

Navigating Communities to Better Health



2020

CALENDAR OF HEALTH OBSERVANCES
& RECOGNITION DAYS



Society for Health Care
Strategy & Market
Development™



American Hospital Association® Professional Membership Groups



AMERICAN
SOCIETY FOR
HEALTH CARE
RISK
MANAGEMENT



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ABOUT PROFESSIONAL MEMBERSHIP AND
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ALSO: AMERICAN ORGANIZATION OF NURSE EXECUTIVES
ASSOCIATION FOR COMMUNITY HEALTH IMPROVEMENT
INSTITUTE FOR DIVERSITY IN HEALTH MANAGEMENT



Society for Health Care
Strategy & Market
DevelopmentSM

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About the Calendar

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About SHSMD

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

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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
Clap4Health
Radon Action Month

WEEK-LONG OBSERVANCES

21–26 Drug and Alcohol Facts Week (National)

1–31 | Birth Defects Prevention Month (National)

Birth defects affect 1 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 actions that women and health care professionals can take to prevent birth defects.

For more information, contact: Michele Kling
March of Dimes | 914.997.4613
press@marchofdimes.org | www.marchforbabies.org
www.nacersano.org | @marchofdimes
@modhealthtalk @nacersano
#Best4YouBest4Baby

1–31 | Cervical Health Awareness Month

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

For more information, contact:
National Cervical Cancer Coalition | 800.685.5531
nccc@ashsexualhealth.org | www.nccc-online.org
#CervicalHealthMonth

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 | 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 for radon. Testing is easy and inexpensive, and it could save your life.

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

21–26 | Drug and Alcohol Facts Week (National)

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

For more information, contact: Brian Marquis
National Institute on Drug Abuse
301.480.3741 | drugfacts@nida.nih.gov
https://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 (National)

WEEK-LONG OBSERVANCES

3-9 PeriAnesthesia Nurse Awareness Week
9-15 Cardiac Rehabilitation Week (National)
9-15 Cardiovascular Professionals Week
9-15 Sepsis Survivor Week
14-21 NCCDP Alzheimer's Disease and Dementia Care Staff Education Week

RECOGNITION DAYS | EVENTS

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

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

Each February, the American Dental Association (ADA) sponsors National Children's Dental Health Month (NCDHM) to raise awareness about the importance of oral health. Since 1946, NCDHM messages and materials have reached millions of people in communities across the country. **For more information, contact: American Dental Association | 800.621.8099 | ncdhm@ada.org | www.ada.org/ncdhm | @amerdentallasn #NCDHM**

1-29 | Heart Month (American)

Cardiovascular disease is the leading global cause of death, accounting for more than 17.6 million deaths per year in 2016, a number that is expected to grow to more than 23.6 million by 2030, according to a 2014 study. During American Heart Month, the American Heart Association, the leading voluntary health organization devoted to a world of longer, healthier lives, reminds people to focus on their hearts and encourages them to get their families, friends and communities involved. 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 | 1-800-AHA-USA1 | www.heart.org; [@American_Heart](https://www.facebook.com/americanheart)

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

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

For more information, contact: Hope Lawless | American Institute for Preventive Medicine | 248.539.1800 x238 | www.healthylife.com | @WorkingWellBlog | #HealthConsumerism

7 | 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 number one 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 | For media inquiries: 214-706-1173; for other inquiries: 800-AHA-USA1 | abbey.dively@heart.org and bridget.oleary@heart.org | www.goredforwomen.org or www.facebook.com/goredforwomen | @GoRedForWomen #WearRedDay

3-9 | PeriAnesthesia Nurse Awareness Week

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

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

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 | [@cathchaps](http://www.nacc.org)

9-15 | 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 | aacvpr@aacvpr.org | www.aacvpr.org



february

9-15 | 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 | #CVPWeek**

9-15 | Sepsis Survivor Week

1.4 million people in the United States survive sepsis each year. Sepsis Survivor Week is an annual observance to raise awareness of the unseen mental, emotional and physical challenges many sepsis survivors face every day.

For more information, contact: Angelica Estrada

**Sepsis Alliance | 619.232.0300
aestrada@sepsis.org
<http://www.sepsisawarenessmonth.org/>
@sepsisalliance | #SepsisSurvivor**

14-21 | NCCDP 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 Alzheimer's Disease and Dementia Care Staff Education Week, the NCCDP makes available complimentary staff in-services that can be downloaded on a variety of dementia topics and include a PowerPoint presentation, student handouts, pretest and posttest. This service is available from November 1st to March 15th each year. Additionally, by March 15th each year, 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 web site.

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



march



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At-a-Glance

MONTH-LONG OBSERVANCES

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

WEEK-LONG OBSERVANCES

1–7 Dental Assistants Recognition Week
8–14 Pulmonary Rehabilitation Week (National)
15–21 Health Care HR Week

RECOGNITION DAYS | EVENTS

3 Birth Defects Day (World)
11 Registered Dietitian Nutritionist Day
24 Tuberculosis Day (World)
26 Diabetes Association Alert Day
30 Doctor's Day (National)

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 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 (MS). 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
<http://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: Aniká Swam
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 (AOA) 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
@American.Optometric.Association | #SYVM

3 | Birth Defects Day (World)

About 8 million babies worldwide are born each year with a serious birth defect. In many countries, birth defects are a leading cause of death among infants and young children. Those who survive may suffer lifelong physical or mental disabilities. These children need access to appropriate treatment and care to reach their full potential in life.

March of Dimes and more than 150 other international organizations will join together for 2020 World Birth Defects Day, observed every year on March 3, to raise awareness of this serious global problem and advocate for more birth-defects prevention, surveillance, care and research. We urge the public, governments, non-governmental organizations, policymakers, researchers and health care providers worldwide to help us work together toward a healthier future for children.

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

1–7 | Dental Assistants Recognition Week

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

For more information, contact: Publications Department
American Dental Assistants Association | 877.874.3785
publications@adaausa.org | www.adaausa.org
@adaa247 | #DARW20

8–14 | 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
aacvpr@aacvpr.org | www.aacvpr.org



15–21 | 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 (ASHHRA) by emailing them to ashhra@aha.org and tagging @ASHHRA on Facebook or Twitter, using the hashtag #hchrweek.

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

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

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

24 | Tuberculosis Day (World)

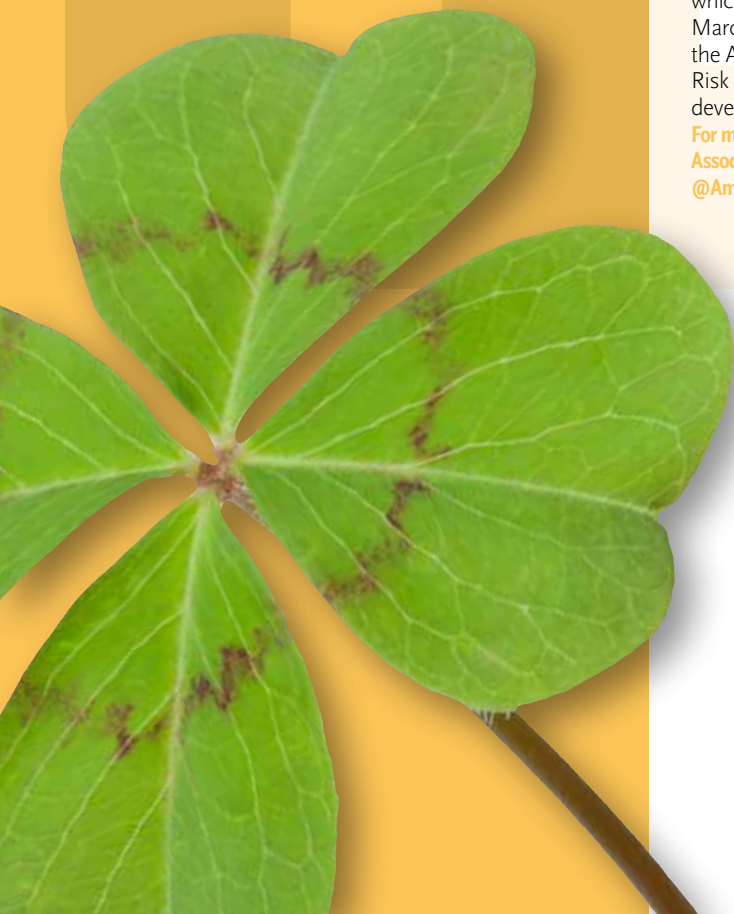
Tuberculosis (TB) is an infectious disease that usually infects the lungs but can attack almost any part of the body. It is spread from person to person through the air. When a person with TB in their lungs or throat coughs, laughs, sneezes, sings or even talks, the germs that cause TB may spread through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

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

30 | Doctors' Day (National)

The first Doctors' Day was observed on March 30, 1933, by the Barrow County Alliance in Winder, GA. On October 30, 1990, President George Bush signed a law designating March 30 as National Doctors' Day.

For more information, contact: Kendra Blackmon
Southern Medical Association Alliance (SMAA)
800.423.4992 x164 | alliance@sma.org
<http://smaalliance.org> | @smaalliance
#smaalliance





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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
Women's Eye Health and Safety Month

WEEK-LONG OBSERVANCES

6–10 Cancer Registrars Week (National)
6–12 Public Health Week (National)
19–25 Volunteer Week (National)
19–25 Medical Laboratory Professionals Week
19–25 Pediatric Sepsis Week
April 27–May 1 Patient Experience Week

RECOGNITION DAYS | EVENTS

15 Transplant Nurses Day
16 Healthcare Decisions Day (National)



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 use and recovery. NCADD has recently merged with Facing Addiction (now Facing Addiction with NCADD). The organization'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 | info@facingaddiction.org www.ncadd.org | @facingaddiction**

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 | #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 (AAOMS), American Academy of Pediatric Dentistry, American Association of Orthodontists, Academy for Sports Dentistry and American Dental Association team up to enhance awareness of protection from and specialized treatment for facial injuries.

For more information, contact: Karin Swihart AAOMS | 847.678.2000 http://myoms.org/saveface | #FacialProtection

1–30 | March for Babies

March of Dimes leads the fight for the health of all moms and babies. March for Babies funds our research, programs, education and advocacy so that every baby can have the best possible start. When you March for Babies, you make a statement that you want to live in a world in which healthy moms and strong babies are a priority for us all. Together we hope, remember and celebrate at our walk sites nationwide.

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

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 #NMHM20

1–30 | Rosacea Awareness Month

The National Rosacea Society (NRS) has designated April as Rosacea Awareness Month to alert the public to the early warning signs of this chronic and conspicuous facial disorder estimated to affect more than 16 million Americans, and to raise awareness of the impact rosacea has on its sufferers.

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

1–30 | Testicular Cancer Awareness Month

Testicular Cancer Awareness Month recognizes a cancer which 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 x101 www.testicularcancerawarenessmonth.com @MensHlthNetwork

1–30 | Women's Eye Health and Safety Month

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

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

6–10 | 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 provide 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
NCRA | 202.486.8757 | pmeehan@ncra-usa.org
www.ncra-usa.org/nc

6–12 | 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: American Public Health Association | 202.777.2742
nphw@apha.org | www.nphw.org | @NPHW
#NPHW #HealthiestNation2030

15 | Transplant Nurses Day

In April 2006, the International Transplant Nurses Society (ITNS) 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

16 | Healthcare Decisions Day (National)

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

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

19–25 | Medical Laboratory Professionals Week

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

For more information, contact: ASCP
labweek@ascp.org | www.ascp.org | #labweek

19–25 | Pediatric Sepsis Week

Pediatric Sepsis Week is an annual observance to raise awareness of the signs and symptoms of pediatric sepsis and recognize the 75,000 children who develop sepsis each year in the U.S.

For more information, contact: Angelica Estrada
Sepsis Alliance | 619.232.0300
aestrada@sepsis.org | @sepsisalliance
<http://www.sepsisawarenessmonth.org/>
#ChildhoodSepsisStory

19–25 | 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: AHVRP
American Hospital Association | 312.422.3937
tross@aha.org | www.ahvrp.org | @ahvrpaha

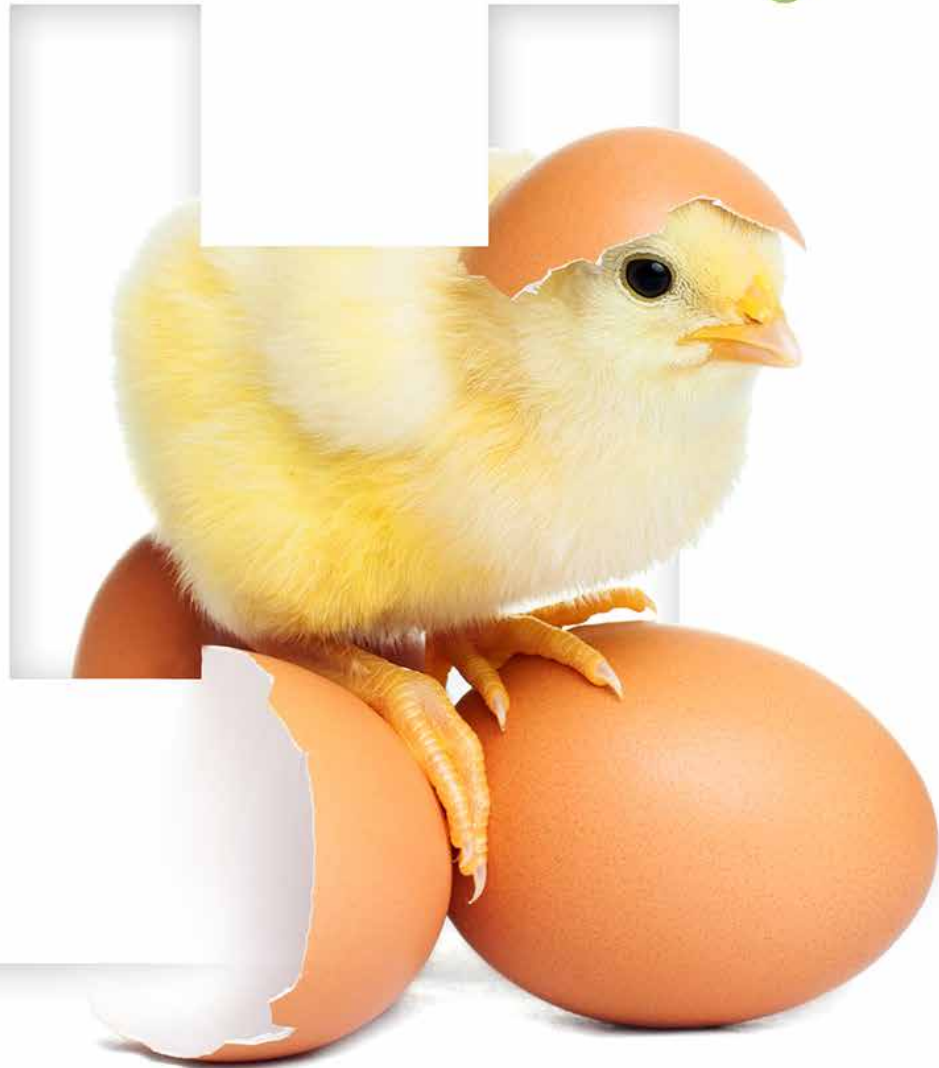
April 27–May 1 | Patient Experience Week

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
@BerylInstitute | #PXWeek



may



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may

At-a-Glance

MONTH-LONG OBSERVANCES

Arthritis Awareness Month (National)
Asthma Awareness Month
Employee Health and Fitness Month (Global)
High Blood Pressure Education Month (National)
Huntington's Disease Awareness Month (National)
Mental Health Month (National)
Motorcycle Safety Awareness Month
Neurofibromatosis Awareness Month
Osteoporosis Month (National)
Physical Fitness and Sports Month (National)
Psoriasis Arthritis Action Month
Run-a-Mile Days (National), May-June
Melanoma/Skin Cancer Detection and Prevention Month
Stroke Month (American)

WEEK-LONG OBSERVANCES

4-10 Medical Fitness Week
5 Asthma Day (World)
6-12 National Nurses Week
10-16 National Allergy Awareness Week
10-16 National Hospital Week
10-16 Neuroscience Nurses Week
10-16 Women's Lung Health Week (National)
11-17 Stuttering Awareness Week (National)
17-23 Medical Transcription Week

RECOGNITION DAYS | EVENTS

6 School Nurse Day (National)
22 Gout Awareness Day (National)
27 Senior Health & Fitness Day® (National)

1-31 | Arthritis Awareness Month (National)

National Arthritis Awareness Month was initiated by the Arthritis Foundation through a Presidential Proclamation in 1972. It aims to raise awareness and reduce the impact of arthritis—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 active and healthy lives. Learn more about asthma triggers and management with the American Lung Association's free Asthma Basics.

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

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 at the workplace and encourage life-long health benefits.

For more information, contact: Diane Hart
National Association for Health and Fitness
518.456.1058 | aerobic2@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
https://www.nhlbi.nih.gov/hypertension
@nih_nhlbi @thehearttruth #MoveWithHeart #OurHearts

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

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

For more information, contact: Chris Cosentino
Huntington's Disease Society of America
212.242.1968 | ccosentino@hdsa.org
http://hdsa.org | @HDSA | #LetsTalkAboutHD

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

Skin Cancer Awareness Month was created to raise skin cancer awareness and promote skin cancer prevention and detection.

For more information, contact: Nicole Dobkin
American Academy of Dermatology | 847.240.1746
mediarelations@aad.org | www.SpotSkinCancer.org
@AADskin | #MelanomaMonday

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 | #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 | NHTSA Public Affairs
202.366.9550 | NHTSAmedia@dot.gov
www.nhtsa.gov | #LookTwiceForMotorcyclists

1-31 | Neurofibromatosis Awareness Month

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

For more information, contact: CTF | 212.344.6633
media@ctf.org | www.ctf.org | @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
National Osteoporosis Foundation | 703.647.3025
claire.gill@nof.org | www.nof.org
@nationalosteoporosisfoun

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
<https://www.hhs.gov/fitness/be-active/npfsm/>
@FitnessGov | #MoveInMay

1-31 | Psoriasis Arthritis Action Month

The National Psoriasis Foundation (NPF) sponsors Psoriatic Arthritis Action Month, which raises awareness about psoriatic arthritis and helps people understand the best way to manage their psoriatic arthritis. Affecting as many as many 2.4 million Americans, psoriatic arthritis (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 irreversible and permanent joint damage.

For more information, contact: Meredith Mills
National Psoriasis Foundation | 503.546.8413
media@psoriasis.org
www.psoriasis.org/psa-action-month
@NPF | #PsAActionMonth

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, risk factors and living well after stroke.

For more information, contact: American Stroke Association | 888.4.STROKE (478.7653)
www.strokeassociation.org/americanstrokeMonth
@American_Stroke | #StrokeMonth

5-11 | Medical Fitness Week

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

For more information, contact: Mariann Murphy
Medical Fitness Association | 844.312.3541
mariann.murphy@medicalfitness.org
www.medicalfitness.org | #MedicalFitnessWeek



5 | 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

6 | School Nurse Day (National)

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

For more information, contact: Carol Walsh
National Association of School Nurses
 240.247.1615 | cwash@nasn.org
 www.nasn.org | @schoolnurses | #SND2020

6-12 | National Nurses Week

National Nurses Week is celebrated annually from May 6, also known as National Nurses Day, through May 12, the birthday of Florence Nightingale, the founder of modern nursing.

For more information, contact: American Nurses Association.

10-16 | 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: Food Allergy Research & Education (FARE) | 800.929.4040
 contactfare@foodallergy.org
 www.foodallergyweek.org | @FoodAllergy

10-16 | National Hospital Week

National Hospital Week 2019 celebrates hope and healing, and the hospitals, health systems, and the women and men who support the health and well-being of their communities through dedication and care from the heart.

For more information, contact: American Hospital Association | #hospitalweek

10-16 | Neuroscience Nurses Week

Join the American Association of Neuroscience Nurses (AANN) in observing this special week, dedicated to those who care for the most vulnerable patients and families, by engaging in recognition activities

at your institution. Neuroscience Nurses Week celebrates the work of neuroscience nurses as well as highlights their influence on patient care to hospital administrators, allied health professionals, and the community.

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

10-16 | 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

11-17 | 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: The Stuttering Foundation of America | 800.992.9392
 www.stutteringhelp.org | @stutteringfdn
 #NSAW20

17-23 | Healthcare Documentation Integrity Week

Healthcare Documentation Integrity 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 | #AHD

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



may

27 | 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

May-June | Run A Mile Days
(National)

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

For more information, contact: Dave Watt
American Running Association
dave@americanrunning.org | 703.731.3429
@Runman78 | #runamile #runamiledays





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june

At-a-Glance

MONTH-LONG OBSERVANCES

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

WEEK-LONG OBSERVANCES

15–19 Healthcare Risk Management Week
15–21 Men's Health Week (National)
18–25 Nursing Assistants Week (National)

RECOGNITION DAYS | EVENTS

7 Cancer Survivors Day (National)
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: Alzheimer's Association | 202.638.7041 | barmstrong@alz.org | www.alz.org/abam | @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: Anna Tumber C. R. Bard, Inc. | 401-825-8308 | davolinfo@crbard.com | https://www.crbard.com/en-US/patients-caregivers/hernia

1–30 | Cataract Awareness Month

Cataracts are one of the leading causes of blindness in the United States. If not treated, cataracts can lead to blindness. In addition, the longer cataracts are left untreated, the more difficult it can be to successfully remove them and restore vision. During Cataract Awareness Month in June, the American Academy of Ophthalmology (AAO) reminds the public that early detection and treatment of cataracts is critical to preserving sight.

For more information, contact: Public Relations American Academy of Ophthalmology | 415.561.8534 | info@PreventBlindness.org | www.aao.org/eye-health | @PBA_SavingSight

1–30 | Men's Health Month

Men's Health Month, which is anchored by National Men's Health Week (June 15–21), is a special observance passed by Congress and signed into law by President Bill Clinton on May 31, 1994. Men's Health Month is celebrated across the country with screenings, health fairs, media appearances and other health education and outreach activities.

For more information, contact: Ana Fadich Men's Health Network | 202.543.6461 x101 | www.menshealthmonth.org | @MensHlthNetwork @MensHealthMonth #MensHealthMonth #ShowUsYourBlue #WearBlue #ManUp

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

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

For more information, contact: National Headache Foundation | 888.NHF.5552 (643.5552) | info@headaches.org | www.headaches.org #MHA

1–30 | PTSD Awareness Month

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

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

7 | Cancer Survivors Day (National)

National Cancer Survivors Day (NCSA) is an annual celebration of life that is held in hundreds of communities. Participants unite in a symbolic event to show the world that life after a cancer diagnosis can be meaningful and productive. In most areas, NCSA is traditionally observed on the first Sunday in June. In 2020, NCSA is celebrating its 33rd year.

For more information, contact: Paula Chadwell National Cancer Survivors Day Foundation | 615.794.3006 | pchadwell@ncsd.org | www.ncsd.org @SurvivorsDay | #NCSA2020

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 to improve the safety and adequacy of the blood supply globally.

For more information, contact: World Health Organization | 202.974.3000 | https://www.who.int/campaigns/world-blood-donor-day | #WBDD



june

14–20 | 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 healthcare 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 | ASHRM.org/hrmweek
@ASHRMAHA | #HRMWeek**

15–21 | Men's Health Week (National)

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

**For more information, contact: Ana Fadich
Men's Health Network | 202.543.6461 x101
www.menshealthweek.org | @MensHlthNetwork
@MensHealthMonth | #MensHealthWeek
#ShowUsYourBlue**

18–25 | Nursing Assistants Week (National)

The 43rd 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 initiated during 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 2020 is "I Choose Respect." For more information, contact: NA Week 2020 National Network of Career Nursing Assistants.

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





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july

At-a-Glance

MONTH-LONG OBSERVANCES

Cord Blood Awareness Month
Juvenile Arthritis Awareness Month

WEEK-LONG OBSERVANCE

13–26 ECHO Donate Life

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
<https://parentsguidecordblood.org>
[@ParentCordBlood](#) [@ParentCordTissu](#)

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
cvillines@arthritis.org | www.arthritis.org
[@ArthritisFdn](#) [@ArthritisFoundation](#)

13–26 | ECHO Donate Life

The Association for Multicultural Affairs in Transplantation and Donate Life America joined forces in 2015 to develop Donate Life ECHO, a nationwide observance designed to reach multicultural communities. It has two objectives: to focus on the power of sharing one's personal decision to register as an organ, eye and tissue donor; and to 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](#)



august



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august

At-a-Glance

MONTH-LONG OBSERVANCES

National Immunization Awareness Month
Neurosurgery Awareness Month
Psoriasis Action Month

WEEK-LONG OBSERVANCES

23-29 Health Unit Coordinator Week
23-29 Spastic Paraplegia Awareness Week

1-31 | National Immunization Awareness Month

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

1-31 | Neurosurgery Awareness Month

For 2020, Neurosurgery Awareness Month will focus on the role neurosurgery plays in North America. Patient stories, a historical perspective 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 (NPF) 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
National Psoriasis Foundation | 503.546.8413
media@psoriasis.org | www.psoriasis.org@NPF | #PsOActionMonth

23-29 | Health Unit Coordinator Week

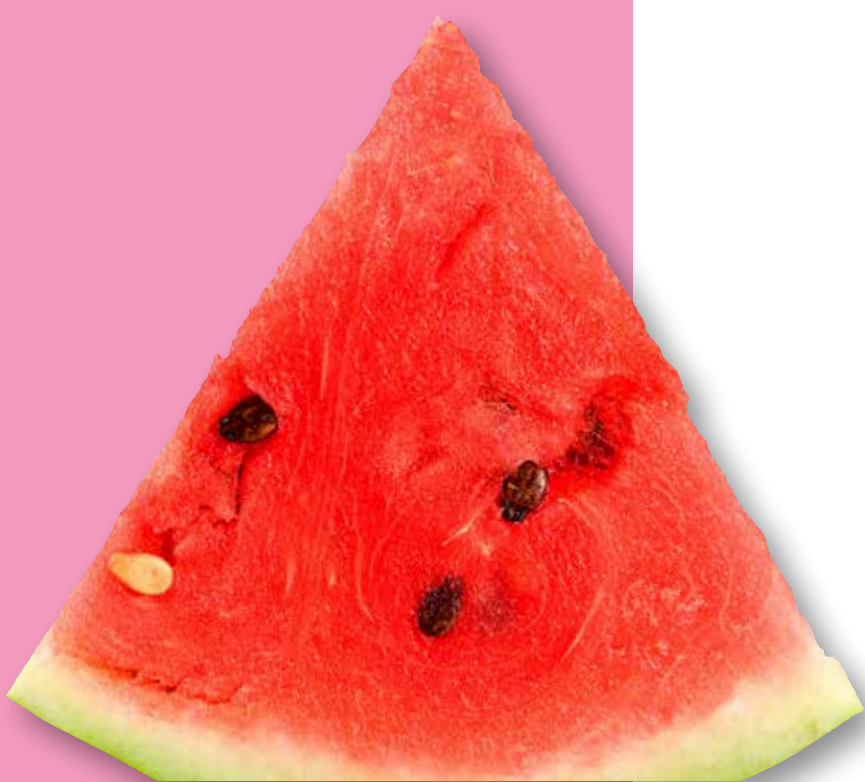
The week of August 23 is dedicated to recognizing the contributions of health unit coordinators to the health care team. The National Association of Health Unit Coordinators (NAHUC), Inc., is dedicated to promoting health unit coordinating as a profession through education, certification and compliance with the NAHUC standards of practice, standards of education and code of ethics.

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

23-29 | Spastic Paraplegia Awareness Week

Primary Lateral Sclerosis (PLS) and Hereditary Spastic Paraplegia (HSP) are closely related progressive neurological disorders. Those with HSP or PLS experience weakness and spasticity in the power body, resulting in being unable to walk and making daily life a challenge. Currently, there is no way to slow or reverse the progressive disability of these disorders. Spastic Paraplegia Awareness Week seeks to promote understanding of these rare disorders; create opportunities for mutual sharing and support; raise awareness of the therapies for enhancing function; and support research to find a cure.

For more information, contact: Spastic Paraplegia Foundation; 1605 Goularte Place, Fremont, CA 94539-7241; 877.773.4483; information@sp-foundation.org; www.sp-foundation.org





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september

At-a-Glance

MONTH-LONG OBSERVANCES

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

WEEK-LONG OBSERVANCES

6–12 Vascular Nurses Week
6–12 Youth Suicide Prevention Week (National)
13–19 Environmental Services Week
20–26 Clean Hands Week (International)

RECOGNITION DAYS | EVENTS

13–16 SHSMD Connections Annual Conference
10 National Pediatric Hematology/Oncology Nurses Day
10 Youth Suicide Prevention Day (National)
7–13 Neonatal Nurses Day (National)
30 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](http://jpma.org) | www.babysafetymonth.org | [@babysafetyzone](https://www.facebook.com/babysafetyzone) | [#babysafetymonth](https://www.facebook.com/babysafetymonth) | [#JPMA](https://www.facebook.com/JPMA)

1–30 | Cholesterol Education Month

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: **Lindsey Johnston National Center for Chronic Disease Prevention and Health Promotion** | 404.498.5116 | mmv2@cdc.gov | <https://www.cdc.gov/cholesterol/about.htm> | [@CDCHeartStroke](https://www.facebook.com/CDCHeartStroke) | [@MillionHeartsUS](https://www.facebook.com/MillionHeartsUS) | [#CholesterolHeartBrain](https://www.facebook.com/CholesterolHeartBrain)

1–30 | Gynecologic Cancer Awareness Month (GCAM)

September is Gynecologic Cancer Awareness Month (GCAM). The Foundation for Women's Cancer (FWC) knows the importance of bringing awareness to all gynecologic cancers—cervical, ovarian, uterine/endometrial, vaginal and vulvar. Since creating this awareness month, each year the FWC strives to bring attention to these cancers.

For more information, contact: **Lindsey Powell Foundation for Women's Cancer** | 312.235.4058 | lindsey.powell@sgo.org | www.foundationforwomenscancer.org or www.sgo.org | [@foundationforwomenscancer](https://www.facebook.com/foundationforwomenscancer) | [#GYNCancer](https://www.facebook.com/GYNCancer) | [#EndWomensCancer](https://www.facebook.com/EndWomensCancer) | [#GCAM](https://www.facebook.com/GCAM) | [#GynecologicCancerAwarenessMonth](https://www.facebook.com/GynecologicCancerAwarenessMonth)

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://www.facebook.com/healthyagingnet) | [#HealthyAgingMagazine](https://www.facebook.com/HealthyAgingMagazine) | [#healthyagingmonth](https://www.facebook.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://www.facebook.com/savebabies) | [#NBSsavesbabies](https://www.facebook.com/NBSsavesbabies)

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 x101 | www.prostatehealthmonth.com | [@MensHlthNetwork](https://www.facebook.com/MensHlthNetwork) | [#WearBlue](https://www.facebook.com/WearBlue) | [#prostate](https://www.facebook.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://www.facebook.com/LungAssociation) | [#PulmonaryFibrosis](https://www.facebook.com/PulmonaryFibrosis) | [#PFAwareness](https://www.facebook.com/PFAwareness)

1–30 | Recovery Month (National)

Observed since 1989, National Recovery Month (Recovery Month), observed each September, but celebrated throughout the year, increases awareness and understanding of substance use disorders and co-occurring disorders (presence of mental and substance use disorders), celebrates individuals who have reclaimed their lives in long-term recovery and honors the treatment and recovery service providers who make recovery possible. Recovery Month also promotes the message that recovery in all of its forms is possible and encourages citizens to take action to help expand and improve the availability of effective prevention, treatment and recovery services. Recovery Month events held across the country speak about the gains made by those in recovery and share real-life stories of recovery. The Recovery Month website offers

free educational and promotional materials to assist communities and organizations in outreach efforts and Recovery Month event planning. The Recovery Month logo features an "R" symbol, representing "R" for Recovery and the need to support the millions of individuals who are proudly living their lives in recovery.

For more information, contact: Michele Monroe
Public Health Advisor, Contract Officer
Representative (COR) | 240.276.2758
recoverymonth@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
http://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

6-12 | Vascular Nurses Week

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

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

6-12 | Youth Suicide Prevention Week (National)

According to the most recent data, suicide is the second leading cause of death for 15- to 24-year-olds, over 6,000 young people are lost each year to suicide. The American Association of Suicidology houses the National Center for the Prevention of

Youth Suicide, whose goals are to reduce the number of youth suicides by connecting youth directly to other youth. Youth Suicide Prevention Week is the week surrounding World Suicide Prevention Day, September 10.

For more information, contact: Amy Kulp
National Center for the Prevention of Youth Suicide
202.237.2280 | info@suicidology.org
www.suicidology.org https://www.suicidology.org/ncpys | @aasuicidology | #NSPW20
#itsmybusiness #AAS365 #preventyouthsuicide

7-13 | Neonatal Nurses Day (National)

Established in 2000, members of the neonatal community use National Neonatal Nurses Week to honor nurse colleagues and show pride in being a neonatal nurse. Neonatal nursing contributions to the tiniest patients make a difference that lasts a lifetime for neonates and their families.

For more information, contact: Erin Duvic
National Association of Neonatal Nurses
847.375.6736 | eduvic@nann.org
www.nann.org/nnd | @neonatalnursesday
#NeonatalNursesWeek #wesavebabies

10 | National Pediatric Hematology/Oncology Nurses Day

Coinciding with Childhood Cancer Awareness month, Pediatric Hematology/Oncology Nurses Day honors those nurses who are dedicated to providing quality nursing care for children, adolescents and young adults with cancer and blood disorders. Additionally, they provide the highest standard of physical and emotional support to these most precious patients and their families.

For more information, contact: 847.375.4864
ssayen@aphon.org | aphon.org/about-us/pediatric-hematology-oncology-nursing
@APHON1 @AssocPHON @aphoninsta

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 2nd leading cause of death in youth aged 15-24 years old. In 2017, more than 47,000 individuals died by suicide. The American Association of Suicidology is working diligently to promote the understanding and prevention of suicide and support those affected by it. 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
National Center for the Prevention of Youth Suicide
202.237.2280 | info@suicidology.org
www.suicidology.org | @aasuicidology
#NSPW20 #itsmybusiness #AAS365

13–16 | SHSMD Connections Annual Conference

50+ sessions. 100+ exhibiting companies. Unmatched networking events. Join more than 1,600 of your health care strategy peers for three days' worth of transformational ideas and connections that will help you prepare for and shape the future of health care. Visit www.shsmd.org/connections for details and to register.

For more information, contact: SHSMD American Hospital Association | 312.422.3888
shsmd@aha.org | www.shsmd.org
[#SHSMD20](https://twitter.com/SHSMDAHA)

14–20 | 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: AHE American Hospital Association | 312.422.3860
ahе@aha.org | www.ahе.org

20–26 | 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

30 | 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

At-a-Glance

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
Pharmacists Month (American)
Physical Therapy Month (National)
“Talk About Your Medicines” Month

WEEK-LONG OBSERVANCES

4–10 Fire Prevention Week
4–10 Healthcare Supply Chain Week (National)
5–11 Healthcare Foodservice Workers Week
6–12 Physicians Assistants Week (National)
11–17 Healthcare Security and Safety Week
11–17 Infection Prevention Week (International)
12–18 Nephrology Technicians/Technologists Recognition Week (National)
18–24 National Healthcare Quality Week
19–23 Medical Assistants Recognition Week
19–23 Nuclear Science Week
23–31 Red Ribbon Week
25–31 Health Care Facilities and Engineering Week (National)

RECOGNITION DAYS | EVENTS

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

1–31 | Contact Lens Safety Month

Approximately 41 million US 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](https://twitter.com/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](https://twitter.com/youradha) | [#NDHM2020](https://twitter.com/NDHM2020)

1–31 | Disability Employment Awareness Month

National Disability Employment Awareness Month is commemorated annually in October. Enacted by the Congress in 1945, it has become the kickoff month for year-round programs nationwide that highlight the value that 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. We can all do #1Thing to address violence, injustice & inequity. Awareness + Action = Social Change

For more information, contact: Domestic Violence Awareness Project | National Resource Center on Domestic Violence | 800.537.2238 x106, 717.991.9405 | nrcdvta@nrcdv.org
www.dvawareness.org | [@NRCDV](https://twitter.com/NRCDV) | [#DVAM2020](https://twitter.com/DVAM2020)
[#1Thing](https://twitter.com/1Thing)

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@ih4health.org
www.ih4health.org | [@ih4healthlit](https://twitter.com/ih4healthlit) | [#ih4hlc](https://twitter.com/ih4hlc)

1–31 | Medical Librarians Month (National)

The Medical Library Association (MLA) 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.mlhq.org
www.mlanet.org | [#MLM](https://twitter.com/MLM)

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 monthlong celebration is a joint effort of the American Institute of Ultrasound in Medicine, American Registry for Diagnostic Medical Sonography, American Society of Echocardiography, Cardiovascular Credentialing International, Society for Vascular Ultrasound and Society of Diagnostic Medical Sonography (SDMS)

For more information, contact: Kelly Stafford SDMS | 214.473.8057 | kstafford@sdms.org
www.sdms.org | [@TheSDMS](https://twitter.com/TheSDMS) | [#MUAM20](https://twitter.com/MUAM20)

1–31 | Pharmacists Month (American)

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

For more information, contact: American Pharmacists Association
www.pharmacist.com/american-pharmacists-month



1–31 | Physical Therapy Month (National)

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

**For more information, contact: Public Relations Department | American Physical Therapy Association | 703.706.3216
public-relations@apta.org
www.moveforwardpta.com | @MoveForwardPT
#ChoosePT**

1–31 | "Talk About Your Medicines" Month

The BeMedWise Program at Needy Meds is hosting the 35th 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 BeMedWise Program mission (formerly the National Council on Patient Information and Education—NCPIE) works to promote the wise use of medicines through trusted communication for better health.

**For more information, contact: Deborah Davidson NCPIE | 301.340.3940 | deborah.davidson@needymeds.org | www.bemedwise.org and talkaboutyourmedicines.org
@BeMedWise | #TAYMM**

4–10 | Fire Prevention Week

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

**For more information, contact: Customer Service National Fire Protection Association | 617.770.3000 or 800.344.3555 | custserv@nfpa.org
www.firepreventionweek.org | #FirePreventionWeek**

4–10 | 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 healthcare and the overall success of the supply chain. Sponsored by the Association for Health care 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**

5–11 | Healthcare Foodservice Workers Week

In 1985, the U.S. Congress declared the first week in October to be a time to recognize the role of food service 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 | Physician's Assistants Week (National)

National Physicians Assistants Week celebrates the physician assistant profession and its contributions to the nation's health. Before it was a weeklong event, National PA Day was first celebrated on October 6, 1987, in honor of the 20th anniversary of the first graduating class of physician assistants from the Duke University PA program. This year marks the 53rd anniversary of the PA profession.

**For more information, contact: Carrie Munk American Academy of PAs | 571.319.4477
cmunk@aapa.org | www.aapa.org
@AAPAorg | #PAWeek #YourPACan**

16 | Healthcare Security and Safety Week

During Healthcare Security and Safety Week and throughout the year, the International Association for Healthcare Security and Safety (IAHSS) celebrates the role of security and safety professionals in providing 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 (IAHSS) | 630.529.3913
colleen@iahss.org and info@iahss.org
www.iahss.org | @iahss | #HSSW2020**

11–17 | Infection Prevention Week (International)

International Infection Prevention Week helps patients, families and health care professionals better understand their role in preventing infections. Established in 1986 by President Ronald Reagan, the Association

for Professionals in Infection Control and Epidemiology (APIC) has spearheaded the annual effort to highlight the importance of infection prevention to health care professionals, administrators, legislators and consumers.

For more information, contact: Elizabeth Garman APIC – Association for Professionals in Infection Control and Epidemiology | 202.789.1890 egarman@apic.org | www.apic.org/infectionpreventionandyou | @APIC | #IIPW

12 | Arthritis Day (World)

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

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

12–18 | Nephrology Technicians/Technologists Recognition Week

This weeklong 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

16 | Healthcare Security and Safety Officer Appreciation Day

The International Association for Healthcare Security and Safety (IAHSS) 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 International Association for Healthcare Security and Safety (IAHSS) | 630.529.3913 colleen@iahss.org and info@iahss.org www.iahss.org | @iahss | #HSSW2020

18–24 | National Health Care 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 [@mynahq](https://nahq.org/about/healthcare-quality-week) | #HQW2019

18–24 | Nuclear Science Week

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

For more information, contact: National Museum of Nuclear Science & History | 505.245.2137 www.nuclearscienceweek.org #nuclearsciweek

19–23 | Medical Assistants Recognition Week

Registered medical assistants and 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

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

22 | Red Ribbon Week

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

For more information, contact: National Family Partnership | 305.856.4886 www.redribbon.org | @redribbonweek #yourfutureiskeystoydrugfree #redribbonweek

october

25-31 | 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](https://twitter.com/ASHEAHA) | [#HealthEngWeek](https://twitter.com/HealthEngWeek)



november



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november

At-a-Glance

MONTH-LONG OBSERVANCES

Alzheimer's Disease Awareness Month (National)
Family Caregivers Month (National)
COPD Awareness Month
Healthy Skin Month (National)
Hospice and Palliative Care Month (National)
Lung Cancer Awareness Month
Prematurity Awareness Month
Jingle Bell Run for Arthritis (November-December)

WEEK-LONG OBSERVANCES

1-7 Allied Health Professions Week
1-7 Diabetes Education Week (National)
8-14 Nurse Practitioner Week (National)
8-14 Radiologic Technology Week (National)

RECOGNITION DAYS | EVENTS

12 Pneumonia Day (World)
17 Prematurity Day (World)
18 COPD 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: Alzheimer's Association | 800.272.3900 | www.alz.org | [#ALZASSOCIATION](https://twitter.com/alzassociation) | [#ENDALZ](https://twitter.com/ENDALZ)**

1-30 | Family Caregiver Month (National)

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

1-30 | COPD Awareness Month

More than 13 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](https://twitter.com/LungAssociation) | [#COPDAwarenessMonth](https://twitter.com/COPDAwarenessMonth) | [#COPD](https://twitter.com/COPD)**

1-30 | Healthy Skin Month (National)

National Healthy Skin Month was created to educate the public about the importance of caring for their skin, hair and nails. **For more information, contact: Nicole Dobkin American Academy of Dermatology | 847.240.1746 | mediarelations@aad.org | www.aad.org/public | [#AADskin](https://twitter.com/AADskin) | [#NationalHealthySkinMonth](https://twitter.com/NationalHealthySkinMonth)**

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 | NHPCO 703.837.1500 | communications@nhpco.org | www.nhpco.org | [@NHPCO_news](https://twitter.com/NHPCO_news) | [#hospicemonth](https://twitter.com/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](https://twitter.com/LungAssociation) | [#LungCancer](https://twitter.com/LungCancer)

1-30 | Prematurity Awareness Month

March of Dimes leads the fight for the health of all moms and babies. Prematurity Awareness Month (PAM) raises public awareness of this very serious and costly problem, the greatest contributor to infant death in the United States. PAM provides opportunities for people who care about moms and babies to tell their stories, volunteer, advocate, donate and build communities for healthy moms and strong babies.

For more information, contact: Michele Kling March of Dimes | 914.843.9487 | press@marchofdimes.org | www.marchforbabies.org or www.nacersano.org | [@marchofdimes](https://twitter.com/marchofdimes) | [@modhealthtalk](https://twitter.com/modhealthtalk) | [@nacersano](https://twitter.com/nacersano) | [#prematurityawarenessmonth](https://twitter.com/prematurityawarenessmonth) | [#marchofdimes](https://twitter.com/marchofdimes)

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](https://twitter.com/ArthritisFdn) | [@ArthritisFoundation](https://twitter.com/ArthritisFoundation)

1–7 | 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

1–7 | Diabetes Education Week (National)

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

For more information, contact: Communications American Association of Diabetes Educators 312.601.4864 | communications@aadenet.org www.diabeteseducator.org | @AAEEdiabetes #NDEW

8–14 | Nurse Practitioner Week (National)

National Nurse Practitioner (NP) Week is held annually to celebrate these exceptional health care providers and to remind lawmakers of the importance of removing outdated barriers to practice so that NPs will be allowed to practice to the full extent of their experience and education. It is also an opportunity to build awareness with the general public about the many benefits of having an NP as your primary, specialty or acute care provider.

For more information, contact:

8–14 | 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 November 8, 1895.

For more information, contact: Julio Dominguez Marketing American Society of Radiologic Technologists | 800.444.2778 ext. 1081 jdomiguezoto@asrt.org memberservices@asrt.org | www.asrt.org/nrtw @ASRT | #NRTW20

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

17 | Prematurity Day (World)

World Prematurity Day (WPD) 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 worldwide under age 5. March of Dimes leads a coalition of organizations that seek to prevent premature birth and advocate for better 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

18 | 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

december



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At-a-Glance

MONTH-LONG OBSERVANCES

Safe Toys and Gifts Month

WEEK-LONG OBSERVANCES

6–12 Handwashing Awareness Week (National)

6–12 Influenza Vaccination Week (National)

RECOGNITION DAYS | EVENTS

December 31-January 3, 2021

New Year's Eve – Quit Smoking Resolutions

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

6–12 | Handwashing Awareness Week (National)

National Handwashing Awareness Week is a weeklong 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

6–12 | 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 six months of age and older. During National Influenza Vaccination Week, get your annual flu vaccine at a local pharmacy or through your health care provider.

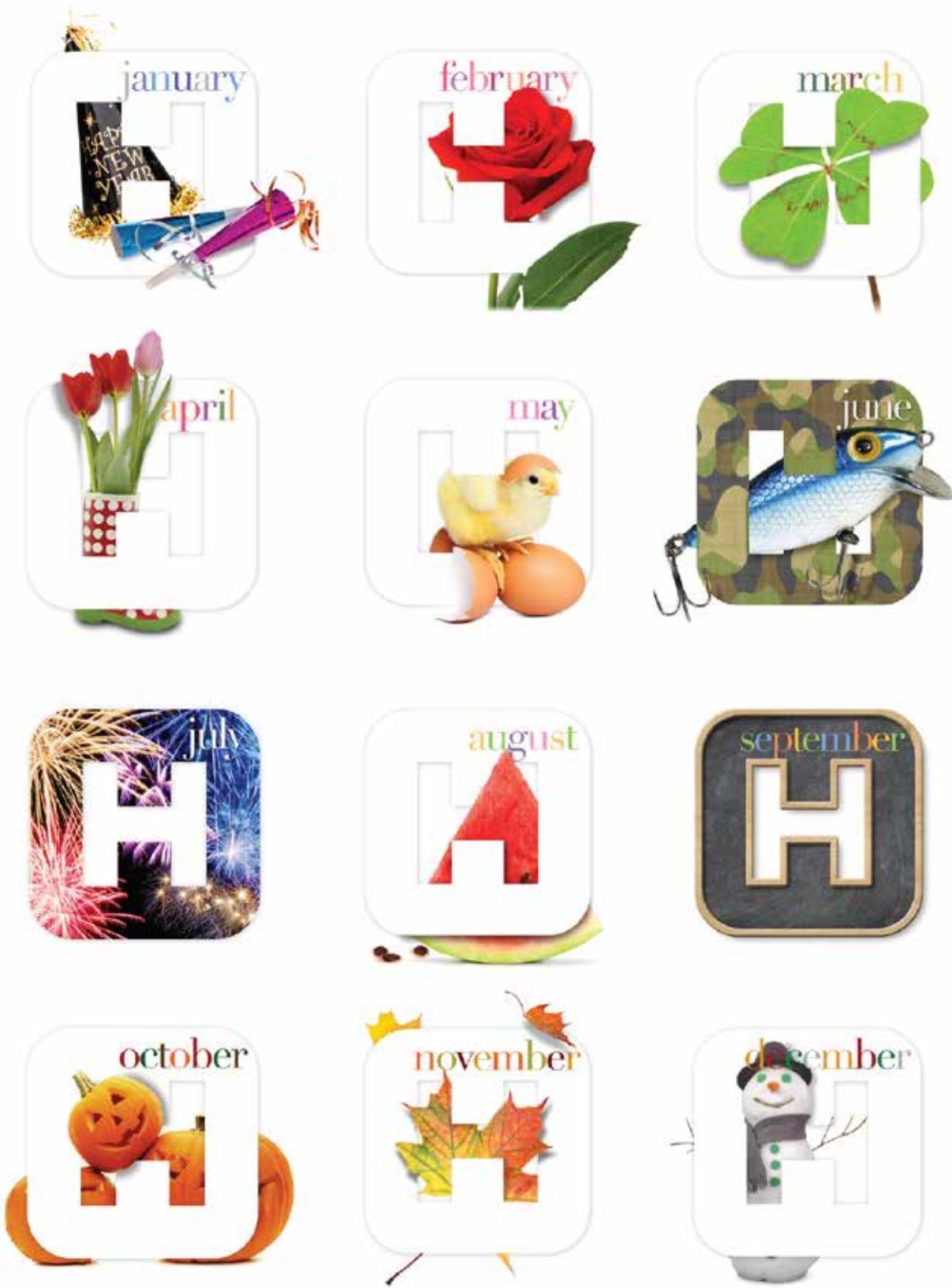
For more information, contact: Erin Meyer American Lung Association | 800.586.4872 Erin.Meyer@lung.org | www.lung.org/flu @LungAssociation @CDCgov | #NIVW

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 @LungAssociation | #NYE #quitsmoking





Society for Health Care
Strategy & Market
Development™



A	
Alcohol Awareness Month	11
Allied Health Professions Week	36
Alzheimer's and Brain Awareness Month	19
Alzheimer's Disease Awareness Month (National)	35
Arthritis Awareness Month (National)	14
Arthritis Day (World)	32
Asthma Awareness Month	14
Asthma Day (World)	16
Autism Awareness Month (National)	11
B	
Baby Safety Month	26
Birth Defects Prevention Month (National)	3
Birth Defects Day (World)	8
Blood Donor Day (World)	19
C	
Cancer Registrars Week (National)	12
Cancer Survivors Day (National)	19
Cardiac Rehabilitation Week (National)	5
Cardiovascular Professionals Week	6
Cataract Awareness Month	19
Child Life Month	8
Children's Dental Health Month (National)	5
Cholesterol Education Month	26
Clap4Health	3
Clean Hands Week (International)	28
Colorectal Cancer Awareness Month	8
Contact Lens Safety Month	30
COPD Awareness Month	35
COPD Day (World)	36
Cord Blood Awareness Month	22

D		High Blood Pressure Education Month (National)	14
Day of the Sick (World)	5	Hospice and Palliative Care Month (National)	35
Dental Assistants Recognition Week	8	Huntington's Disease Awareness Month (National)	14
Dental Hygiene Month (National)	30	I	
Diabetes Association Alert Day (American)	9	Infection Prevention Week (International)	31
Diabetes Education Week (National)	36	Influenza Vaccination Week (National)	38
Disability Employment Awareness Month	30	J	
Doctors' Day (National)	9	Jingle Bell Run/Walk for Arthritis	35
Domestic Violence Awareness Month	30	Juvenile Arthritis Awareness Month	22
Drug and Alcohol Facts Week (National)	3	L	
E		Lung Cancer Awareness Month	35
ECHO Donate Life	22	M	
Employee Health and Fitness Month (Global)	14	March for Babies	11
Environmental Services Week	28	Medical Assistants Recognition Week	32
F		Medical Fitness Week	15
Facial Protection Month (National)	11	Medical Laboratory Professionals Week	12
Family Caregivers Month (National)	35	Medical Librarians Month	30
Fire Prevention Week	31	Medical Ultrasound Awareness Month	30
Food Allergy Awareness Week	16	Melanoma/Skin Cancer Detection and Prevention Month	14
G		Men's Health Month	19
Gout Awareness Day (National)	16	Minority Health Month (National)	11
Gynecologic Cancer Awareness Month (GCAM)	26	Mental Health Month	14
H		Men's Health Week (National)	20
Handwashing Awareness Week (National)	38	Migraine and Headache Awareness Month (National)	19
Health Care Facilities and Engineering Week (National)	33	Minority Mental Health Awareness Month (National)	11
Health Care HR Week	9	Motorcycle Safety Awareness Month	15
Health Literacy Month	30	MS Education and Awareness Month (National)	8
Health Unit Coordinator Week	24	N	
Healthcare Decisions Day (National)	12	Neonatal Nurse's Day (National)	27
Healthcare Documentation Integrity Week	16	National Health Care Quality Week	32
Healthcare Foodservice Workers Week	31	National Hospital Week	16
Healthcare Risk Management Week	20	National Immunization Awareness Month	24
Healthcare Security and Safety Officer Appreciation Day	32	National Nurses Week	16
Healthcare Security and Safety Week	31	National Pediatric Hematology/Oncology Nurses Day	27
Healthcare Supply Chain Week (National)	31	NCCDP Alzheimer's Disease and Dementia Care Staff Education Week	6
Healthy Aging® Month	26	Nephrology Technicians/Technologists Recognition Week (National)	32
Healthy Skin Month (National)	35		
Heart Month (American)	5		
Hernia Awareness Month	19		

N (continued)		PTSD Awareness Month	19	T	
Neurofibromatosis Awareness Month	15	Public Health Week (National)	12	“Talk About Your Medicines” Month	31
Neuroscience Nurses Week	16	Pulmonary Fibrosis Awareness Month (Global)	26	Testicular Cancer Awareness Month	11
Neurosurgery Awareness Month	24	Pulmonary Rehabilitation Week (National)	8	Thyroid Cancer Awareness Month	27
New Year’s Eve – Quit Smoking Resolutions	38	R		Transplant Nurses Day	12
Newborn Screening Awareness Month	26	Radiologic Technology Week (National)	36	Tuberculosis Day (World)	9
Nurse Practitioner Week (National)	36	Radon Awareness Month	3	V	
Nursing Assistants Week (National)	20	Recovery Month (National)	26	Vascular Nurses Week	27
Nutrition Month® (National)	8	Red Ribbon Week	32	Volunteer Week (National)	12
O		Registered Dietitian Nutritionist Day (National)	9	W	
Osteoporosis Month (National)	15	Rosacea Awareness Month	11	Wear Red Day (National)	5
P		Run A Mile Days (National)	17	Wise Health Care Consumer Month (National)	5
Patient Experience Week	12	S		Women’s Eye Health and Safety Month	11
Pediatric Sepsis Week	12	Safe Toys and Gifts Month	38	Women’s Health & Fitness Day® (National)	28
PeriAnesthesia Nurse Awareness Week	5	Save Your Vision Month	8	Women’s Lung Health Week (National)	16
Pharmacists Month (American)	30	School Nurse Day (National)	16	Y	
Physical Fitness and Sports Month (National)	15	Senior Health & Fitness Day® (National)	16	Youth Suicide Prevention Day (National)	27
Physical Therapy Month (National)	31	Sepsis Awareness Month	27	Youth Suicide Prevention Week (National)	27
Physician Assistants Week (National)	31	Sepsis Survivor Week	6		
Pneumonia Day (World)	36	SHSMD Connections Annual Conference	28		
Prematurity Awareness Month	35	Stroke Month (American)	15		
Prematurity Day (World)	36	Stuttering Awareness Day (International)	32		
Prostate Health Month	26	Stuttering Awareness Week (National)	16		
Psoriasis Action Month	24				
Psoriasis Arthritis Action Month	15				

Planning Ahead

2021

January

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