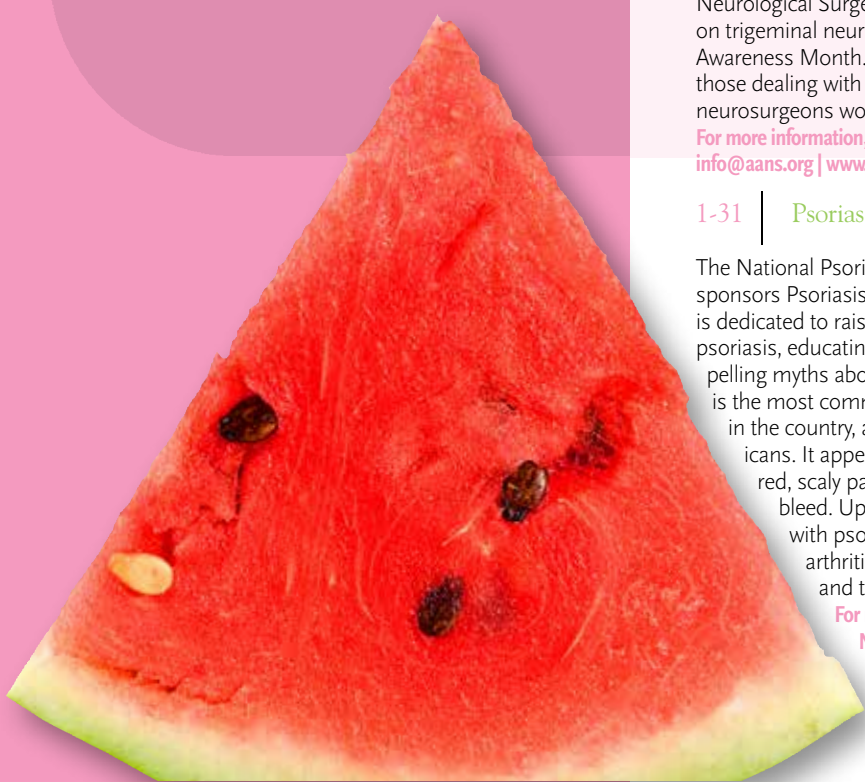
The second full week of August each year is dedicated to recognizing the service and contributions of community, migrant, homeless, and public housing health centers in providing access to affordable, high-quality, cost-effective healthcare to medically vulnerable and underserved people.

For more information, contact: Alexandra Harris
National Association of Community Health Centers
202.296.3072 | grassroots@nachc.com
www.healthcenterweek.org | #NHCW17

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: Patricia Rice
NAHUC | 815.633.4351 | office@nahuc.org
www.nahuc.org





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At-a-Glance

MONTH-LONG OBSERVANCES

Baby Safety Month
Blood Cancer Awareness Month
Childhood Cancer Awareness Month
Cholesterol Education Month (National)
Craniofacial Acceptance Month
Food Safety Education Month (National)
Gynecologic Cancer Awareness Month
Healthy Aging Month
Newborn Screening Awareness Month
Pain Awareness Month
Prostate Cancer Awareness Month
Prostate Health Awareness Month
Prostate Health Month
Pulmonary Fibrosis Awareness Month (Global)
Reye's Syndrome Awareness Month
Thyroid Cancer Awareness Month

WEEK-LONG OBSERVANCES

4–10 Youth Suicide Prevention Week (National)
10–16 Healthcare Environmental Services Week
10–16 Vascular Nurses Week
11–17 Balance Awareness Week
17–23 Child Passenger Safety Week
17–23 Clean Hands Week (International)
17–23 Farm Safety and Health Week (National)
17–23 Surgical Technologist Week (National)
24–30 Nursing Professional Development Week

CONTINUED...

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
jpma@jpma.org | www.babysafetymonth.org
[#babysafetymonth](https://twitter.com/babysafetymonth) | JPMA

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 | infocenter@lls.org
www.lls.org

1-30 | Childhood Cancer Awareness Month

Each year, more than 15,000 children in the US are diagnosed with cancer. Sadly, 1 in 8 is robbed of a lifetime of moments and memories. Join CureSearch during September in raising awareness for this leading cause of death by disease among children, as well as the funds necessary to drive research to end children's cancer. Participation is fun, family-friendly, and an easy way to make a huge impact.

For more information, contact: Communications CureSearch for Children's Cancer | 240.235.2204
info@curesearch.org | <http://curesearch.org>
[#CureSearch](https://twitter.com/CureSearch) | [#MakeltGoldForKids](https://twitter.com/MakeltGoldForKids)

1-30 | Cholesterol Education Month (National)

September is National Cholesterol Education Month, a good time to get your blood cholesterol checked and take steps to lower it if it is high. It is also an opportunity to learn about lipid profiles, and about food and lifestyle choices that help you reach personal cholesterol goals.

For more information, contact: National Center for Chronic Disease Prevention and Health Promotion
www.cdc.gov/cholesterol/cholesterol_education_month.htm

1-30 | Craniofacial Acceptance Month

Each year, the Children's Craniofacial Association (CCA) encourages families, friends, volunteers, and related support groups to widen the circle of acceptance for individuals with facial differences. The goal is to encourage people to see that "beyond the face is a heart." As part of the 14th Annual Craniofacial Acceptance Month, CCA families across

the nation will hold picnics, giving them a chance to gather with other families, while creating awareness in their communities.

For more information, contact: Annie Reeves CCA | 214.570.9099 | areeves@ccakids.com
www.ccakids.org | [@CCAKidsTweet](https://twitter.com/CCAKidsTweet)

1-30 | Food Safety Education Month (National)

By consistently following food safety practices at home, consumers can reduce the risk of foodborne illness. During National Food Safety Education Month, the nonprofit Partnership for Food Safety Education highlights fundamental safe food handling practices that protect consumer health.

For more information, contact: Shelley Feist Partnership for Food Safety Education
202.220.0651 | www.fightbac.org
[@Fight_BAC](https://twitter.com/Fight_BAC) | [#NFSEM](https://twitter.com/NFSEM) | [#foodsafetyg](https://twitter.com/foodsafetyg)

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: Ellen Sullivan Foundation for Women's Cancer | 312.676.3914
www.foundationforwomenscancer.org | [#GCAM](https://twitter.com/GCAM)

1-30 | Healthy Aging Month

Healthy Aging Month is an annual observance designed to focus national attention on the positive aspects of growing older. Now in its second decade, Healthy Aging Month is a time to increase public awareness of the importance of healthy lifestyles and to encourage local wellness events that promote taking personal responsibility for one's health—physically, socially, mentally, and financially.

For more information, contact: Healthy Aging Information | Healthy Aging | 610.793.0979
info@healthyaging.net | www.healthyaging.net
[@healthyagingnet](https://twitter.com/healthyagingnet)

1-30 | Newborn Screening Awareness Month

The mission of the Save Babies Through Screening Foundation is to improve the lives of children and their families, by working to prevent disabilities and death resulting from disorders detectable through newborn screening tests. The foundation's goal is to ensure that every baby is screened successfully, effectively, and comprehensively.

For more information, contact: Jill Levy-Fisch Save Babies Through Screening Foundation
888.454.3383 | email@savebabies.org
<http://savebabies.org> | [@savebabies](https://twitter.com/savebabies)
[#NBSawarenessmonth](https://twitter.com/NBSawarenessmonth)

RECOGNITION DAYS | EVENTS

- 10 Grandparents Day (National)
- 10 Youth Suicide Prevention Day (National)
- 15 Neonatal Nurses Day (National)
- 20 School Backpack Awareness Day (National)
- 23 Seat Check Saturday (National)
- 24-27 SHSMD Connections Annual Conference
- 27 Women's Health & Fitness Day (National)
- 30 Family Health & Fitness Day—USA

1-30 | Pain Awareness Month

The month of September has been declared Pain Awareness Month. It is a time when various organizations work together to raise public awareness of issues in the area of pain management. Since 2001, the American Chronic Pain Association (ACPA) has worked to elevate the understanding of chronic pain and pain management among healthcare professionals and consumer groups. [For more information, contact: Penney Cowan American Chronic Pain Association | 916.632.0922 pcowan@theacpa.org | www.theacpa.org](#)

1-30 | Prostate Cancer Awareness Month

While the exact causes of prostate cancer remain unknown, medical research has identified well-established risk factors with which men should be familiar, such as age, family history, and race. By working to raise awareness of prostate cancer, men can make more informed decisions about their health—including choices which may help prevent cancer, such as avoiding smoking, maintaining a healthy diet and weight, and exercising regularly.

[For more information, contact: Prostate Conditions Education Council | 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 | www.urologyhealth.org](#)

1-30 | Prostate Health Month

Prostate Health Month draws attention to the major health 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 www.prostatehealthmonth.com @MensHlthNetwork | #WearBlue #prostate](#)

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, the American Lung Association brings awareness to

this life-threatening disease that makes it difficult to breathe.

[For more information, contact: American Lung Association | 800.LUNGUSA \(586.4872\) www.lung.org/pulmonary-fibrosis #PulmonaryFibrosis #PFAwareness](#)

1-30 | Reye's Syndrome Awareness Month

Reye's syndrome is a deadly disease that 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 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: ThyCa Publications Department | ThyCa: Thyroid Cancer Survivors' Association, Inc. | 877.588.7904 | thyca@thyca.org www.thyca.org | @ThyCaInc | #ThyCaAware](#)

4-10 | Youth Suicide Prevention Week (National)

According to the most recent data, suicide is the second 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 www.preventyouthsuicide.org @aasuicidology | #NSPW17](#)

10-16 | 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 Healthcare Environment | 312.422.3860 ahe@aha.org | www.ahe.org](#)

10-16 | 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: Leah Grunewald Society for Vascular Nursing | 414.376.0001 lgrunewald@svnnet.org | www.svnnet.org](#)



10 | 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
www.grandparents-day.com

10 | Youth Suicide Prevention Day (National)

According to the most recent data, suicide is the second 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
www.preventyouthsuicide.org | @aasuicidology
#NSPW17

11-17 | Balance Awareness Week

Through Balance Awareness Week, the Vestibular Disorders Association (VEDA) is making significant strides to raise awareness about vestibular disorders, and support patients in their journey from diagnosis and treatment to developing coping strategies that help them live with a chronic invisible illness. This grassroots campaign is engaging more people than ever to take action and to help VEDA accomplish its number one goal: to reduce the time it takes to diagnose a vestibular disorder.

For more information, contact: Terri Baltus | VEDA
503.294.9085 | terri.baltus@vestibular.org
<http://vestibular.org/baw> | @vestibularveda
#defeatdizziness

15 | Neonatal Nurses Day (National)

Established in 2000 by the National Association of Neonatal Nurses (NANN), National Neonatal Nurses Day provides an opportunity for members of the neonatal community to honor their colleagues and show their pride in being a neonatal nurse.

For more information, contact: Brendan Sugrue
NANN | bsugrue@nann.org | www.nann.org
@neonatalnurses | #NeonatalNursesDay

17-23 | Child Passenger Safety Week

Every year, thousands of children are tragically injured or killed in vehicle crashes. Child Passenger Safety Week focuses on keeping America's children safer on the road. September 23 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 | www.trafficsafetymarketing.gov

17-23 | Clean Hands Week (International)

Clean Hands Week was established in 2003 by the Clean Hands Coalition, a unified alliance of public and private partners working together to create and support coordinated, sustained initiatives to significantly improve health and save lives through clean hands. Activities will be held around the world to raise awareness about the importance of good hand hygiene.

For more information, contact:
Clean Hands Coalition | info@cleaninginstitute.org
www.facebook.com/cleanhandscoalition/
#CleanHands #Soap

17-23 | 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 educational 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@nicc.edu | www.necasag.org
#NFSHW17

17-23 | 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 profession. It began by a resolution adopted by the AST Board of Directors in 1984.

For more information, contact: Membership Services Department | AST | 800.637.7433
memserv@ast.org | www.ast.org

20 | 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. In observance of School Backpack Awareness Day, occupational therapy practitioners, educators, 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
American Occupational Therapy Association
301.652.6611 www.aota.org | @AOTALncPR
@AOTALnc | #BackpackSafety

23 | Seat Check Saturday (National)

On September 23, 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
www.trafficsafetymarketing.gov

24-27 | SHSMD Connections Annual Conference

Healthcare marketing, planning, and communications/public relations professionals will gather in Orlando, FL, for SHSMD Connections 2017, the nation's biggest and best education and networking event for healthcare strategy professionals. 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
www.shsmd.org | @SHSMDAHA | #SHSMD17

24-30 | 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: ANPD Headquarters
Association for Nursing Professional Development
312.321.5135 | info@anpd.org | www.anpd.org

27 | Women's Health & Fitness Day (National)

National Women's Health & Fitness Day is the nation's largest women's health and wellness event. More than 800 local groups and 80,000+ women of all ages participate in events on the last Wednesday in September. Organizations interested in participating must register in order to use the trade-marked event name and logo.

For more information, contact: Gary Ford
Health Information Resource Center | 800.828.8225
www.fitnessday.com/women

30 | Family Health & Fitness Day—USA

Family Health & Fitness Day—USA is the nation's largest family health and wellness event. Now in its 22nd 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
www.fitnessday.com/family

october



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october

At-a-Glance

MONTH-LONG OBSERVANCES

Breast Cancer Awareness Month (National)
Chiropractic Health Month (National)
Dental Hygiene Month (National)
Disability Employment Awareness Month (National)
Domestic Violence Awareness Month
Halloween Safety Month
Health Literacy Month
Home Eye Safety Month
Liver Awareness 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
“Talk About Your Medicines” Month

WEEK-LONG OBSERVANCES

1–7 Gerontological Nursing Week
1–7 Healthcare Foodservice Workers Week
1–7 Healthcare Supply Chain Week (National)
1–7 Mental Illness Awareness Week
1–7 Midwifery Week (National)
1–7 Nuclear Medicine and Molecular Imaging Week
6–12 Physician Assistants Week (National)
8–14 Case Management Week (National)
8–14 Central Service Week
8–14 Emergency Nurses Week
8–14 Fire Prevention Week
8–14 Healthcare Security and Safety Week
9–13 Nephrology Technicians/Technologists Recognition Week (National)
15–19 Nuclear Science Week
15–21 Infection Prevention Week (International)
15–21 Pastoral Care Week/Spiritual Care Week
16–20 Medical Assistants Recognition Week (National)
16–22 Radon Action Week (National)
22–28 Health Care Facilities and Engineering Week (National)
22–28 Respiratory Care Week (National)
23–31 Red Ribbon Week (National)

CONTINUED...

1-31 | Breast Cancer Awareness Month (National)

Breast cancer is the second leading cancer among women in the United States, but millions of women are surviving the disease, thanks in part to regular screening, early detection, and improvements in treatment. During Breast Cancer Awareness Month, women are encouraged to maintain a healthy weight, be physically active, and limit how much alcohol they drink to help reduce the risk of breast cancer.

For more information, contact: American Cancer Society | 800.227.2345 | www.cancer.org/healthy/morewaysacshelpsyoustaywell/breastcancer

1-31 | Chiropractic Health Month (National)

National Chiropractic Health Month (NCHM) is a nationwide observance designed to raise public awareness of the benefits of chiropractic care and its natural, whole-person, patient-centered approach to health and wellness. NCHM strives to educate consumers about the benefits of chiropractic services, and to promote the expertise of doctors of chiropractic in helping patients reach optimal levels of health and wellness.

For more information, contact: Communications Department | American Chiropractic Association 703.812.0209 | communications@acatoday.org www.acatoday.org/nchm | @acatoday #NCHM2017

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 people 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 | 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 become 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 | USDOL/Office of Disability Employment Policy | 202.693.7902 | dunlap.carol@dol.gov | www.dol.gov/odep

1-31 | Domestic Violence Awareness Month (National)

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 | www.nrcdv.org/dvam @NationalDVAM | #DVAM2017

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 | www.geteyesmart.org

1-31 | Health Literacy Month

Health Literacy Month brings attention to the importance of understandable health information. This annual, worldwide, awareness event has been going strong ever since it was founded in 1999. Over the years, healthcare organizations, community services, health literacy coalitions, government agencies, literacy programs, universities, and others have hosted a wide range of Health Literacy Month events, including how-to workshops for professionals, wellness programs for patients and the public, and educational offerings for students at all levels.

For more information, contact: Institute for Healthcare Advancement | 562.690.4001 bscott@ih4health.org | www.ih4health.org @healthlitmonth | #iahealthlit

1-31 | Home Eye Safety Month

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

For more information, contact: Prevent Blindness 800.331.2020 | www.preventblindness.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 importance of being tested for liver disease for those with risk factors.

For more information, contact: Communications Department | American Liver Foundation | 212.668.1000 www.liverfoundation.org



RECOGNITION DAYS | EVENTS

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

1-31 | Medical Librarians Month (National)

The Medical Library Association (MLA) created National Medical Librarians Month 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 | gunn@mail.mlahq.org
www.mlanet.org | [#nationalmedicallibrariansmonth](https://twitter.com/nationalmedicallibrariansmonth)

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 G. Stafford
SDMS | 214.473.8057 | kstafford@sdms.org
www.sdms.org | [@TheSDMS](https://twitter.com/TheSDMS) | [#MUAM17](https://twitter.com/MUAM17)

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 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)

There are more ways to celebrate American Pharmacists Month than there are days in October. The American Pharmacists Association (APhA) has compiled ideas for activities and events that spotlight pharmacists' contributions toward improving medication use and advancing patient care in all practice

settings. Use these ideas throughout October—and all year long—to inspire your celebrations.

For more information, contact: APhA
www.pharmacist.com/american-pharmacists-month

1-31 | Physical Therapy Month (National)

National Physical Therapy Month is celebrated 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
703.706.3216 | public-relations@apta.org
www.moveforwardpt.com | [@MoveForwardPT](https://twitter.com/MoveForwardPT)

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 | [@FirstCandle](https://twitter.com/FirstCandle)
[#SIDSAwareness](https://twitter.com/SIDSAwareness) | [#Stillbirths](https://twitter.com/Stillbirths)

1-31 | "Talk About Your Medicines" Month

The National Council on Patient Information and Education (NCPIE) is hosting the 32nd 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
ddavidson@ncpie.info or bullman@ncpie.info
www.talkaboutrx.org | [@TweetNCPIE](https://twitter.com/TweetNCPIE) | [#TAYMM](https://twitter.com/TAYMM)

1-7 | Gerontological Nursing Week

This week advances the specialty practice of gerontological nursing, which strives 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



1-7 | 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 well-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: Kent Hamaker
Association for Healthcare Foodservice
 703.662.0615
khamaker@healthcarefoodservice.org
www.healthcarefoodservice.org
[#AHFNetwork](https://twitter.com/AHFNetwork) | [#AHF](https://twitter.com/AHFNetwork) [#SelfOperated](https://twitter.com/AHFNetwork)

1-7 | 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 | [@AHRMMtweets](https://twitter.com/AHRMMtweets) | [#SCWeek](https://twitter.com/AHRMMtweets)

1-7 | Mental Illness Awareness Week

Held each year during the first full week of October, Mental Illness Awareness Week is a grassroots effort of the National Alliance on Mental Illness (NAMI) to broaden 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: NAMI
 703.524.7600 | www.nami.org/miaw

1-7 | 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

1-7 | 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: Paul Hamel
Society of Nuclear Medicine & Molecular Imaging
 703.652.6786 | phamel@snmmi.org
www.snmmi.org/nmw

4 | Walk to School Day (International)

International Walk to School Day is a global event that includes communities from more than 40 countries walking and biking to school on the same day. It began in 1997 as a one-day event. Over time, this event has become part of a movement for year-round safe routes to school. This year, thousands of schools across America—from all 50 states, the District of Columbia, and Puerto Rico—will participate.

For more information, contact: Colleen Oliver
National Center for Safe Routes to School
 919.962.7769 | oliver@hsrnc.unc.edu
www.walkbiketoschool.org

6 | Depression Screening Day (National)

National Depression Screening Day, held annually during Mental Illness Awareness Week, raises awareness for mood disorders, such as depression. It also provides the public with free, anonymous screenings at <http://helpyourselfhelpothers.org>.

For more information, contact: Screening for Mental Health | 781.239.0071
community@mentalhealthscreening.org
<https://mentalhealthscreening.org>
[@HYSHO](https://twitter.com/HYSHO) | [#NDSD](https://twitter.com/HYSHO) [#DepressionAwareness](https://twitter.com/HYSHO)

6-12 | Physician Assistants Week (National)

National Physician Assistants (PA) Week celebrates the profession and its contributions to the nation's health. Before it was a week-long event, National PA Day was first celebrated on October 6, 1987, in honor of the 20th anniversary of the first graduating class of physician assistants from the Duke University PA program. This year marks the 50th anniversary of the PA profession.

For more information, contact: Sarah Sonies | AAPA
 571.319.4484 | ssonies@aapa.org | www.aapa.org
[@AAPAAorg](https://twitter.com/AAPAAorg) | [#PAProNow](https://twitter.com/AAPAAorg)



8-14 | 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 field. 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 | @theACMA | #ncmw17

8-14 | Central Service Week

Through 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 who 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 | #CentralServiceWeek2017

8-14 | 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

8-14 | 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 | www.firepreventionweek.org #FirePreventionWeek

8-14 | 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 is set aside to recognize 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 | www.iahss.org

9-13 | Nephrology Technicians/Technologists Recognition Week (National)

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 | NANT 877.607.NANT (6268) | nant@meinet.com www.dialysistech.net

11 | 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 | www.iahss.org

11 | Stop America's Violence Everywhere (SAVE) Today

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

For more information, contact: Patricia Troy, CAE AMA Alliance | 800.549.4619 admin@amaalliance.org | www.amaalliance.org @amaalliance | #AMAASAVEToday



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 | www.arthritis.org**

15-19 | 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 & History | 505.245.2137 www.nuclearscienceweek.org | #nuclearsciweek**

15-21 | Infection Prevention Week (International)

International Infection Prevention Week helps patients, families, and healthcare professionals better understand their role in preventing infections. Established in 1986 by President Ronald Reagan, the Association for Professionals in Infection Control and Epidemiology (APIC) has spearheaded the annual effort to highlight the importance of infection prevention to healthcare professionals, administrators, legislators, and consumers. **For more information, contact: Janiene Bohannon APIC | 202.789.1890 | jbohannon@apic.org www.apic.org/infectionpreventionandyou @APIC | #IPW**

15-21 | Pastoral Care Week/Spiritual Care Week

Pastoral Care Week/Spiritual Care Week gives opportunities for organizations and institutions to recognize the spiritual caregivers in their midst and the ministry which the caregivers provide. **For more information, contact: Will Kinnaird www.pastoralcareweek.org**

16-20 | Medical Assistants Recognition Week (National)

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: American Medical Technologists | 847.823.0458 mail@americanmedtech.org www.americanmedtech.org**

16-22 | Radon Action Week (National)

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.LUNGUSA (586.4872) www.lung.org/radon | @LungAssociation #RadonActionWeek**

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 of America 800.992.9392 | www.stutteringhelp.org @stutteringfdn | #ISAD17**

22-28 | Health Care Facilities 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 (ASHE) | 312.422.3800 ashe@aha.org | www.ashe.org | @ASHEAHA #HealthEngWeek**

22-28 | 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 | info@aacrc.org www.aarc.org | @aacrc_tweets | #RCWeek**



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. Red Ribbon Week is celebrated every year in communities across the country.

For more information, contact: NFP | 305.856.4886
www.redribbon.org | @redribbonweek
 #yolobedrugfree #redribbonweek
 #youonlyliveoncebedrugfree

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
www.lockyourmeds.org | @lockyourmeds
 #lockyourmeds

25 | 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—reaching 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@aacrc.org | www.aarc.org
 @aacrc_tweets | #LungHealthDay

29 | Psoriasis Day (World)

Conceived by patients for patients, World Psoriasis Day is a global event that sets out to give an international voice to the 125 million people with psoriasis and psoriatic arthritis. On October 29, the International Federation of Psoriasis Associations, its member associations, and support groups perform activities all over the world to raise awareness about psoriasis and give people with psoriasis the attention and consideration they deserve.

For more information, contact: National Psoriasis Foundation | 800.723.9166 | www.psoriasis.org or www.worldpsoriasisday.com | @NPF



november



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Bladder Health Awareness Month (National)
COPD Awareness Month
Diabetes Month (American)
Diabetic Eye Disease Awareness Month
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
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5-11 Allied Health Professions Week
5-11 Diabetes Education Week
5-11 Medical Staff Services Awareness Week (National)
5-11 Patient Transportation Week (National)
5-11 Radiologic Technology Week (National)
6-10 Patient Blood Management Awareness Week

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5 Lung Cancer Walk for Hope
10-12 Donor Sabbath (National)
12 Pneumonia Day (World)
15 COPD Day (World)
16 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: Alzheimer's Association | 800.272.3900 | www.alz.org | [#ENDALZ](https://twitter.com/alzassociation)

1-30 | Bladder Health Awareness Month (National)

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 | www.urologyhealth.org

1-30 | COPD Awareness Month

Over 11 million Americans live with chronic obstructive pulmonary disease (COPD), a lung disease that makes it difficult to breathe. From chronic cough to 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.LUNGUSA (586.4872) | [#COPDAwarenessMonth](http://www.lung.org/copd) | [#COPD](https://twitter.com/COPD)

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: American Diabetes Association | 800.342.2383 | [@AmDiabetesAssn](http://www.diabetes.org) | [#DiabetesAlertDay](https://twitter.com/DiabetesAlertDay) | [#DiabetesMonth](https://twitter.com/DiabetesMonth)

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 ethnicities at higher risk for diabetes. With the findings signaling that many Americans may not be defending themselves against diabetes-related vision loss, 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 | www.geteyesmart.org

1-30 | Family Caregivers Month (National)

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

For more information, contact: American Lung Association | 800.LUNGUSA (586.4872) | [#NFCMonth](http://www.lung.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) | [@AADSkin](http://www.aad.org) | [#HealthySkin](https://twitter.com/HealthySkin)

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 an important difference in their patients' lives.

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

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.LUNGUSA (586.4872) | [#LungCancer](http://www.lung.org/lung-cancer)

1-30 | Pancreatic Cancer Awareness Month (National)

The Pancreatic Cancer Action Network urges the public to join its efforts to wage hope in the fight against pancreatic cancer. November is National Pancreatic Cancer Awareness Month, and with the help of a growing base of supporters, greater awareness, and rapid deployment of its comprehensive approach to fighting pancreatic cancer, the organization is focused on its goal to double pancreatic cancer survival by 2020.

For more information, contact: Pancreatic Cancer Action Network | www.pancan.org

1-30 | Prematurity Awareness Month

Prematurity Awareness Month raises public awareness of the seriousness of preterm birth, the leading cause of death among babies in the United States. This observance provides opportunities for people who care about moms and babies to tell their stories, volunteer, advocate, and donate to support research and other programs.

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

1-30 | Sexual Health Month (National)

National Sexual Health Month aims to raise awareness of sexual dysfunction among both men and women, increase public knowledge 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 | www.urologyhealth.org

1-30 | Stomach Cancer Awareness Month

November, a month known for the pleasure of eating, is the ideal time to raise awareness about gastric cancer. There is a great deal of focus on food, nourishment, and family during November, and that can be challenging for people dealing with stomach cancer, and for those living without a stomach.

For more information, contact: Jonathan Florin No Stomach For Cancer | 608.692.5141 | jflorin@nostomachforcancer.org | www.nostomachforcancer.org | [#nostomach4cancer](https://twitter.com/nostomach4cancer) | [#stomachcancerawarenessmonth](https://twitter.com/stomachcancerawarenessmonth)

11/1-12/31 | 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 | 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 | 866.877.2676 | amsn-info@amsn.org | www.amsn.org | [#MSNW17](https://twitter.com/medsurgnurses)

5 | 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 | www.cancercare.org

5-11 | Allied Health Professions Week

Allied Health Professions Week honors the 3 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: Jacoby Lawrence Association of Schools of Allied Health Professions 202.237.6481 | jacoby@asahp.org | www.asahp.org

5-11 | Diabetes Education Week

National Diabetes Education Week was created to encourage people with diabetes to work with a diabetes educator to learn how to self-manage their disease 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 | www.diabeteseducator.org

5-11 | 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
www.namss.org**

5-11 | 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 the 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 | www.nahtm.org**

5-11 | Radiologic Technology Week (National)

National Radiologic Technology Week is celebrated annually to recognize the vital work of radiology technologists across the nation. The celebration takes place each November to commemorate the discovery of the X-ray by Wilhelm Conrad Roentgen on November 8, 1895. The week-long celebration calls attention to the important role medical imaging and radiation therapy professionals play in patient care and healthcare safety.

**For more information, contact: Marketing
American Society of Radiologic Technologists
505.298.4500 | memberservices@asrt.org
www.asrt.org/nrtw | @ASRT | #NRTW17**

6-10 | Patient Blood Management Awareness Week

The Society for the Advancement of Blood Management (SABM) invites healthcare organizations 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: SABM
sabm@sabm.org | www.sabm.org
#patientbloodmanagement**

10-12 | Donor Sabbath (National)

This three-day observance seeks to include the days of worship for major

religions practiced in the United States. During National Donor Sabbath, faith leaders from many religions, donor families, transplant recipients, and donation and transplantation professionals participate in services and programs to educate the public about the need for the lifesaving and healing gifts passed to others through transplantation, while also encouraging people to sign up in their state registry as organ, eye, and tissue donors.

**For more information, contact: Jocelyn Reed
Donate Life America | 804.377.3580
jreed@donatelife.net | https://donatelife.net**

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 COPD and asthma, are at high risk for pneumonia.

**For more information, contact: American Lung Association | 800.LUNGUSA (586.4872)
www.lung.org/pneumonia | #WorldPneumoniaDay**

15 | 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 healthcare 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.LUNGUSA (586.4872)
www.lung.org/copd | #WorldCOPDDay**

16 | Great American Smokeout

The American Cancer Society Great American Smokeout event is a chance to triumph over addiction. Every November, the third Thursday is set aside to encourage smokers to go the distance, and to finally give up smoking.

**For more information, contact: Tracie Bertaut
American Cancer Society | 504.219.2272
tracie.bertaut@cancer.org | www.cancer.org
@americancancer | #GASO**

17 | Prematurity Day (World)

World Prematurity Day raises awareness of prevention and care strategies for moms and babies, such as "kangaroo care," when parents cuddle their premature baby skin-to-skin, which provides comfort and can improve the infant's health by keeping the baby warm, stabilizing the baby's heart rate, and helping the baby gain weight.

**For more information, contact: March of Dimes
www.marchofdimes.org or http://nacersano.org
@marchofdimes | #worldprematurityday**

december



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At-a-Glance

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Safe Toys and Celebrations Month
Safe Toys and Gifts Month

OBSERVANCES

- 3-9 Handwashing Awareness Week (National)
- 3-9 Influenza Vaccination Week (National)
- 4-8 Older Driver Safety Awareness Week (National)

RECOGNITION DAYS | EVENTS

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

1-31 | Safe Toys and Celebrations Month

Approximately 1 in 10 children's eye injuries that end up in the ER are caused by toys. In support of Safe Toys and Celebrations Month, 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 | 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 are available. For more information, contact: Prevent Blindness 800.331.2020 | www.preventblindness.org

1 | AIDS Day (World)

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: Office of HIV/AIDS and Infectious Disease Policy | US Department of Health and Human Services | 202.690.5560 contact@hhs.gov | www.aids.gov | #WAD2017

3-9 | Handwashing Awareness Week (National)

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 P. Sawyer | Henry the Hand Foundation | 513.769.4951 dr.will@henrythehand.org | www.henrythehand.org @HenrytheHand | #infectionprevention #handhygiene #handwashing #handawareness #nationalhandwashingawarenessweek #NHWAW2017

3-9 | Influenza Vaccination Week (National)

As we head into flu season, remember to keep preventive healthcare 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 healthcare provider.

For more information, contact: American Lung Association | 800.LUNGUSA (586.4872) www.lung.org/flu | @CDCgov | #NIVW

4-8 | 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.

For more information, contact: Katie Riley | AOTA 301.652.6611 | www.aota.org | @AOTALncPR @AOTALnc | #ODSAW17

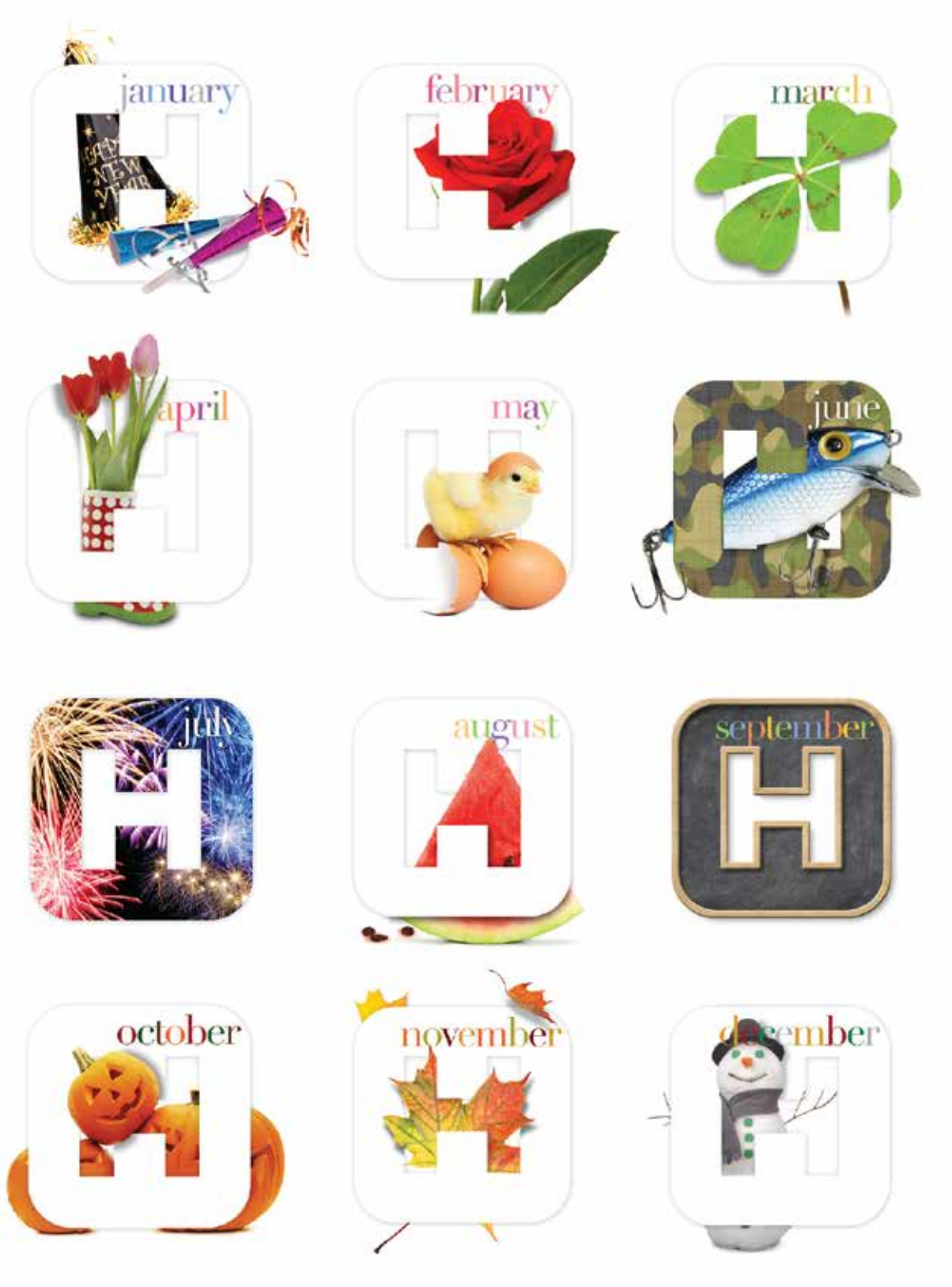
31 | New Year's Eve – Quit Smoking Resolutions

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 smoking cessation program, Freedom From Smoking.

For more information, contact: American Lung Association | 800.LUNGUSA (586.4872) www.lung.org/stop-smoking @LungAssociation | #NYE



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





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Home Care and Hospice Month (National)	44	Men's Health Week (National)	26	Patient Experience Week	16
Home Eye Safety Month	37	Mental Health Month	19	Patient Safety Awareness Week	10
Hospice/Palliative Care Month (National)	44	Mental Illness Awareness Week	39	Patient Transportation Week (National)	46
Hospital Week (National)	21	Midwifery Week (National)	39	Patient-Centered Care Awareness Month	38
Humor Month (National)	13	Migraine and Headache Awareness Month (National)	25	PeriAnesthesia Nurse Awareness Week	7
Huntington's Disease Awareness Month (National)	19	Minority Health Month (National)	13	Pharmacists Month (American)	38
I		Minority Mental Health Awareness Month (National)	28	Physical Therapy Month (National)	38
Immunization Awareness Month (National)	30	Missing Children's Day (National)	23	Physician Assistants Week (National)	39
Infant Immunization Week (National)	15	Motorcycle Safety Awareness Month	19	Pneumonia Day (World)	46
Infection Prevention Week (International)	41	MS Education and Awareness Month (National)	9	Poison Prevention Week (National)	10
Influenza Vaccination Week (National)	48	Myalgic Encephalomyelitis Awareness Day (National)	21	Prematurity Awareness Month	45
IV Nurse Day	4	N		Prematurity Day (World)	46
J		Neonatal Nurses Day (National)	34	Professional Social Work Month (National)	9
Jingle Bell Run/Walk for Arthritis	45	Nephrology Technicians/Technologists Recognition Week (National)	40	Prostate Cancer Awareness Month	33
JUST CLAP FOR LIFE!	3	Neurodiagnostic Week	15	Prostate Health Awareness Month	33
Juvenile Arthritis Awareness Month	28	Neurofibromatosis Awareness Month	19	Prostate Health Month	33
K		Neuroscience Nurses Week	23	Psoriasis Awareness Month	30
Kidney Day (World)	10	Neurosurgical Awareness Month	30	Psoriasis Day (World)	42
Kidney Month (National)	9	New Year's Eve – Quit Smoking Resolutions	48	PTSD Awareness Month	25
Kids ENT Health Month	6	Newborn Screening Awareness Month	32	Public Health Week (National)	14
L		Noise Awareness Day (International)	16	Pulmonary Fibrosis Awareness Month (Global)	33
LGBT Health Awareness Week (National)	11	Nuclear Medicine and Molecular Imaging Week	39	Pulmonary Rehabilitation Week (National)	10
Liver Awareness Month	37	Nuclear Science Week	41	R	
Lock Your Meds Day	42	Nurses Week (National)	20	Radiologic and Imaging Nurses Day	15
Lung Cancer Awareness Month	44	Nursing Assistants Week (National)	26	Radiologic Technology Week (National)	46
Lung Cancer Walk for Hope	45	Nursing Home Week (National)	22	Radon Action Week (National)	41
Lung Health Day	42	Nursing Professional Development Week	35	Radon Awareness Month	3
Lupus Awareness Month	19	Nutrition Month (National)	9	Recreational Therapy Month (National)	6
Lupus Day (World)	21	O		Red Ribbon Week (National)	42
M		Occupational Therapy Month	13	Registered Dietitian Nutritionist Day	10
March for Babies	14	Older Americans Month	19	Respiratory Care Week (National)	41
Medical Assistants Recognition Week (National)	41			Reye's Syndrome Awareness Month	33
Medical Fitness Week	16			Root Canal Awareness Week	21
Medical Laboratory				Rosacea Awareness Month	14
				Run A Mile Days (National)	20

S

Safe Toys and Celebrations Month	48
Safe Toys and Gifts Month	48
Save Your Vision Month	9
School Backpack Awareness Day (National)	34
School Nurse Day (National)	21
Scleroderma Awareness Day (World)	26
Scleroderma Awareness Month	26
Seat Check Saturday (National)	35
Senior Health & Fitness Day (National)	23
Sexual Health Month (National)	45
Sexually Transmitted Infections Awareness Month	14
SHSMD Connections Annual Conference	35
SIDS, Pregnancy and Infant Loss Awareness Month	38
Spinal Muscular Atrophy Awareness Month	30
Sports Eye Safety Month	14
Stomach Cancer Awareness Month	45
Stop America's Violence Everywhere (SAVE) Today	40
Stroke Awareness Month (National)	20
Stroke Month (American)	20
Stuttering Awareness Day (International)	41
Stuttering Awareness Week (National)	21
Surgical Technologist Week (National)	34

T

"Talk About Your Medicines" Month	38
Teen Pregnancy Prevention Month (National)	20

Thyroid Cancer Awareness Month	33
Transplant Nurses Day	15
Trauma Awareness Month (National)	20
Trauma Survivors Day (National)	22
Tuberculosis Day (World)	11

U

UV Safety Month	28
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V

Vascular Nurses Week	33
Voice Day (World)	15
Volunteer Week (National)	16

W

Walk to School Day (International)	39
Wear Red Day (National)	6
Wise Health Care Consumer Month (National)	6
Women's Eye Health and Safety Month	14
Women's Health & Fitness Day (National)	35
Women's Health Week (National)	22
Women's Healthy Weight Day	3
Women's Lung Health Week (National)	21
Workplace Eye Wellness Month	9

Y

Youth Service Day (Global)	15
Youth Suicide Prevention Day (National)	34
Youth Suicide Prevention Week (National)	33

Planning Ahead

2021

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