

Navigating Communities to Better Health



2019

CALENDAR OF HEALTH OBSERVANCES
& RECOGNITION DAYS



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



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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 health care marketers, planners, and communications and public relations professionals. A Professional Membership Group of the American Hospital Association, SHSMD serves more than 4,000 members and is the largest organization in the nation devoted to serving the needs of health care 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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january



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january

At a Glance

MONTH-LONG OBSERVANCES

Birth Defects Prevention Month (National)
Cervical Health Awareness Month
Radon Awareness Month

WEEK-LONG OBSERVANCE

22–27 Drug and Alcohol Facts Week (National)

1–31 | Birth Defects Prevention Month (National)

Birth defects affect one in every 33 babies born in the United States. The goal of National Birth Defects Prevention Month is to generate greater awareness that birth defects are common, costly and critical and to offer specific steps that women and health care professionals can take to prevent birth defects.

For more information, contact: Michele King
March of Dimes | 914.997.4613
press@marchofdimes.org | www.marchforbabies.org
or www.nacersano.org | @marchofdimes
@modhealthtalk @nacersano
#birthdefectspreventionmonth

1–31 | Cervical Health Awareness Month

During January, the National Cervical Cancer Coalition highlights issues related to cervical cancer, human papillomavirus (HPV) and the importance of early detection, along with personal stories of women battling persistent HPV, pre-cancer 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@ashsexualhealth.org | www.nccc-online.org
#CervicalHealthMonth

1–31 | Radon Action 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. Testing is easy and inexpensive and could save your life.

For more information, contact: Erin Meyer
American Lung Association | 800.586.4872
erin.meyer@lung.org | www.lung.org/radon
or www.facebook.com/lungusa
@LungAssociation | #RadonActionMonth

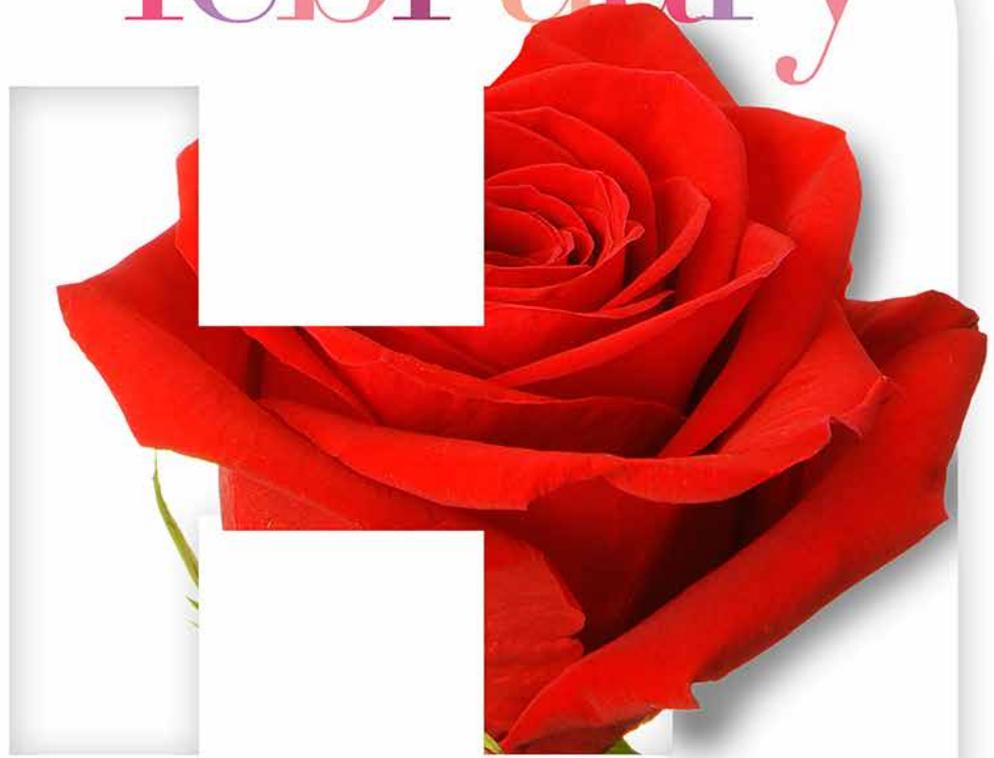
22-27 | Drug and Alcohol Facts Week (National)

This national health observance for teens promotes local events that use National Institute on Drug Abuse 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
National Institute on Drug Abuse
301.480.3741 | drugfacts@nida.nih.gov
www.teens.drugabuse.gov/national-drug-alcohol-facts-week | @NIDAnews | #NDAFW



february



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february

At a Glance

MONTH-LONG OBSERVANCES

Children's Dental Health Month (National)
Heart Month (American)
Wise Health Care Consumer Month

WEEK-LONG OBSERVANCES

4–10 Perianesthesia Nurse Awareness Week
10–16 Cardiac Rehabilitation Week (National)
10–16 Cardiovascular Professionals Week
14–21 Alzheimer's Disease and Dementia Care Staff Education Week

RECOGNITION DAYS | EVENTS

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

1–28 | Children's Dental Health Month (National)

Each February, the American Dental Association 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
ncdhm@ada.org | www.ada.org/ncdhm
@amerdentlassn | #NCDHM**

1–28 | Heart Month (American)

Someone in the U.S. dies of cardiovascular disease about every 40 seconds—that represents 2,200 people per day. During American Heart Month, the American Heart Association reminds people to focus on their hearts and encourages them to get their families, friends and communities involved. Together we can build a culture of health where making the healthy choice is the easy choice.

**For more information, contact: American Heart Association | 888.MY.HEART (694.3278)
www.heart.org or www.facebook.com/americanheart | @American_Heart**

1–28 | Wise Health Care Consumer Month

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

**For more information, contact: Hope Lawless
American Institute for Preventive Medicine
248.539.1800, x-238
www.healthylife.com
@WorkingWellBlog
#HealthConsumerism**

4–10 | Perianesthesia Nurse Awareness Week

This week recognizes and celebrates our nation's 60,000+ perianesthesia nurses who work in preanesthesia and post-anesthesia care, outpatient surgery, and pain management settings.

**For more information, contact: Doug Hanisch
ASPAN | dhanisch@aspan.org | www.panaw.com**

1 | Wear Red Day (National)

During American Heart Month, the American Heart Association's Go Red for Women movement works to save women's lives and beat heart disease, the No. 1 killer of women. On National Wear Red Day, support the movement by wearing red.

**For more information, contact: Abbey Dively and
Bridget O'Leary | American Heart Association
214-706-1173 (media); 800-AHA-USA1 (other)
abbey.dively@heart.org; bridget.oleary@heart.org
www.goredforwomen.org or www.facebook.com/
goredforwomen | @GoRedForWomen
#WearRedDay**

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: Dr. David Lichter
National Association of Catholic Chaplains
414.483.4898 | info@nacc.org
www.nacc.org | @cathchaps**

10–16 | 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: Andrew Miller
American Association of Cardiovascular and
Pulmonary Rehabilitation | 312.321.5146
amiller@aacvpr.org | www.aacvpr.org**



february

10-16 | 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 | #CVPWeek2019**

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

National Council of Certified Dementia Practitioners recognizes the importance of continued staff training. In honor of this week, the NCCDP makes available complimentary staff in-services that can be downloaded on a variety of dementia topics and include the PowerPoint presentation, student handouts, pre-test and post-test. This service is available from Nov. 1 to March 15 each year. Additionally, at this time you may nominate Staff Educator of the Year, CNA of the Year and CDP of the Year. The nomination forms are available on the NCCDP website.

**For more information, contact: Sandra Stimson
National Council of Certified Dementia Practitioners
973.729.6601 | nccdp_corporate@nccdp.org
www.nccdp.org**



march



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At a Glance

MONTH-LONG OBSERVANCES

- Athletic Training Month (National)
- Child Life Month
- Colorectal Cancer Awareness Month
- MS Education and Awareness Month (National)
- Nutrition Month (National)
- Save Your Vision Month

WEEK-LONG OBSERVANCES

- 3–9 Dental Assistants Recognition Week
- 10–16 Health Care HR Week
- 10–16 Pulmonary Rehabilitation Week (National)

RECOGNITION DAYS | EVENTS

- 3 Birth Defects Day (World)
- 13 Registered Dietitian Nutritionist Day
- 24 Tuberculosis Day (World)
- 26 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—health care 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: Ellen Satlof National Athletic Trainers' Association | 972.532.8859 | ellen@nata.org | www.nata.org | #NATM2019

1–31 | Child Life Month

Child Life Month celebrates the child-life profession and honors all child-life professionals. Child-life professionals provide evidence-based, developmentally appropriate interventions including therapeutic play, preparation for procedures and education that reduce fear, anxiety and pain for children facing chronic illness, injury, trauma, disability and loss. Trained in the developmental impact of illness and injury, child-life professionals provide essential patient- and family-centered care as part of interdisciplinary health care teams.

For more information, contact: Darryl Lewis Association of Child Life Professionals | 571.483.4500 | communications@childlife.org | www.childlife.org | @AssocChildLife | #ChildLifeMonth

1–31 | Colorectal Cancer Awareness Month

Colorectal cancer is the third most common type of cancer in the U.S. for both men and women and is the second-leading cause of cancer death overall, but with screening it is highly preventable. During Colorectal Cancer Awareness Month, spread the message that colorectal cancer is “Preventable. Treatable. Beatable!”

For more information, contact: Lisa Berry Edwards | Prevent Cancer Foundation® | 800.227.2732 | pcf@preventcancer.org | www.preventcancer.org/colorectal | @PreventCancer | #preventcancer

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

National MS Education and Awareness Month is a nationwide effort by the Multiple Sclerosis Foundation and affiliated groups to raise the public's awareness of multiple sclerosis. The goal of this campaign is to promote an understanding of the scope of this disease and to assist those with MS in making educated decisions about their health care. Awareness

kits are available from MS Focus for those who wish to become involved.

For more information, contact: MS Focus: Multiple Sclerosis Foundation | 888.MS.FOCUS (673.6287) | awareness@msfocus.org | www.msfocus.org | @MS_Focus | #NMSEAM

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: Anika Swarn Academy of Nutrition and Dietetics | 312.899.4807 | permissions@eatright.org | www.eatright.org or www.eatrightpro.org | @eatright | @eatrightPRO | #NationalNutritionMonth

1–31 | Save Your Vision Month

Every year in March the American Optometric Association reminds Americans about the importance of regular, in-person comprehensive eye exams from an optometrist.

For more information, contact: Susan Thomas American Optometric Association | 703.837.1347 | dmiddleton@aoa.org | www.aoa.org

24 | Tuberculosis Day (World)

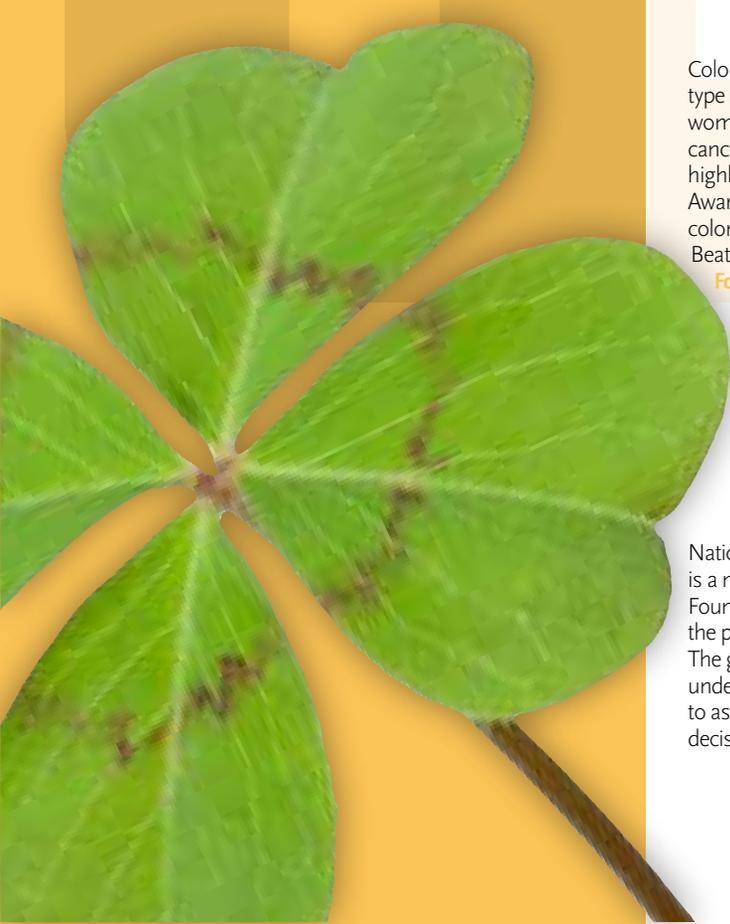
Tuberculosis is an infectious disease that usually infects the lungs but can attack almost any part of the body. It is spread from person to person through the air. When a person with TB in their lungs or throat coughs, laughs, sneezes, sings or even talks, the germs that cause TB may spread through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

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

3 | Birth Defects Day (World)

An estimated 8 million babies worldwide are born each year with a serious birth defect. Birth defects are a leading cause of death in the first year of life, and babies who survive may be physically or mentally disabled, taking a costly toll on families, communities and nations. The annual World Birth Defects Day raises awareness of this global problem and advocates for more surveillance, prevention, care and research.

For more information, contact: Michele Kling March of Dimes | 914.997.4613 | press@marchofdimes.org | www.marchforbabies.org or www.nacersano.org | @marchofdimes | @modhealthtalk | @nacersano | #WorldBDDay | #marchofdimes



3-9 | Dental Assistants Recognition Week

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

For more information, contact:

**Publications Department | American Dental Assistants Association | 877.874.3785
publications@adausa.org | www.adausa.org
@adaa247 | #DARW19**

10-16 | Health Care HR Week

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

**For more information, contact: ASHHRA
312.422.3720 | ashhra@aha.org
www.ashhra.org/hchrweek | @ASHHRA #hchrweek**

10-16 | 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: Andrew Miller
American Association of Cardiovascular and Pulmonary Rehabilitation | 312.321.5146
amiller@aacvpr.org | www.aacvpr.org**

13 | 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: Aniká Swam
Academy of Nutrition and Dietetics | 312.899.4807
permissions@eatright.org | www.eatright.org or
www.eatrightpro.org | @eatright | @eatrightPRO
#RDNDay**

26 | Diabetes Association Alert Day (American)

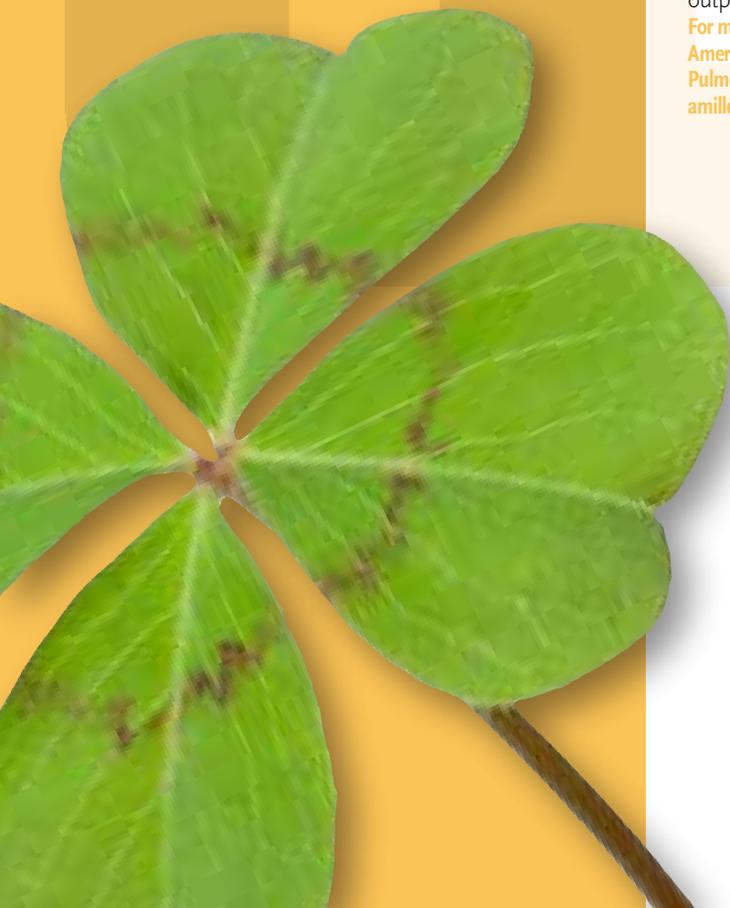
American Diabetes Association Alert Day, which is held every fourth Tuesday in March, is a one-day wake-up call asking the American public to take the diabetes risk test to find out if they are at risk for developing Type 2 diabetes.

**For more information, contact: American Diabetes Association | 800.342.2383 | www.diabetes.org
@AmDiabetesAssn | #DiabetesAlertDay**

30 | Doctors' Day (National)

The first Doctors' Day was observed on March 30, 1933, by the Barrow County Alliance in Winder, GA. On Oct. 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)
800.423.4992, x-164 | alliance@sma.org
www.smaalliance.org | @smaalliance
#smaalliance**





april

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april

At a Glance

MONTH-LONG OBSERVANCES

Alcohol Awareness Month
Autism Awareness Month (National)
Facial Protection Month (National)
March for Babies
Minority Health Month (National)
Rosacea Awareness Month
Testicular Cancer Awareness Month

WEEK-LONG OBSERVANCES

1–7 Public Health Week (National)
7–13 Volunteer Week (National)
9–13 Cancer Registrars Week (National)
21–27 Medical Laboratory Professionals Week
22–26 Patient Experience Week

RECOGNITION DAYS | EVENTS

7 Health Day (World)
16 Healthcare Decisions Day (National)
17 Hemophilia Day (World)
17 Transplant Nurses Day
27 DEA National Prescription Drug
Take Back Day

1–30 | Alcohol Awareness Month

Founded by the National Council on Alcohol and Drug Dependence (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 use this opportunity to address the nation's leading public health problem through a broad range of media strategies, awareness campaigns, programs and events.

For more information, contact: Programs | NCADD
212.269.7797, x-13 | national@ncadd.org
www.ncadd.org | [@NCADDNational](https://twitter.com/NCADDNational)

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.autismsource.org or www.autism-society.org
[@AutismSociety](https://twitter.com/AutismSociety) | [#AutismSociety](https://twitter.com/AutismSociety)

1–30 | Facial Protection Month (National)

Wearing a mouth guard when playing contact sports saves tens of thousands of teeth annually. Helmets and face shields protect wearers from facial injuries. Each April, the American Association of Oral and Maxillofacial Surgeons, 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](http://AAOMS.org) | 847.678.2000
www.myoms.org/saveface | [#FacialProtection](https://twitter.com/FacialProtection)

1–30 | March for Babies

March of Dimes fights for the health of all moms and babies. March for Babies funds our work to advocate for policies to protect them and to radically improve the health care they receive. March for Babies also supports pioneering research to find solutions and the empowerment of families with the knowledge and tools to have healthier pregnancies.

For more information, contact: Michele Kling
March of Dimes | 914.997.4613
press@marchofdimes.org
www.marchforbabies.org or www.nacersano.org
[@marchforbabies](https://twitter.com/marchforbabies) | [#marchforbabies](https://twitter.com/marchforbabies) | [#whywalk](https://twitter.com/marchforbabies)

1–30 | Minority Health Month (National)

The Office of Minority Health of the U.S. Department of Health and Human Services leads the observance of National Minority Health month each year and joins with federal, state, tribal, local and territorial partners across the country in calling for a renewed commitment to eliminate health disparities and achieve health equity.

For more information, contact: Information Specialist | Office of Minority Health
800.444.6472 | info@minorityhealth.hhs.gov
www.minorityhealth.hhs.gov | [@minorityhealth](https://twitter.com/MinorityHealth)

1–30 | Rosacea Awareness Month

The National Rosacea Society 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 | www.rosacea.org
[@rosaceaorg](https://twitter.com/RosaceaOrg) | [#RosaceaAwareness](https://twitter.com/RosaceaAwareness)

1–30 | Testicular Cancer Awareness Month

Testicular Cancer Awareness Month recognizes a cancer that is the most common type among men ages 15–35 years, but men of all ages can be at risk. Most testicular cancer awareness organizations recommend that males conduct regular self-exams. During this month, many colleges and universities host events for young adult men to raise awareness of their risks of testicular cancer.

For more information, contact: Ana Fadich
Men's Health Network | 202.543.6461, x-101
www.testicularcancerawarenessmonth.com
[@MensHlthNetwork](https://twitter.com/MensHlthNetwork)

1–7 | 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](https://twitter.com/NPHW)
[#NPHW](https://twitter.com/NPHW) | [#HealthiestNation2030](https://twitter.com/NPHW)



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 in 1948.

For more information, contact: WHO
www.who.int/world-health-day/en

7-13 | 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: Association for Healthcare Volunteer Resource Professionals American Hospital Association | 312.422.3937
tross@aha.org | www.ahvrp.org
[#ahvrp18](https://twitter.com/ahvrpaha)

9-13 | Cancer Registrars Week (National)

National Cancer Registrars Week was established to promote the work of cancer registry professionals. This week cancer registrars showcase how the cancer data they collect provides essential information to researchers, health care 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 recognition events and acknowledge their staff's important role.

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

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 McGuire Woods | 804.775.1092
nkottkamp@mcguirewoods.com | www.nhdd.org
[#NHDD](https://twitter.com/NHDD)

17 | Hemophilia Day (World)

World Hemophilia Day is an annual observance first celebrated in 1989. It is an international awareness day for hemophilia and other bleeding disorders.

For more information, contact: Vanessa Herrick World Federation of Hemophilia | 514.875.7944
vherrick@wfh.org | www.wfh.org | [@wfhemophilia](https://twitter.com/wfhemophilia)
[#WHD2018](https://twitter.com/wfhemophilia)

17 | Transplant Nurses Day

In April 2006 the International Transplant Nurses Society created Transplant Nurses Day to raise awareness of the unique contributions transplant nurses make in the lives of the people with whom they work, especially their patients. The celebration takes place on the third Wednesday in April and recognizes the skill and commitment of transplant nurses around the world.

For more information, contact: Allison Begezda ITNS | 847.375.6340 | abegezda@itns.org
www.itns.org/about/about/aboutitns.html
[@ITNSnurses](https://twitter.com/ITNSnurses)

21-27 | Medical Laboratory Professionals Week

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

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

22-26 | 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/?page=pxweek
[#PXXWeek](https://twitter.com/BerylInstitute)

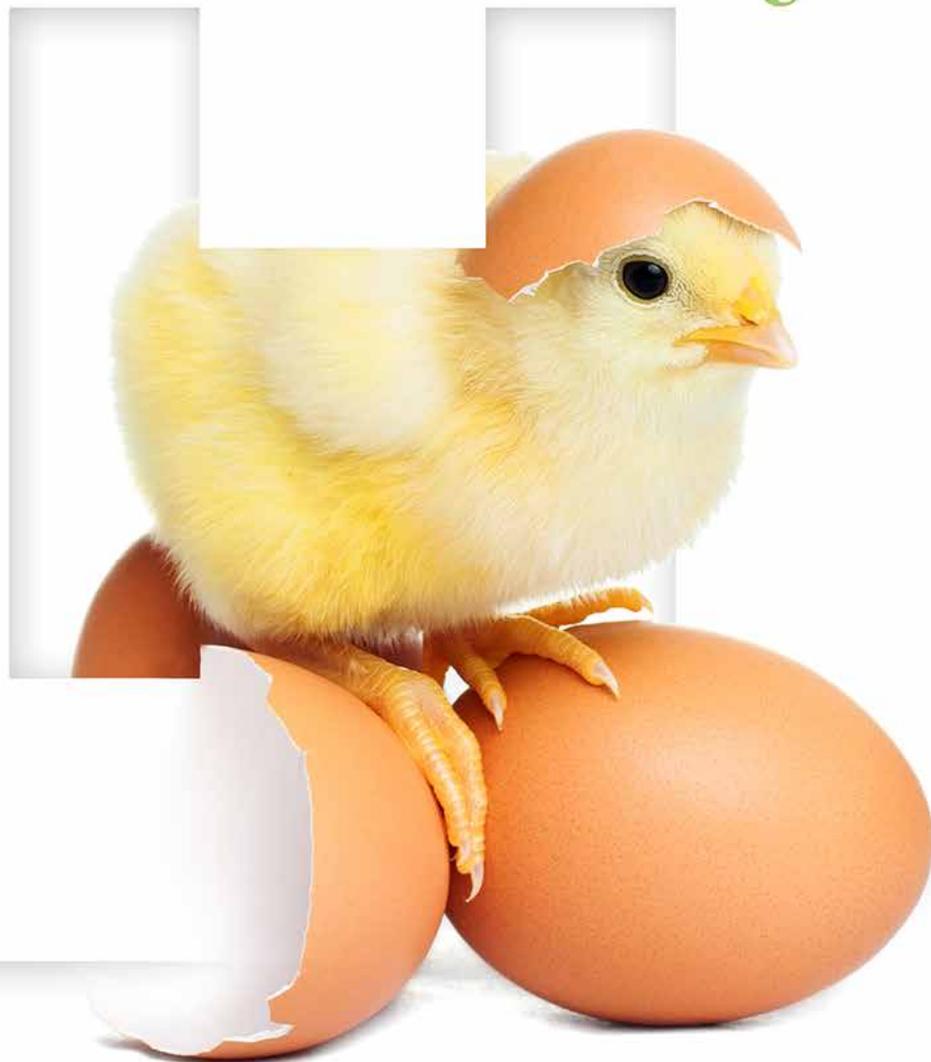
27 | DEA National Prescription Drug Take Back Day

The DEA National Prescription Drug Take Back Day addresses a crucial public safety and public health issue. The DEA's Take Back Day events provide an opportunity for Americans to prevent drug addiction and overdose deaths by collecting expired or unwanted pharmaceuticals from the public. To find a drop off site, visit our website and search by address for the nearest location.

For more information, contact:
www.takebackday.dea.gov/



may



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may

At a Glance

MONTH-LONG OBSERVANCES

- Arthritis Awareness Month (National)
- Asthma Awareness Month
- Better Sleep Month
- Clap4Health
- Employee Health and Fitness Month (Global)
- High Blood Pressure Education Month (National)
- Huntington's Disease Awareness Month (National)
- Melanoma/Skin Cancer Detection and Prevention Month
- Mental Health Month (National)
- Motorcycle Safety Awareness Month
- Neurofibromatosis Awareness Month
- Osteoporosis Month (National)
- Physical Fitness and Sports Month (National)
- Psoriasis Arthritis Action Month
- Stroke Month (American)

WEEK-LONG OBSERVANCES

- 1-7 Physical Education and Sport Week (National)
- 5-11 Root Canal Awareness Week
- 6-12 Nurses Week (National)
- 12-18 Hospital Week (National)
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- 13-19 Nursing Home Week (National)
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RECOGNITION DAYS | EVENTS

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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: Claire Vilines
 Arthritis Foundation | 404.872.7100
 cvillines@arthritis.org | www.arthritis.org
 @ArthritisFdn @ArthritisFoundation

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

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: Mary Helen Rogers
 Better Sleep Council | 703.683.8371
 mhrogers@sleepproducts.org | www.bettersleep.org
 @bettersleeporg | #BetterSleepMonth

1-31 | Clap4Health

Clap4Health 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, Inc. | 602.996.6300
 jyl@shapeupus.org | www.shapeupus.org

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

During the month of May each year since 1989, be one of the thousands of companies, schools and organizations that will celebrate GEHFM, the largest worksite health and fitness event in the United States. This healthy initiative is designed to promote health and fitness in the workplace and encourage life-long health benefits.

For more information, contact: Diane Hart
 National Association for Health and Fitness
 518.456.1058 | aerobicic2@aol.com
 www.healthandfitnessmonth.org
 @globalemployeehealthandfitness | #GEHFM

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
 301.480.1927 | nhlbi_news@nhlbi.nih.gov
 www.nhlbi.nih.gov/health-topics/education-and-awareness/hbp-education-month
 @nih_nhlbi @thehearttruth | #MoveWithHeart

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

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

For more information, contact: Chris Cosentino
 HSDA | 212.242.1968 | ccosentino@hdsa.org
 www.hdsa.org | @HSDA | #LetsTalkAboutHD

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

Melanoma/Skin Cancer Detection and Prevention Month® was created to raise skin cancer awareness and promote skin cancer prevention and detection.

For more information, contact: Nicole DiVito
 American Academy of Dermatology | 847.240.1746
 mediarelations@aad.org | www.spotskincancer.org



1-31 | Mental Health Month (National)

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 | 703.797.2591
dfritze@mentalhealthamerica.net
www.mentalhealthamerica.net/may
[@mentalhealtham](https://www.instagram.com/mentalhealtham) | #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: National Highway Traffic Safety Administration | 202.366.9550
nhtsamedia@dot.gov | www.nhtsa.gov
 #LookTwiceForMotorcyclists

1-31 | Neurofibromatosis Awareness Month

The Children’s Tumor Foundation 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
media@ctf.org | www.ctf.org | [@childrentumor](https://www.instagram.com/childrentumor)
 #endnf

1-31 | Osteoporosis Month (National)

To raise awareness about osteoporosis and bone health, the National Osteoporosis Foundation (NOF) celebrates National Osteoporosis Month each May. An estimated 10 million Americans have osteoporosis, and another 44 million are at risk with 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
[@nationalosteoporosisfoundation](https://www.instagram.com/nationalosteoporosisfoundation)

1-31 | Physical Fitness and Sports Month (National)

May is National Physical Fitness and Sports Month, designated in 1983 by the President’s Council on Sports, Fitness & Nutrition to promote healthy lifestyles among all Americans and improve our quality of life.

For more information, contact:
240.276.9567 | fitness@hhs.gov
www.hhs.gov/fitness/be-active/npsfm
[@FitnessGov](https://www.instagram.com/FitnessGov) | #MoveInMay

1-31 | Psoriasis Arthritis Action Month

The National Psoriasis Foundation sponsors Psoriatic Arthritis Action Month, which is dedicated to raising awareness about psoriatic arthritis and helping people understand the best ways to live, work and play with Psoriatic arthritis (PsA). Affecting as many as 2.4 million Americans, PsA is a chronic, inflammatory form of arthritis that can cause swelling, stiffness and pain in and around the joints. Roughly one in three people with psoriasis may develop PsA, and studies show that delaying the treatment of PsA for as little as six months could result in permanent joint damage.

For more information, contact: Meredith Mills
National Psoriasis Foundation | 503.546.8413
media@psoriasis.org
www.psoriasis.org/psa-action-month | [#PsAActionMonth](https://www.instagram.com/NPF)

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: American Stroke Association | 888.4.STROKE (478.7653)
www.strokeassociation.org | [@American_Stroke](https://www.instagram.com/American_Stroke)



1 | 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: Erin Meyer
American Lung Association | 800.586.4872
erin.meyer@lung.org | www.lung.org/asthma
[@LungAssociation](#) | [#asthma](#) [#WorldAsthmaDay](#)

1-7 | Physical Education and Sport Week (National)

National Physical Education and Sport Week is a celebration of school physical education and sport programs across the country. It is hosted by SHAPE America-Society of Health and Physical Educators.

For more information, contact: Paula Keyes Kun
SHAPE America | 703.476.3461
pkun@shapeamerica.org | www.shapeamerica.org
[@SHAPE_America](#) | [#BigFeats](#)

12-18 | Hospital Week (National)

National Hospital Week, one of the nation's largest health care 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. National Hospital Week always falls in the week of Florence Nightingale's birthday, May 12.

For more information, contact:
American Hospital Association | 312.422.3000
www.aha.org/hospitalweek | [@ahahospitals](#)
[#HospitalWeek](#) [#MyHospital](#)

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

5-11 | 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 to save the natural tooth 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 | American Association of Endodontists
312.266.7255 | pr@aae.org | www.aae.org/rcaw
[@savingyourteeth](#) | [#rootcanal](#) [#RCAW](#)

12-18 | Women's Lung Health Week (National)

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

For more information, contact: Erin Meyer
American Lung Association | 800.586.4872
erin.meyer@lung.org | www.lung.org/lung-force or www.lungforce.org | [@LUNGFORCE](#)
[#LUNGFORCE](#)

6 | Melanoma Monday

Melanoma Monday is a day dedicated to raising awareness for the deadliest form of skin cancer.

For more information, contact: Nicole DiVito
American Academy of Dermatology
mediarelations@aad.org
247.240.1746 | www.spotsskincancer.org

8 | 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@hsr.unc.edu
www.walkbiketoschool.org

8 | 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 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
National Association of School Nurses
240.247.1628 | mcellucci@nasn.org
www.nasn.org | [@schoolnurses](#) | [#SND2019](#)



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

13-19 | 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

19-25 | Medical Transcriptionist Week (National)

National Medical Transcriptionist Week is a week-long event to recognize the contributions health care 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 | #NMTW

12-18 | Neuroscience Nurses Week

Join the American Association of Neuroscience Nurses in observing this special week, dedicated to those who care for the most vulnerable patients and families, by engaging in recognition activities at your institution. Neuroscience Nurses Week celebrates the work of neuroscience nurses as well as highlights their influence

on patient care to hospital administrators, allied health professionals and the community.

For more information, contact: Allison Begezda | AANN 847.375.4733 | info@aann.org www.AANN.org/nnw @neuronursesAANN #NNW19

13-19 | Nursing Home Week (National)

Established by the American Health Care Association in 1967, National Nursing Home Week provides an opportunity for residents and their loved ones, staff, volunteers and surrounding communities to celebrate the role of skilled nursing care centers in caring for America's seniors and individuals with disabilities.

For more information, contact: Rachel Krasnow AHCA | 202.898.6333 | rkrasnow@ahca.org www.nnhw.org | #NNHW

13-19 | Stuttering Awareness Week (National)

National Stuttering Awareness Week is an 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 | jfraser@stutteringhelp.org www.stutteringhelp.org | @stutteringfdn #NSAW2019

16 | 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.

For more information, contact: American Trauma Society/Trauma Survivors Network | 703.538.3544 | info@amtrauma.org www.traumasurvivorsnetwork.org/pages/national-trauma-survivors-day | @TraumaSurvivors #TraumaSurvivorsDay #NTSD

19 | Hepatitis Testing Day (National)

National Hepatitis Testing Day is a chance to remind health care 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 | 800.891.0707 info@hepatitisfoundation.org www.hepatitisfoundation.org | @HFIconnect #NationalHepatitisTestingDay



may

19–21 | Autoimmune Arthritis Day (World)

World Autoimmune Arthritis Day was established by the International Foundation for Autoimmune & Autoinflammatory Arthritis (IFAA) in 2012. The event involves nonprofits, advocates and experts from around the world providing information to patients, their supporters and communities. May 19–21, 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-Robinson | International Foundation for Autoimmune & Autoinflammatory Arthritis | 877.609.4226
tiffany@ifautoimmunearthritis.org
www.worldautoimmunearthritis.org
@WAutoimmuneAD | #WAAD18

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: Claire Villines Arthritis Foundation | 404.872.7100
cvillines@arthritis.org | www.arthritis.org
@ArthritisFdn | @ArthritisFoundation

22 | 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. The 2019 National Missing Children's Day awards ceremony, hosted by the Department of Justice and facilitated by the Office of Juvenile Justice and Delinquency Prevention, will be held on May 22, 2019.

For more information, contact: U.S. Department of Justice, Office of Juvenile Justice and Delinquency Prevention | 202.307.5911 | askojjdp@ncjrs.gov
www.ojjdp.gov/missingchildrensday

29 | 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 participate in events annually on the last Wednesday in May. 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
info@fitnessday.com | www.fitnessday.com





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june

At a Glance

MONTH-LONG OBSERVANCES

Alzheimer's and Brain Awareness Month
Hernia Awareness Month
Men's Health Month
Migraine and Headache Awareness Month (National)
PTSD Awareness Month

WEEK-LONG OBSERVANCES

10–16 Men's Health Week (National)
13–20 Nursing Assistants Week (National)
17–21 Healthcare Risk Management Week

RECOGNITION DAYS | EVENTS

8 Family Health & Fitness Day USA
14 Blood Donor 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: Patty Guinto Alzheimer's Association | 202.638.7041 barmstrong@alz.org | www.alz.org/abam | [@alzassociation](https://www.facebook.com/alzassociation) | #ENDALZ

1–30 | Hernia Awareness Month

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

For more information, contact: C. R. Bard, Inc. | davolinfo@crbard.com | www.crbard.com/en-US/patients-caregivers/hernia

1–30 | Men's Health Month

Men's Health Month, which is anchored by National Men's Health Week (June 11–17), 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, x-101 | www.menshealthmonth.org | [@MensHlthNetwork](https://www.facebook.com/MensHlthNetwork) | #MensHealthMonth | #ShowUsYourBlue | #WearBlue | #ManUp

1–30 | Migraine and Headache Awareness Month (National)

June is National Migraine and Headache Awareness Month. The National Headache Foundation 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 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 | U.S. Department of Veterans Affairs | 802.296.5132 | ncptsd@va.gov | www.ptsd.va.gov | #PTSDAwareness | #PTSD

8 | Family Health & Fitness Day USA

Family Health & Fitness Day USA is the nation's largest family health and wellness event. Now in its 23rd year, the event is held on the second Saturday in June. Thousands of families will participate in local health promotion events across the country on the same day. Celebrated the second Saturday of June each year, Family Health & Fitness Day promotes the importance of parks and recreation in keeping communities healthy.

For more information, contact: Heather Williams National Recreation and Park Association | 703.858.4743 | hwilliams@nrpa.org | www.nrpa.org/familyfitness

10–16 | Men's Health Week (National)

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

For more information, contact: Ana Fadich Men's Health Network | 202.543.6461, x-101 | www.menshealthweek.org | [@MensHlthNetwork](https://www.facebook.com/MensHlthNetwork) | #MensHealthWeek | #ShowUsYourBlue

14 | Blood Donor Day (World)

World Blood Donor Day is celebrated annually on June 14 with the aim of thanking blood donors and encouraging individuals to pledge to donate blood regularly. Additionally, World Blood Donor Day raises awareness of the need for blood and improving the safety and adequacy of the blood supply globally.

For more information, contact: World Health Organization | 202.974.3000 | www.who.int | #WBDD



june

13–20 | Nursing Assistants Week
(National)

The 42nd Annual National Nursing Assistants Week (NAW) events are planned by nursing assistants in facilities, by communities and on the national level to recognize nursing assistants and other direct-care workers who provide daily care in nursing homes and a variety of other long-term care settings. Projects created for NAW are designed to continue throughout the year to address specific issues of care wherever nursing assistants or other health care workers are providing direct care.

The focus for 2019 is “Nursing Assistants: Bringing Sunshine Every Day.”

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

17–21 | Healthcare Risk
Management Week

The American Society for Healthcare Risk Management (ASHRM) designates the third full week of June as Health Risk Management Week, a celebration of the health care risk management professional. This observation helps to raise awareness about the value that risk managers bring to their organizations. ASHRM develops tools, webinars, branded products and other materials to assist organizations that wish to celebrate.

**For more information, contact: ASHRM
American Hospital Association | 312.422.3980
ashrm@aha.org | www.ashrm.org
@ASHRMAHA | #HRMWeek**





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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)

WEEK-LONG OBSERVANCE

8–21 Donate Life ECHO (Every Community Has Opportunity)

1–31 | Cord Blood Awareness Month

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

For more information, contact: Dr. Frances Verter
Parent's Guide to Cord Blood Foundation
info@parentsguidecordblood.org
www.parentsguidecordblood.org
[@ParentCordBlood](https://twitter.com/ParentCordBlood) [@ParentCordTissue](https://twitter.com/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: Claire Villines
Arthritis Foundation | 404.872.7100
www.arthritis.org | [@ArthritisFdn](https://twitter.com/ArthritisFdn)
[@ArthritisFoundation](https://twitter.com/ArthritisFoundation)

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 U.S. 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
mcarrasco@nami.org | www.nami.org or
www.facebook.com/nami | [#MinorityMentalHealth](https://twitter.com/MinorityMentalHealth)
[#MentalIllness](https://twitter.com/MentalIllness)

8–21 | 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: 1) to focus on the power of sharing one's personal decision to register as an organ, eye and tissue donor; and 2) encourage registered donors to ask members of their personal networks and communities to talk about organ, eye and tissue donation.

For more information, contact: Hilary Czarda
Donate Life America | 804.377.3580
jreed@donatelife.net | www.donatelife.net
[#DonateLifeECHO](https://twitter.com/DonateLifeECHO)



august



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august

At a Glance

MONTH-LONG OBSERVANCES

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

WEEK-LONG OBSERVANCES

11–17 Health Center Week (National)
23–29 Health Unit Coordinator Week

1–31 | Influenza Awareness Month
(National)

Vaccines aren't just for kids. Approximately 40,000 to 50,000 adults in the U.S. 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: Erin Meyer
American Lung Association | 800.586.4872
erin.meyer@lung.org | www.lung.org/flu
@LungAssociation | #NIAM2018

1–31 | Neurosurgery Awareness
Month

For 2019, Neurosurgery Awareness Month will focus on the role of neurosurgeons in the treatment of epilepsy. Patient stories, a history of the condition and a look into new treatment options will be distributed.

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

1–31 | Psoriasis Action Month

The National Psoriasis Foundation sponsors Psoriasis Action Month, which is dedicated to raising awareness about psoriasis, educating the public and dispelling myths about the disease. Psoriasis is an immune-mediated disease that causes raised, red, scaly patches to appear on the skin affecting more than 8 million Americans. Up to 30 percent of people with psoriasis develop psoriatic arthritis, an inflammatory joint and tendon disease.

For more information, contact: Meredith Mills
NPF | 503.546.8413 | www.psoriasis.org | @NPF

11–17 | Health Center Week
(National)

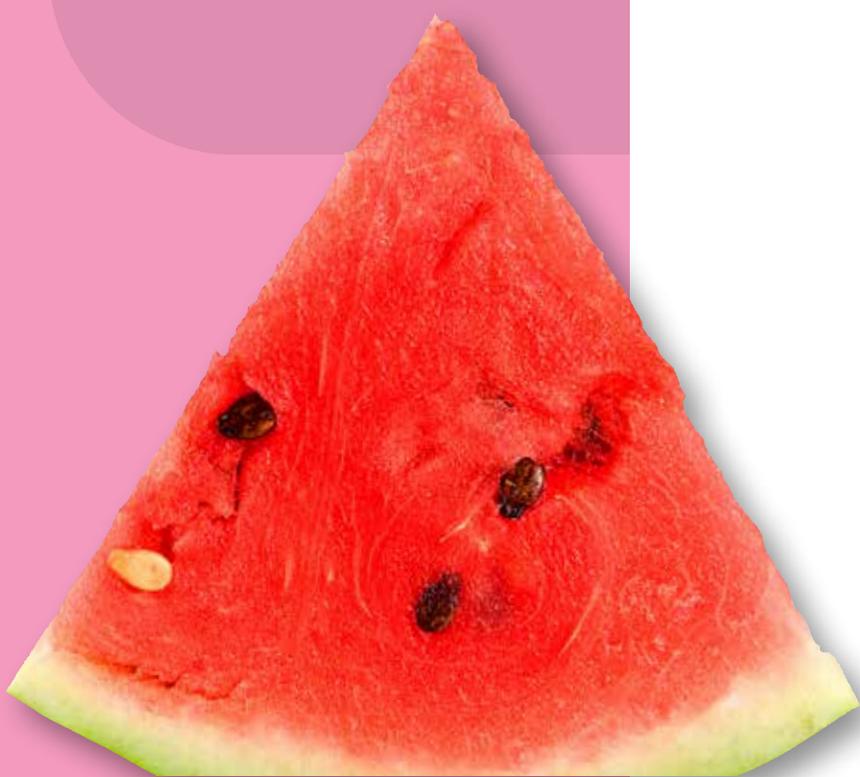
Every year, the National Association of Community Health Centers joins together with state primary care associations to showcase the work health centers do and to deliver a strong message nationwide for health centers and their patients. During this week we celebrate the long record of success and delivery of high-quality, cost-effective and accessible care across the nation.

**For more information, contact: Grassroots
Advocacy Department | NACHC | 202.296.3800**
NHCW@nachc.org | www.healthcenterweek.org
@HCAAdvocacy | #NHCW19

23–29 | Health Unit Coordinator
Week

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

For more information, contact: Patricia Rice
NAHUC | 815.633.4351 | office@nahuc.org
www.nahuc.org | @nahucoffice | #hucconf





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At a Glance

MONTH-LONG OBSERVANCES

- Baby Safety Month
- Cholesterol Education Month (National)
- Food Safety Education Month (National)
- Healthy Aging Month
- Newborn Screening Awareness Month
- Prostate Cancer Awareness Month
- Prostate Health Month
- Pulmonary Fibrosis Awareness Month (Global)
- Recovery Month (National)
- Sepsis Awareness Month
- Thyroid Cancer Awareness Month

WEEK-LONG OBSERVANCES

- 8–14 Environmental Services Week
- 8–14 Vascular Nurses Week
- 9–15 Youth Suicide Prevention Week (National)
- 15–21 Balance Awareness Week
- 15–21 Clean Hands Week (International)
- 15–21 Farm Safety and Health Week (National)
- 16–22 Surgical Technologist Week

RECOGNITION DAYS | EVENTS

- 8–11 SHSMD Connections Annual Conference
- 10 Youth Suicide Prevention Day (National)
- 15 Neonatal Nurses Day (National)
- 19 School Backpack Awareness Day (National)
- 26 Women's Health & Fitness Day (National)

1–30 | Baby Safety Month

September is Baby Safety Month, sponsored annually by the Juvenile Products Manufacturers Association (JPMA). JPMA helps educate parents and caregivers on the importance of safely using juvenile products, such as car seats, cribs and other baby gear.

For more information, contact: Juvenile Products Manufacturers Association | jpma@jpma.org | www.babysafetymonth.org | [#babysafetyzone](https://twitter.com/babysafetyzone) | [#babysafetymonth](https://twitter.com/babysafetymonth) | [#JPMA](https://twitter.com/JPMA)

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 reduce blood cholesterol levels.

For more information, contact: National Center for Chronic Disease Prevention and Health Promotion | www.cdc.gov/cholesterol/cholesterol_education_month.htm | [@MillionHeartsUS](https://twitter.com/MillionHeartsUS) | [#CDCHeart_Stroke](https://twitter.com/CDCHeart_Stroke) | [#Cholesterol](https://twitter.com/Cholesterol)

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 | info@fightbac.org | www.fightbac.org | [@Fight_BAC](https://twitter.com/Fight_BAC) | [#NFSEM](https://twitter.com/NFSEM) | [#foodsafety](https://twitter.com/foodsafety)

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 | Educational Television Network, Inc. | 610.793.0979 | info@healthyaging.net | www.healthyaging.net | [@healthyagingnet](https://twitter.com/healthyagingnet) | [#HealthyAgingMagazine](https://twitter.com/HealthyAgingMagazine) | [#healthyagingmonth](https://twitter.com/healthyagingmonth)

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 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 | jill@savebabies.org | www.savebabies.org | [@savebabies](https://twitter.com/savebabies) | [#NBSsavesbabies](https://twitter.com/NBSsavesbabies)

1–30 | Prostate Cancer Awareness Month

Prostate Health 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 | [@urologycarefdn](https://twitter.com/urologycarefdn)

1–30 | Prostate Health Month

Prostate Health Month draws attention to the major issues that can affect a man's prostate, including benign prostate hyperplasia, 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, x-101 | www.prostatehealthmonth.com | [@MensHlthNetwork](https://twitter.com/MensHlthNetwork) | [#WearBlue](https://twitter.com/WearBlue) | [#prostate](https://twitter.com/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, help bring awareness to this life-threatening disease that makes it difficult to breathe.

For more information, contact: Erin Meyer | American Lung Association | 800.586.4872 | erin.meyer@lung.org | www.lung.org/pulmonary-fibrosis | [@LungAssociation](https://twitter.com/LungAssociation) | [#PulmonaryFibrosis](https://twitter.com/PulmonaryFibrosis) | [#PFAwareness](https://twitter.com/PFAwareness)

1–30 | Recovery Month (National)

Observed since 1989, Recovery Month increases the awareness and understanding of mental and substance use disorders, celebrates individuals living in recovery, and lauds the contributions of treatment/service providers who make recovery possible. Recovery Month spreads the message that behavioral health is essential to overall health, prevention works, treatment is effective, and people can and do recover. Recovery Month events held across the country share real-life stories of recovery. Recovery Month also produces the Road to Recovery television and radio series.

For more information, contact: Michele Monroe
Public Health Advisor, Contract Officer
Representative | 240.276.2758
michele.monroe@samhsa.hhs.gov
www.recoverymonth.gov
@RecoveryMonth | #RecoveryMonth

1–30 | Sepsis Awareness Month

Every two minutes someone dies from sepsis in the U.S.—that's more than from prostate cancer, breast cancer and AIDS combined. This Sepsis Awareness Month join Sepsis Alliance in raising awareness and saving lives from sepsis. Sepsis is treatable, especially with early recognition and care. You can help by learning the signs and symptoms of sepsis and taking action in your community to spread the word.

For more information, contact: Angelica Estrada
Sepsis Alliance | 619-232-0300 | aestrada@sepsis.org
www.sepsisawarenessmonth.org/
@sepsisalliance | #SepsisAwarenessMonth
#sepsis #SAM19

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

8–14 | Environmental Services Week

This week is celebrated to demonstrate appreciation and recognition for the extraordinary teamwork required to care for the complex health care environment.

For more information, contact: Association for
the Health care Environment | American
Hospital Association | 312.422.3860
ahe@aha.org | www.ahe.org

8–11 | SHSMD Connections Annual Conference

Healthcare marketing communications and strategic planning professionals will gather in Nashville, TN, for SHSMD Connections 2019, the nation's biggest and best education and networking event for health care strategy professionals. Visit shsm.org for details and to register.

For more information, contact: Society for
Healthcare Strategy and Market Development
American Hospital Association | 312.422.3888
shsm.org | www.shsm.org
@SHSMDAHA | #SHSMD19

8–14 | Vascular Nurses Week

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

For more information, contact: Joanna Bronson
Society for Vascular Nursing | 312.334.2321
jbronson@vascularsociety.org | www.svnnet.org

9–15 | Youth Suicide Prevention Week (National)

According to the most recent data, suicide is the second leading cause of death for 15-24 year olds. Youth Suicide Prevention Week is the week surrounding World Suicide Prevention Day, Sept. 10.

For more information, contact: National
Center for the Prevention of Youth Suicide
202.237.2280 | www.suicidology.org
@aasuicidology | #NSPW19 #itsmybusiness
#AAS365

10 | Youth Suicide Prevention Day (National)

Suicide Prevention Day serves to promote the understanding and prevention of suicide and support those who are affected by it worldwide. According to the most recent data available, suicide is in the top 10 causes of death for adults and the second leading cause of death in youth ages 15-24 years old. In 2016 nearly 45,000 individuals died by suicide. Suicide Prevention Day is surrounded by National Suicide Prevention Week and the month of September as National Suicide Prevention Month.

For more information, contact: Colleen Creighton
info@suicidology.org | National Center for the
Prevention of Youth Suicide | 202.237.2280
www.suicidology.org | @aasuicidology | #NSPW19
#itsmybusiness #AAS365

15 | Neonatal Nurses Day (National)

Neonatal Nurses Day is celebrated every year on Sept. 15. Established in 2000 by the National Association of Neonatal Nurses (NANN), members of the neonatal community use this day to honor their nurse colleagues and show their pride in being a neonatal nurse. Neonatal Nurses Day provides an opportunity to celebrate the hard work and dedication of neonatal nurses as well as the NANN community. Your contributions to the tiniest patients make a difference that lasts a lifetime for neonates and their families.

For more information, contact: Molly Anderson
National Association of Neonatal Nurses
847.375.4897 | mlanderson@nann.org
www.nann.org/nnd | [@neonatalnursesday](https://twitter.com/neonatalnursesday)
[#neonatalnursesday](https://twitter.com/neonatalnursesday) [#wesavebabies](https://twitter.com/wesavebabies)

15–21 | Balance Awareness Week

Balance Awareness Week is the Vestibular Disorders Association's (VeDA) annual weeklong campaign to broaden the awareness and understanding of balance-related vestibular conditions. This September VeDA is calling for the vestibular community far and wide to come together and amplify a collective rally cry for public support. The goal is to make "vestibular" a household name, so patients can be more rapidly diagnosed, effectively treated, and gain the empathetic care they need from friends, family and co-workers. And by working together we can advance the funding, research and policymaking needed to positively impact the lives of thousands living life without balance.

For more information, contact: Vestibular Disorders Association | 503.294.9085
baw@vestibular.org | www.vestibular.org/baw
[@veferebalanced](https://twitter.com/veferebalanced) [#liferebalanced](https://twitter.com/liferebalanced)

15–21 | Clean Hands Week (International)

International Clean Hands Week was established in 2003 by the Clean Hands Coalition, a unified alliance initiated by the Centers for Disease Control and Prevention of public and private partners working together to create coordinated and sustained initiatives to improve hand-hygiene compliance. During this week activities around the world are encouraged by many organizations to raise awareness about the importance of good hand hygiene.

For more information, contact: Dr. Will Sawyer
Henry the Hand Foundation | 513.769.4951 or
513.769.4263 | dr.will@henrythehand.com
www.henrythehand.com

15–21 | 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 which has been serving the agricultural family and business community since 1997.

For more information, contact: Gloria Reiter
National Education Center for Agricultural Safety
888.844.6322 | reiterg@nicc.edu | www.necasag.org

16–22 | Surgical Technologist Week

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 | Association of Surgical Technologist
800.637.7433 | memserv@ast.org | www.ast.org

25 | 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 trademarked event name and logo.

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

october



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october

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MONTH-LONG OBSERVANCES

Contact Lens Safety Month
Dental Hygiene Month (National)
Disability Employment Awareness Month (National)
Domestic Violence Awareness Month
Health Literacy Month
Medical Librarians Month (National)
Medical Ultrasound Awareness Month
Patient-Centered Care Awareness Month
Pharmacists Month (American)
Physical Therapy Month (National)
“Talk About Your Medicines” Month

WEEK-LONG OBSERVANCES

2–8 Mental Illness Awareness Week
6–12 Physician Assistants Week (National)
6–12 Healthcare Foodservice Workers Week
6–12 Healthcare Security and Safety Week
6–12 Nuclear Medicine and Molecular Imaging Week
7–13 Healthcare Supply Chain Week (National)
13–19 Nephrology Technicians/Technologists Recognition Week (National)
15–21 Radon Action Week (National)
20–26 Health Care Facilities and Engineering Week (National)
21–25 Medical Assistants Recognition Week
20–26 Respiratory Care Week (National)
20–26 National Healthcare Quality Week

RECOGNITION DAYS | EVENTS

12 Arthritis Day (World)
17 Healthcare Security and Safety Officer Appreciation Day
22 Stuttering Awareness Day (International)
29 Psoriasis Day (World)

1–31 | Contact Lens Safety Month

Approximately 41 million U.S. residents wear contact lenses. Prevent Blindness provides tips and information on how to obtain, use and care for contact lenses safely.

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

1–31 | Dental Hygiene Month (National)

National Dental Hygiene Month is a time to increase public awareness about the importance of maintaining good oral hygiene practices and to celebrate dental hygienists as prevention specialists and oral health educators for the public.

For more information, contact: Communications Division | American Dental Hygienists' Association
312.440.8900 | communications@adha.net
www.adha.org | @youradha | #NDHM2019

1–31 | Disability Employment Awareness Month (National)

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

For more information, contact: Carol Dunlap ODEP | 202.693.7902 | dunlap.carol@dol.gov
www.dol.gov/odep

1–31 | Domestic Violence Awareness Month

Each October, Domestic Violence Awareness Month is recognized to bring awareness to the intersectional nature of domestic violence and to connect advocates who work to end violence. Awareness + Action = Social Change.

For more information, contact: Domestic Violence Awareness Project | National Resource Center on Domestic Violence | 800.537.2238, x-106; 717.991.9405 | nrcdvta@nrcdv.org
www.nrcdv.org/dvam | @NRCDV | #DVAM2019

1–31 | Health Literacy Month

Health Literacy Month brings attention to the importance of understandable health information. This annual, worldwide, awareness event was founded in 1999. Over the years health care 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: Beth Scott Institute for Healthcare Advancement
562.690.4001 | bscott@iha4health.org
www.iha4health.org | @ihahealthlit | #ihahlc

1–31 | Medical Librarians Month (National)

The Medical Library Association created National Medical Librarians Month to bring awareness to the vital role of the health sciences information professional. With the massive amount of health information available online, patients, clinical staff and medical students need the specialized services of medical librarians now more than ever.

For more information, contact: Tomi Gunn MLA | 312.419.9094 | gunn@mail.mlahq.org
www.mlanet.org | #NMLM

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 health care. 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.

For more information, contact: Kelly Stafford SDMS | 214.473.8057 | kstafford@sdms.org
www.sdms.org | @TheSDMS | #MUAM19

1–31 | Patient-Centered Care Awareness Month

Patient-Centered Care Awareness Month is an awareness-building campaign commemorated globally every October to engage all health care stakeholders in adopting and advancing person-centered approaches to care. This year campaign activities will equip patients, family members, health care professionals and communities with skills and tools that will deepen and strengthen their partnerships.

For more information, contact: Sara Guastello Planetree International | 203.732.7171
sguastello@planetree.org | www.planetree.org
@PCCAM



1–31 | Pharmacists Month (American)

There are more ways to celebrate American Pharmacists Month than there are days in October. The American Pharmacists Association 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 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 #ChoosePT

1–31 | "Talk About Your Medicines" Month

The Be MedWise Program of Needy Meds is hosting the 34rd annual "Talk About Your Medicines" Month (TAYMM) observance. TAYMM highlights the important role that high-quality communication between the health care provider and the patient can play in promoting safe and appropriate medicine use, improved medication adherence and better health outcomes. The Be MedWise Program mission (formerly the National Council on Patient Information and Education) works to promote the wise use of medicines through trusted communication for better health.

For more information, contact: Deborah Davidson
NCPIE | 301.340.3940 | ddavidson@ncpie.info
www.bemedwise.org | @TweetNCPIE | #TAYMM

2–8 | 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 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: Maria Jose Carrasco
National Alliance on Mental Illness | 703.524.7600
mcarrasco@nami.org | www.nami.org/miaw or
www.facebook.com/nami

6–12 | Physician Assistants Week (National)

National Physician Assistants 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 Oct. 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 51st anniversary of the PA profession.

For more information, contact: Berit Mansour
American Academy of PAs | 571.319.4394
communications@aapa.org | www.paweek.com
@AAPAorg | #PAWeek #YourPACan

6–12 | Healthcare Foodservice Workers Week

In 1985 U.S. Congress declared the first week in October to be a time to recognize the role of foodservice staff in helping patients and health care employees 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 health care facilities. This week is an excellent opportunity to recognize and thank the dedicated individuals who provide food and nutrition services in health care.

For more information, contact: Kent Hamaker
Association for Healthcare Foodservice
703.662.0615 | khamaker@healthcarefoodservice.org
www.healthcarefoodservice.org
@AHFNetwork | #AHF #SelfOperated

6–12 | Healthcare Security and Safety Week

During Healthcare Security and Safety Week and throughout the year, the International Association for Healthcare Security and Safety celebrates the role of security and safety professionals in providing health care facilities, personnel, patients and visitors a secure environment. This week is set aside to recognize the importance of security and acknowledges the strong commitment, diligence and care officers display in their practice and profession.

For more information, contact: Colleen Kucera
International Association for Healthcare Security and Safety | 630.529.3913 | colleen@iahss.org
www.iahss.org | @iahss | #HSSW2019



6–12 | 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 | pahamel@snmmi.org
www.snmmi.org/nmw | #NucMed19

7–13 | Healthcare Supply Chain Week (National)

Each year, the first week of October is dedicated to celebrating health care supply chain professionals for their outstanding contributions to health care and the overall success of the supply chain. Sponsored by 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 health care field.

For more information, contact: AHRMM
American Hospital Association | 312.422.3850
ahrmm@aha.org | www.ahrmm.org/scweek
@AHRMMtweets | #SCWeek

12 | Arthritis Day (World)

World Arthritis Day, established in 1996, is observed each year on Oct. 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: Claire Villines
Arthritis Foundation | 404.872.7100
cvillines@arthritis.org | www.arthritis.org
@ArthritisFdn @ArthritisFoundation

17 | Healthcare Security and Safety Officer Appreciation Day

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

For more information, contact: Colleen Kucera
IAHSS | 630.529.3913 | colleen@iahss.org
www.iahss.org | @iahss | #HSSW2019

13–19 | Nephrology Technicians/Technologists Recognition Week

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

For more information, contact: National Association of Nephrology Technicians/Technologists
937.586.3705 | nant@meinet.com
www.DialysisTech.net

20–26 | Health Care Facilities and Engineering Week (National)

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

For more information, contact: ASHE | American Hospital Association | 312.422.3800 | ashe@aha.org
www.ashe.org/engineeringwk/index.shtml
@ASHEAHA | #HealthEngWeek

20–26 | 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.

For more information, contact: Heather Willden
American Association for Respiratory Care
972.243.2272 | info@aacrc.org | www.aarc.org
@aacrc_tweets | #RCWeek



20–26 | National Healthcare Quality Week

This week is dedicated to celebrating the contributions professionals have made in health care quality and bringing greater awareness to the profession of health care quality.

For more information, contact: Mary Ann M. Rausa
National Association for Healthcare Quality
312.579.3042 | marausa@nahq.org
www.nahq.org/about/healthcare-quality-week
@mynahq | #HQW2019

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 | jfraser@stutteringhelp.org
www.stutteringhelp.org | @stutteringfdn | #ISAD19

21–25 | Medical Assistants Recognition Week

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

For more information, contact: Cathie Casey
American Medical Technologists | 847.939.3376
mail@americanmedtech.org
www.americanmedtech.org | @americanmedtech
#AMTMarWeek

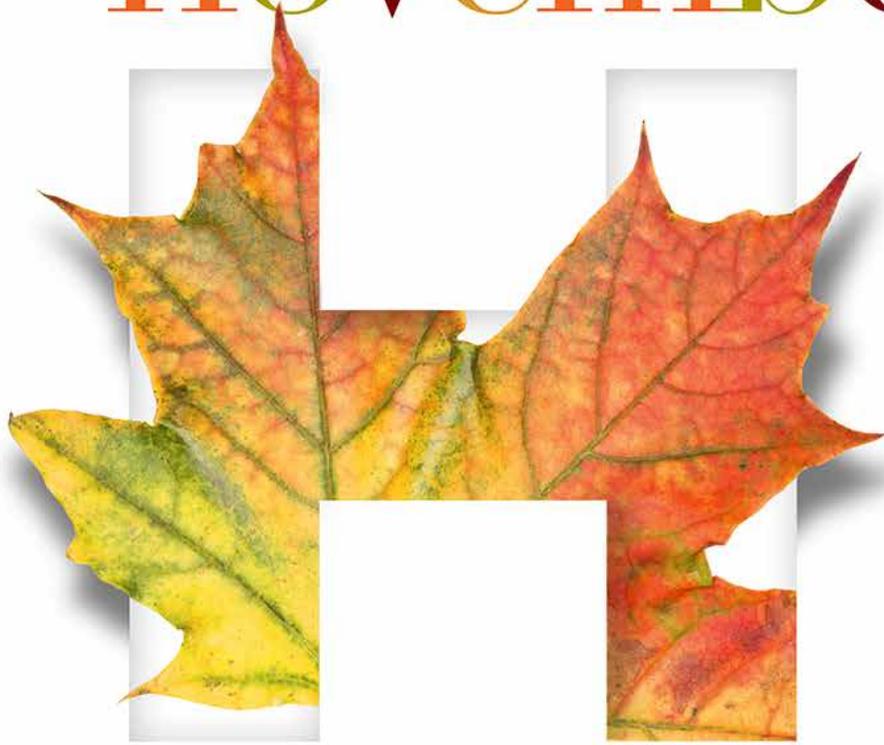
29 | Psoriasis Day (World)

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 Oct. 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 to give people with psoriasis the attention and consideration they deserve.

For more information, contact: National Psoriasis Foundation | 800.723.9166 | info@ifpa-psy.com
www.ifpa-psy.com/ | @PsoriasisIFPA | #WPD19



november



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november

At a Glance

MONTH-LONG OBSERVANCES

Alzheimer's Disease Awareness Month (National)
Caregiver Month (National)
COPD Awareness Month
Diabetes Month (American)
Diabetic Eye Disease Awareness Month
Family Caregivers Month (National)
Healthy Skin Month (National)
Hospice and Palliative Care Month (National)
Lung Cancer Awareness Month
Prematurity Awareness Month
Jingle Bell Run for Arthritis (through December)

WEEK-LONG OBSERVANCES

1-7 Medical-Surgical Nurses Week
3-9 Allied Health Professions Week
3-9 Diabetes Education Week (National)
3-9 Radiologic Technology Week (National)

RECOGNITION DAYS | EVENTS

12 Pneumonia Day (World)
14 COPD Day (World)
21 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's care, support and research. **For more information, contact: Brett Armstrong Alzheimer's Association | 800.272.3900 barmstrong@alz.org | www.alz.org @alzassociation | #ENDALZ**

1-30 | Caregiver Month (National)

Strong support teams come in all shapes and sizes. National Caregivers Month spotlights the millions of Americans directly and indirectly affected by chronic disease. **For more information, contact: Erin Meyer American Lung Association | 800.586.4872 erin.meyer@lung.org | www.lung.org @LungAssociation | #NFCMonth**

1-30 | COPD Awareness Month

More than 11 million Americans live with chronic obstructive pulmonary disease (COPD), a lung disease that makes it difficult to breathe. From chronic cough and shortness of breath to fatigue and wheezing, life is difficult with COPD. But with a good treatment plan and support network, COPD can be managed so that individuals affected can live full and active lives. **For more information, contact: Erin Meyer American Lung Association | 800.586.4872 erin.meyer@lung.org | www.lung.org/copd @LungAssociation | #COPDAwarenessMonth #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 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 | www.diabetes.org @AmDiabetesAssn | #ThisIsDiabetes #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 encourages those with diabetes to take proactive steps to protect their vision.

For more information, contact: Public Relations 415.561.8534 | www.aao.org/eye-health @AcademyEyeSmart

1-30 | Family Caregivers Month (National)

Strong support teams come in all shapes and sizes. National Family Caregivers Month spotlights the millions of Americans directly and indirectly affected by chronic disease. **For more information, contact: American Lung Association | 800.586.4872 | www.lung.org @LungAssociation | #NFCMonth**

1-30 | Healthy Skin Month (National)

The academy launched National Healthy Skin Month in 1997 as a way to encourage the public to take care of their skin. **For more information, contact: Nicole DiVito American Academy of Dermatology | 847.240.1746 mediarelations@aad.org | www.aad.org/public**

1-30 | Hospice and Palliative Care Month (National)

November is National Hospice and Palliative Care Month, a time to raise awareness about care for people coping with life-limiting illness. Every year more than 1.6 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 Department | National Hospice and Palliative Care Organization | 703.837.1500 communications@nhpco.org | www.nhpco.org @NHPCO_news | #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: Erin Meyer American Lung Association | 800.586.4872 erin.meyer@lung.org | www.lung.org/lung-cancer @LungAssociation | #LungCancer**



1–30 | Prematurity Awareness Month

Prematurity Awareness Month raises public awareness of this very serious and costly problem, the greatest contributor to infant death birth 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: Michele Kling March of Dimes | 914.997.4613
press@marchofdimes.org
www.marchforbabies.org or www.nacersano.org
@marchofdimes @modhealthtalk @nacersano #prematurityawarenessmonth**

November–December | Jingle Bell Run 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: Claire Villines Arthritis Foundation | 404.872.7100
cvillines@arthritis.org | www.arthritis.org
@ArthritisFdn @ArthritisFoundation**

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 who are acutely ill with a wide variety of medical issues or are recovering from surgery. Medical-surgical nurses provide care 24/7 and have more face time with patients than any other professional in the hospital. They are trusted by patients and valued by colleagues as highly skilled and compassionate caregivers.

**For more information, contact: Academy of Medical-Surgical Nurses | 866.877.2676
amsn-info@amsn.org | www.amsn.org
@medsurgnurses**

3–9 | Allied Health Professions Week

Allied Health Professions Week honors the millions of health care providers working in more than 80 allied health professions. Allied health practitioners greatly influence health care delivery by supporting, facilitating, and complementing the roles of physicians and other health care specialists. This collaboration, which emphasizes the strengths of all health professions, enhances the quality of health care. 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**

3–9 | Diabetes Education Week (National)

National Diabetes Education Week was created to encourage people with diabetes to work with a diabetes educator to learn how to self-manage their 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 American Association of Diabetes Educators
312.601.4864 | communications@aadenet.org
www.diabeteseducator.org | @AADEdiabetes #NDEW**

3–9 | Radiologic Technology Week (National)

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

**For more information, contact: Julio Dominguez American Society of Radiologic Technologists
800.444.2778, x-1081 | jdominguezsoto@asrt.org
www.asrt.org/nrtw | @ASRT #NRTW19**

12 | Pneumonia Day (World)

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

**For more information, contact: Erin Meyer American Lung Association | 800.586.4872
erin.meyer@lung.org | www.lung.org/pneumonia @LungAssociation #WorldPneumoniaDay**

14 | COPD Day (World)

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

**For more information, contact: Erin Meyer American Lung Association | 800.586.4872
erin.meyer@lung.org | www.lung.org/copd @LungAssociation #WorldCOPDDay**



17 | Prematurity Day (World)

World Prematurity Day raises awareness of and calls for action on the global crisis of premature birth, which affects 15 million babies each year, and is the leading cause of death for children under age five. March of Dimes leads a coalition of organizations that seek to prevent premature birth and advocate and care for affected babies and families.

**For more information, contact: Michele Kling
March of Dimes | 914.997.4613
press@marchofdimes.org
www.marchforbabies.org or www.nacersano.org
@marchofdimes @nacersano
#worldprematurityday**

21 | 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: American Cancer
Society | 800.227.2345 | www.cancer.org
@AmericanCancer @AmericanCancerSociety
#GASO**



december



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At a Glance

MONTH-LONG OBSERVANCES

Safe Toys and Celebrations Month
Safe Toys and Gifts Month

WEEK-LONG OBSERVANCES

- 1-7 Handwashing Awareness Week (National)
- 1-7 Influenza Vaccination Week (National)

RECOGNITION DAYS | EVENTS

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

1-31 | Safe Toys and Celebrations Month

Roughly one in 10 children's eye injuries that result in a trip to 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 gifts for children 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.aao.org/eye-health @AcademyEyeSmart

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 @PBA_SavingSight

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 | U.S. Department of Health and Human Services | 202.795.7697 contact@hiv.gov | www.hiv.gov

1-7 | 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 Sawyer Henry the Hand Foundation | 513.769.4951 dr.will@henrythehand.org www.henrythehand.org | @HenrytheHand #infectionprevention #handhygiene #handwashing #handawareness #nationalhandwashingawarenessweek

1-7 | Influenza Vaccination Week (National)

As we head into flu season, remember to keep preventive health care at the top of your to-do list. The Centers for Disease Control and Prevention recommends the annual influenza vaccine for everyone 6 months of age and older. During National Influenza Vaccination Week, get your annual flu vaccine at a local pharmacy or through your health care provider.

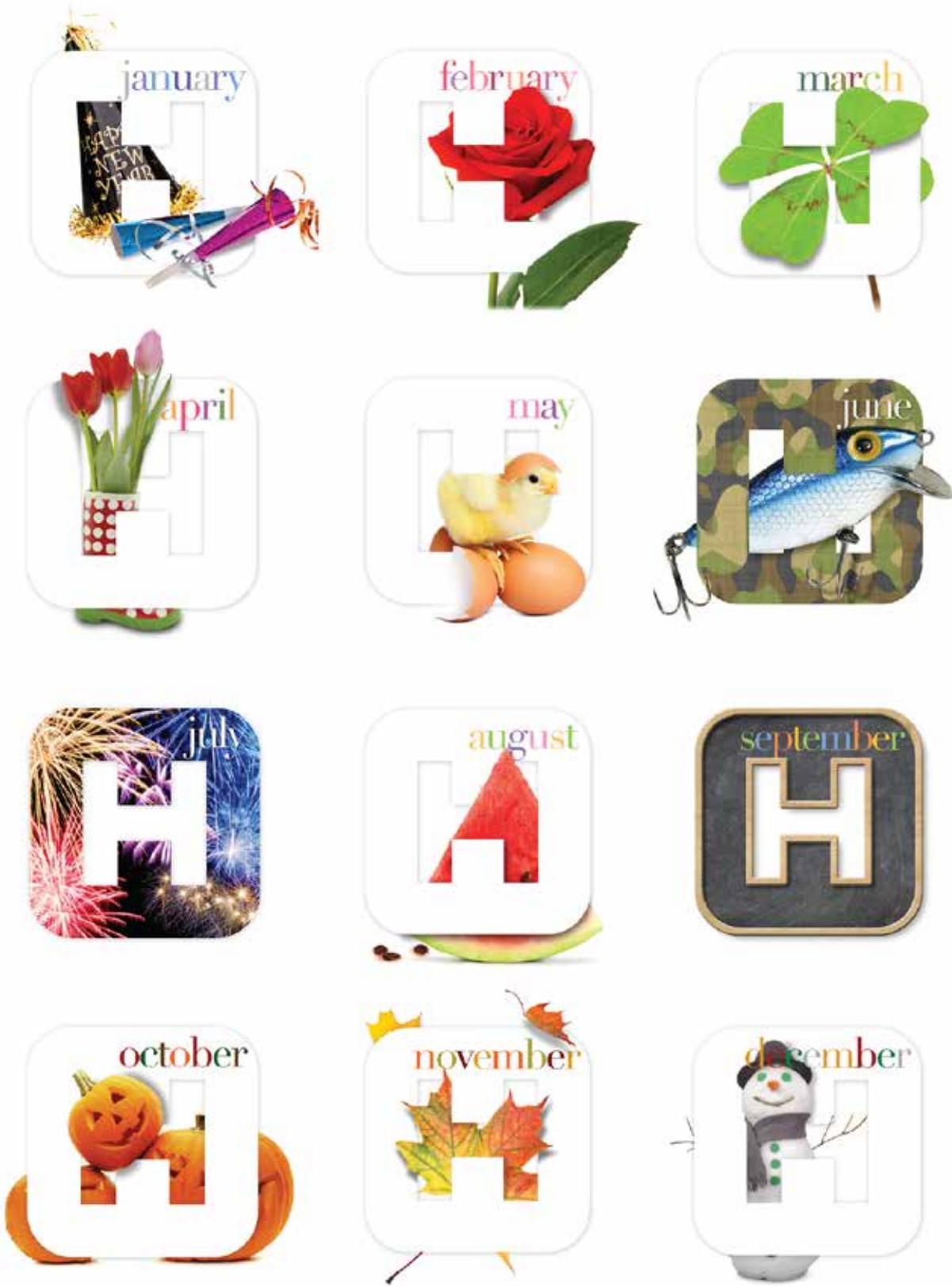
For more information, contact: Erin Meyer American Lung Association | 800.586.4872 erin.meyer@lung.org | www.lung.org/flu @LungAssociation @CDCgov | #NIVW

31 | New Year's Eve – Quit Smoking Resolutions

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

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







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Planning Ahead

2020

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