

2017 Calendar of Healthcare Recognition Days

January 2017

Month-long Observances

National Blood Donor Month

The month of January provides an opportunity for people to donate blood or pledge to give blood at a time of year when it is typically in short supply.

Association of Donor Recruitment Professionals | www.adrp.org
American Red Cross | www.redcross.org

Week-long Observances

January 16-20 **Healthy Weight Week**

Healthy Weight Week is a time to celebrate healthy diet-free living habits that last a lifetime and prevent eating and weight problems. It's all about pursuing livable and sustainable healthy lifestyles through eating well.

Green Mountain at Fox Run | www.fitwoman.com/healthy-weight-week

January 22-28 **National CRNA Week**

Established by the American Association of Nurse Anesthetists, this week is an opportunity for Certified Registered Nurse Anesthetists (CRNAs) to celebrate their history and accomplishments while educating the public on the important contributions they make to America's healthcare system. #crnaweek

American Association of Nurse Anesthetists | www.aana.com

January 23-27 **National Medical Group Practice Week**

The fourth week of January is National Medical Group Practice Week. A medical group practice is defined as three or more healthcare providers working together and sharing resources like facilities, personnel, and records. Medical Group Practice Week is a great time to celebrate with your staff and to raise awareness in the community of your practice.

Recognition Days

January 25 **National IV Nurse Day**

Every year on January 25, thousands of infusion professionals around the country celebrate National IV Nurse Day. First celebrated in 1981, it is a day that means a great deal to the many who have dedicated their lives to providing the best infusion care possible.

Infusion Nurses Society | www.ins1.org

Need promotional items to recognize professionals in your workplace? HR Impressions can help. Contact your Account Director or visit info.nasrecruitment.com/contact-general to get in touch with us

2017 Calendar of Healthcare Recognition Days

February 2017

Month-long Observances

American Heart Month

During American Heart Month, the American Heart Association's Go Red for Women movement and its latest Hispanic initiative, *Go Red Por Tu Corazón*, work to save women's lives and beat heart disease.

American Heart Association | www.goredforwomen.org

National Wise Health Care Consumer Month

The American Institute for Preventive Medicine established Wise Health Care Consumer Month to help employers empower their employees to understand their options, communicate with their care providers and make educated decisions about their own health.

American Institute for Preventive Medicine | www.healthylife.com

Week-long Observances

February 5-11 National Burn Awareness Week

Established by the American Burn Association, National Burn Awareness Week is observed the first full week in February. It is designed to provide an opportunity for burn, fire and life safety educators to unite in sharing a common burn awareness and prevention message in our communities.

American Burn Association | www.ameriburn.org

February 6-12 PeriAnesthesia Nurses Awareness Week (PANAW)

The American Society of PeriAnesthesia Nurses acknowledges the tremendous work that the nation's more than 55,000 perianesthesia nurses do throughout the year.

American Society of PeriAnesthesia Nurses | www.aspan.org

February 12-18 Cardiovascular Professionals Week

This week celebrates the contribution cardiovascular professionals make to healthcare and to patients with heart disease. This includes cardiovascular and radiologic technicians and nurses in all cardiac specialties.

Alliance of Cardiovascular Professionals | www.acp-online.org

February 12-18 National Cardiac Rehabilitation Week

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 dysfunction.

American Association of Cardiovascular and Pulmonary Rehabilitation | www.aacvpr.org

Recognition Days

February 3 National Wear Red Day/Go Red for Women

The American Heart Association's National Wear Red Day movement works to save women's lives and beat heart disease, the number-one killer of women. Show support by wearing red.

American Heart Association | www.goredforwomen.org/wear-red-day/

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2017 Calendar of Healthcare Recognition Days

March 2017

Month-long Observances

Brain Injury Awareness Month

Brain Injury Awareness Month is led by the Brain Injury Association each year in March. The theme for the 2015 to 2017 campaign is "Not Alone." The campaign provides a platform for educating the public about the incidence of brain injury and the needs of people with brain injuries and their families.

Brain Injury Association of America | www.biausa.org

Child Life Month

Child Life Month is designed to honor child life specialists as they work to ensure quality, family-centered and developmentally appropriate care for children.

Child Life Council | www.childlife.org

National Athletic Training Month

Designed to raise awareness of athletic trainers (not personal trainers) and recognize their work as healthcare professionals who specialize in the prevention, diagnosis, treatment and rehabilitation of injuries or illnesses. These individuals work in hospitals, physicians' offices, schools and clinics.

National Athletic Trainers Association | www.nata.org

National Eye Donor Month

The invaluable efforts of eye banks and corneal surgeons to restore sight are recognized during National Eye Donor Month. For the past 33 years, the Eye Bank Association of America National Eye Donor Month has promoted NEDM to raise awareness of the need to donate eyes and celebrate donors and recipients.

Eye Bank Association of America | www.restorestight.org

National Kidney Month

During National Kidney Month, the National Kidney Foundation helps raise awareness and appreciation for all the vital functions the kidneys perform. The National Kidney Foundation offers free screenings for those most at risk for kidney disease on World Kidney Day and throughout the month of March.

National Kidney Foundation | www.kidney.org

National Nutrition Month

National Nutrition Month is a nutrition education and information campaign held annually in March by the Academy of Nutrition and Dietetics. It encourages the adoption of smart eating and physical activity habits. The 2017 theme, "Savor the Flavor of Eating Right," encourages mindful eating that includes nutritious and flavorful foods.

Academy of Nutrition and Dietetics | www.eatright.org

National Professional Social Work Month

National Professional Social Work Month was established by the National Association of Social Workers to honor and celebrate the social work profession. This event recognizes social workers who strive to improve social conditions and quality of life opportunities for everyone.

National Association of Social Workers | www.socialworkers.org

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2017 Calendar of Healthcare Recognition Days

March 2017 *continued*

Workplace Eye Wellness Month

Employers are encouraged to promote vision care services in the workplace. The more vision ailments employees have, the more medical care they utilize.

Prevent Blindness America | www.preventblindness.org

Week-long Observances

March 5-11 **National Dental Assistants Recognition Week**

Jointly recognized by the American Dental Assistants Association, American Dental Association and other professional organizations, National Dental Assistants Recognition Week is a tribute to the commitment and dedication that dental assistants contribute to the dental profession and the dental health care of the public.

American Dental Assistants Association | www.adausa.org

American Dental Association | www.ada.org

March 5-12 **National Sleep Awareness Week**

National Sleep Awareness Week is an annual public education and awareness campaign to promote the importance of sleep. The week begins with the announcement of the National Sleep Foundation's Sleep in America poll results and ends with the clock change to Daylight Saving Time, when Americans move clocks forward one hour.

National Sleep Foundation | www.sleepfoundation.org

March 12-18 **Health Care HR Week**

Health Care HR Week recognizes Human Resources professionals in all healthcare settings for the daily issues they face relating to the workforce, compensation, benefits, employee relations, healthcare reform and wellness.

American Society for Healthcare Human Resources Administration | www.ashhra.org

March 12-18 **National Patient Safety Awareness Week**

National Patient Safety Awareness Week is an annual education and awareness-building campaign for healthcare safety. The theme for 2017 is "United in Safety," showing that everyone in the health care process plays a role in delivering safe care.

National Patient Safety Foundation | www.npsf.org

March 12-18 **National Pulmonary Rehabilitation Week**

National Pulmonary Rehabilitation Week is a chance to educate the community about the role of pulmonary rehabilitation in enhancing the quality of life of individuals with lung disease.

It's also an opportunity to thank professionals for their contributions and share with them valuable educational resources to further their professional development.

American Association of Cardiovascular and Pulmonary Rehabilitation | www.aacvpr.org

March 26-April 1 **Health Information Professionals (HIP) Week**

Honor and celebrate health information professionals during the Health Information Professionals (HIP) Week. Health information professionals play a key role in the effective management of health and data and medical records needed to deliver quality healthcare to the public.

The American Health Information Management Association | www.ahima.org

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2017 Calendar of Healthcare Recognition Days

March 2017 *continued*

Recognition Days

March 8 **Registered Dietitian Day**

Registered Dietitian Day commemorates the dedication of registered dietitians as invaluable providers of food and nutrition services. It recognizes dietitians for their commitment to helping to advance the nutritional status of Americans and people around the world.

Academy of Nutrition and Dietetics | www.eatright.org

March 30 **National Doctors' Day**

National Doctors' Day is held every year on March 30. The day encourages members to promote the observance through community projects and pay tribute to physicians. It reminds the public of doctors' dedication to the health and welfare of patients and increases awareness of the positive role of physicians in the community.

The National Doctor's Day Organization | www.doctorsday.org

March 10 **National Histotechnology Professionals Day**

This annual celebration of histotechnology professionals helps to increase public awareness and to educate young people about histotechnology as a career option.

National Society for Histotechnology | www.nsh.org

March 31 **National Anesthesia Technicians Day**

Every March 31st, the American Society of Anesthesia Technologists and Technicians honors technologists and technicians and their valuable contribution to the nation's health.

The American Society of Anesthesia Technologists and Technicians | www.asatt.org

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2017 Calendar of Healthcare Recognition Days

April 2017

Month-long Observances

Counseling Awareness Month

The American Counseling Association designates April each year as a time to recognize the differences professional counselors make in communities throughout the world.

American Counseling Association | www.counseling.org

March for Babies

March for Babies is the nation's biggest and oldest charity walking event. Funds help women have full-term pregnancies and healthy babies, thus, reducing health costs to employers.

March of Dimes | www.marchforbabies.org

National Autism Awareness Month

The Autism Society has been celebrating National Autism Awareness Month since the 1970s. The month of April highlights the growing need for concern, awareness and acceptance about autism.

Autism Society | www.autism-society.org

National Foot Health Awareness Month

National Foot Health Awareness Month educates the public about podiatrists' expertise in the diagnosis and treatment of injuries that affect lower extremities and their ability to provide guidance on the right footwear, prescribe custom orthotics and evaluate individuals' biomechanics.

American Podiatric Medical Association | www.apma.org

National Humor Month

National Humor Month focuses on the therapeutic value and vital need for humor in healthcare.

www.humormonth.com

National Minority Health Month

National Minority Health Month is held annually in April to raise awareness of minority health and healthcare disparities that continue to affect racial and ethnic minorities.

HHS Office of Minority Health | www.minorityhealth.hhs.gov

Occupational Therapy Month

Each April, occupational therapists, occupational therapy assistants and students in practice, education, research and science host a month-long celebration showcasing the importance of occupational therapy.

American Occupational Therapy Association | www.ota.org

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2017 Calendar of Healthcare Recognition Days

April 2017 *continued*

Week-long Observances

April 2-8 **National Healthcare Access Personnel Week**

This is a week-long celebration to recognize the people in the patient access profession and their continued accomplishments of service in the healthcare access continuum.

National Association of Healthcare Access Management | www.naham.org

April 10-14 **National Cancer Registrars Week (NCRW)**

The purpose of National Cancer Registrars Week, established by the National Cancer Registrars Association, is to emphasize the foundation cancer registrars provide for cancer research, prevention and treatment. The 2017 theme is Cancer Registrars: The Heart of Improving Cancer Care.

National Cancer Registrars Association | www.ncra-usa.org

April 3-9 **National Public Health Week**

The American Public Health Association serves as the organizer of National Public Health Week, which recognizes the contributions of public health professionals and highlights issues important to public health.

American Public Health Association | www.apha.org

April 9-15 **National Healthcare Volunteer Week**

Established by President Richard Nixon in 1974, this day recognizes the support that volunteers and auxiliaries provide to hospital staff, their patients, family members and the community at the local, state and national levels.

Association for Healthcare Volunteer Resource Professionals | www.ahvrp.org

April 23-29 **Administrative Professionals Week**

This week is dedicated to advancing the professional development, leadership, value and excellence of administrative professionals, including individuals in healthcare, who maintain the seamless running of their organizations. It is one of the largest workplace observances besides birthdays and major holidays.

Association for Healthcare Administrative Professionals | www.ahcap.org

The International Association of Administrative Professionals | www.iaap-hq.org

April 16-22 **Neurodiagnostic Week**

Neurodiagnostic Week is celebrated the third full week of April. Honoring the contributions of neurodiagnostic professionals, this week-long event is an opportunity to demonstrate pride in the profession and in the individual accomplishments of neurodiagnostic technologists.

The Neurodiagnostic Society | www.aset.org

April 23-29 **Medical Laboratory Professionals Week (MLPW Week)**

National Medical Laboratory Professionals Week takes place the last full week of April each year. The week provides the profession with a unique opportunity to increase public understanding of and appreciation for clinical laboratory professionals and pathologists.

American Society for Clinical Laboratory Science | www.ascls.org

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2017 Calendar of Healthcare Recognition Days

April 2017 *continued*

April 24-28 **Patient Experience Week**

This annual event is intended to celebrate healthcare staff impacting patient experience every day. Inspired by members of the Beryl Institute community, PX Week is a time for organizations to celebrate accomplishments, reenergize efforts and honor the people who impact patient experience, including nurses and physicians, support staff and executive professionals, patients, families and communities served.

Beryl Institute | www.theberylinstitute.org

Recognition Days

April 7 **World Health Day**

World Health Day is celebrated every year on April 7. It was first established to commemorate the formation of the World Health Organization (WHO). Today it is seen as an opportunity to draw worldwide attention to global health.

World Health Organization | www.who.int/en/

April 26 **Administrative Professionals Day**

This day is part of Administrative Professionals Week and is set aside to recognize the more than 22 million administrative and office support professionals working in the United States.

Association for Healthcare Administrative Professionals | www.ahcap.org

The International Association of Administrative Professionals | www.iaap-hq.org

April TBA **Radiologic & Imaging Nurses Day**

Radiologic & Imaging Nurses Day promotes the specialty practice of radiologic and imaging nurses who advance the standard of care in the imaging environment.

Association for Radiologic & Imaging Nurses | www.arinursing.org

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2017 Calendar of Healthcare Recognition Days

May 2017

Month-long Observances

Better Hearing & Speech Month

Audiologists, speech-language pathologists and other professionals join efforts to educate the public regarding communication challenges.

American Speech-Language Hearing Association | www.asha.org

American Academy of Otolaryngology Head & Neck Surgery | www.entnet.org

Better Sleep Month

May was designated Better Sleep Month by the Better Sleep Council in 1985. The goal of Better Sleep Month is to help focus attention on the importance of sleep in leading a healthy, productive life.

The Better Sleep Council | www.bettersleep.org

Melanoma/Skin Cancer Detection & Prevention Month

May is designated by The American Academy of Dermatology to bring awareness of prevention and protection against skin cancer, the most common form of cancer; the most dangerous form being melanoma.

The American Academy of Dermatology | www.aad.org/

Mental Health Month

The goal of Mental Health Month is to educate the public about mental health conditions and the importance of mental health to overall wellness. Another goal is to provide tips and tools to protect mental health and promote holistic health.

Mental Health America | www.mentalhealthamerica.net

National Critical Care Awareness & Recognition Month (NCCARM)

The Society of Critical Care Medicine, the American Association of Critical Care Nurses, the American College of Chest Physicians and others recognize the devoted professionals whose compassion and dedication to the care of the critically ill and injured have made a difference. Many ICUs hold educational symposia, staff recognition ceremonies or special events to celebrate the month.

Society of Critical Care Medicine | www.sccm.org

Global Employee Health & Fitness Month (GEHFM)

May is dedicated to encouraging employers to promote and support employees and their families to be physically active on a regular basis. Employers and employees all over the country implement and participate in healthy activities conveniently at the workplace and within their communities.

National Association for Health and Fitness (NAHF) | www.physicalfitness.org

Older Americans Month

Since 1963, May has been a month to recognize older adults for their contributions and provide them with information to help them stay healthy and active.

Administration for Community Living | www.acl.gov

Oncology Nursing Month

Oncology Nursing Month is designed to recognize oncology nurses, to educate the public about oncology nursing, to provide an opportunity for special educational events and to celebrate the accomplishments of oncology nurses.

Oncology Nursing Society | www.ons.org

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2017 Calendar of Healthcare Recognition Days

May 2017 *continued*

Week-long Observances

May 6-12 **National Nurses Week**

National Nurses Week begins each year on May 6th and ends on May 12th, Florence Nightingale's birthday. This campaign seeks to raise public awareness of the value of nursing and help educate the public about the roles registered nurses play in meeting the healthcare needs of all communities.

American Nurses Association | www.nursingworld.org

May 14-20 **National Nursing Home Week**

This week is set aside to recognize residents and patients in long-term and post-acute care settings, and the dedicated staff who care for them.

American Health Care Association | www.ahcanal.org

May 7-13 **National Hospital Week**

National Hospital Week, the nation's largest healthcare event, is a time to recognize and thank hospital staff – nurses, physicians, therapists, engineers, food service workers, volunteers, administrators and more – for their contributions.

American Hospital Association | www.aha.org

May 14-20 **National Women's Health Week**

National Women's Health Week begins on Mother's Day each year. Women across the country are encouraged to make their health a priority and to live a safe and healthy life.

Office of Women's Health, U.S. Dept. of Health and Human Services | www.womenshealth.gov

May 21-27 **National EMSC Week**

The American College of Emergency Physicians supports National EMSC Week, which educates the public about the EMS system and its appropriate use. The week recognizes every member of the EMS team, including paramedics, emergency medical technicians, first responders, firefighters and police.

American College of Emergency Physicians (ACEP) | www.acep.org

National Association of EMTs (NAEMT) | www.naemt.org

May 21-27 **National Medical Transcriptionist (MT) Week**

National Medical Transcription Week recognizes the critical role that healthcare documentation specialists play in the accurate capture and documentation of patient encounter information.

Association for Healthcare Documentation Integrity | www.ahdionline.org

May 21-27 **Neuroscience Nurses Week**

Neuroscience Nurses Week is celebrated the third full week of May each year. It celebrates the work of neuroscience nurses, as well as highlights their influence on patient care to hospital administrators, allied health professionals and the community.

American Association of Neuroscience Nurses | www.aann.org

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2017 Calendar of Healthcare Recognition Days

May 2017 *continued*

Recognition Days

May 6 National Nurses Day

(See National Nurses Week, May 6-12)

May 10 National School Nurse Day

This day is set aside to recognize school nurses and to develop a better understanding of the role of school nurses in the educational setting.

National Association of School Nurses | www.nasn.org

May 12 Florence Nightingale's Birthday

May 12th recognizes Florence Nightingale's significant contribution toward the development of modern professional nursing. To honor her, National Nurses Week and National Hospital Week are celebrated during the week that includes her birthday.

[Biography](#)

May 24 EMSC Day

(See National EMSC Week, May 15-21)

May 31 National Senior Health & Fitness Day

National Senior Health & Fitness Day, held on the last Wednesday in May, is the largest promotion event for older adults. It helps promote the importance of physical activity for seniors. More than 1,000 local organizations and 100,000+ older adults will participate in local events across the country.

Mature Market Resource Center | www.fitnessday.com

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2017 Calendar of Healthcare Recognition Days

June 2017

Month-long Observances

Men's Health Month

Men's Health Month is celebrated across the country with screenings, health fairs, media appearances and other health education and outreach activities. Its purpose is to heighten the awareness of preventable health problems and encourage early detection and treatment of disease among men and boys.

Men's Health Network | www.menshealthmonth.org

National Fireworks Safety Month (June 1 - July 4)

National Fireworks Safety Month intends to alert parents and children to the dangers of playing with fireworks.

Prevent Blindness America | www.preventblindness.org

National Migraine & Headache Awareness Month

National Migraine Awareness Month seeks to build awareness of migraines. It also seeks to educate people about headache causes, impact and help.

American Migraine Foundation | americanmigrainefoundation.org

Week-long Observances

June 12-18 National Men's Health Week

The week is designed to heighten the awareness of preventable health problems and encourage early detection and treatment of disease among men and boys.

Men's Health Network | www.menshealthmonth.org

June TBA Sun Safety Week

Sun Safety Week promotes sun safety and skin cancer prevention in the U.S.

Sun Safety Alliance | www.sunsafetyalliance.org

June TBA National Nursing Assistants Week

National Nursing Assistants Week recognizes the unique contributions of nursing assistants and other direct-care workers who provide daily care in nursing homes, home care and other long-term care settings.

National Network of Career Nursing Assistants | www.cna-network.org

June TBA National Healthcare Risk Management Week

This week is dedicated to recognizing and raising the visibility of the critical role that risk managers play in healthcare. The event instills occupational pride and raises awareness of the issues of risk management.

American Society for Healthcare Risk Management | www.ashrm.org

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2017 Calendar of Healthcare Recognition Days

June 2017 *continued*

Recognition Days

June 5 **National Healthcare Recruiters Recognition Day**

National Healthcare Recruiters Recognition day falls on the first Tuesday in June. It's a great opportunity to promote the profession and the contribution healthcare recruiters make to their organizations each and every day.

National Association for Health Care Recruitment | www.nahcr.com

July 2017

Month-long Observances

National Minority Mental Health Awareness Month

The National Alliance on Mental Illness encourages organizations and individuals to help raise awareness of mental illness, treatment and research in diverse communities.

National Alliance on Mental Illness | www.nami.org

UV Safety Month

The American Academy of Ophthalmology reminds Americans of the importance of shielding their eyes from the sun's harmful rays by wearing sunglasses and wide-brimmed hats.

The American Academy of Ophthalmology | www.aao.org/eye-health

Week-long Observances

July 16-22 **Everybody Deserves a Massage Week**

Every year, massage therapists and bodyworkers nationwide lend their hearts and hands to raise awareness of the benefits of massage, bodywork and somatic therapies.

Associated Bodywork and Massage Professionals | www.abmp.com

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2017 Calendar of Healthcare Recognition Days

August 2017

Month-long Observances

Children's Eye & Safety Month

During the month of August, Prevent Blindness America helps promote children's eye health and safety, and educates the public on signs of possible eye problems.

Prevent Blindness America | www.preventblindness.org

Neurosurgery Awareness Month

The month of August is dedicated to recognizing the service and contributions of neurosurgeons who diagnose and treat disorders of the nervous system.

American Association of Neurological Surgeons | www.aans.org

Week-long Observances

August 6-12 National Health Center Week

Observed the second week in August, National Health Center Week is designed to recognize the service and contributions of health centers in providing care to the underserved people in the U.S.

National Association of Community Health Centers | www.healthcenterweek.org

Recognition Days

August 23 Health Unit Coordinator Day

Every August, the National Association of Health Unit Coordinators (NAHUC) promotes the profession through education and certification, complying with the NAHUC standards of practice, standards of education and code of ethics.

National Association of Health Unit Coordinators | www.nahuc.org

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2017 Calendar of Healthcare Recognition Days

September 2017

Month-long Observances

Healthy Aging Month

Healthy Aging Month is an annual observance month designed to focus national attention on the positive aspects of aging. The main objective is to encourage local-level Healthy Aging events that promote taking personal responsibility for one's health...physically, socially, mentally and financially.

Healthy Aging | www.healthyaging.net

National Cholesterol Education Month

The month of September is dedicated to educating Americans on the danger of high cholesterol and to encourage cholesterol screenings to guard against heart disease, heart attack and stroke.

Centers for Disease Control and Prevention | www.cdc.gov

Week-long Observances

September 3-9 National Migraine Awareness Week

The Migraine Trust created this week to bring awareness of how headaches and migraines impacts people and their family, social lives and ability to work.

The Migraine Trust | www.migrainetrust.org

September 10-16 National Assisted Living Week

National Assisted Living Week, which traditionally starts on Grandparents Day, provides an opportunity for residents, families, staff, volunteers and the surrounding community to come together and show residents how much we care for them.

National Center for Assisted Living | www.ahcanca.org

September 10-16 National Nephrology Nurses Week

This week was established to honor the dedicated nephrology nurses who care for patients with kidney disease. ANNA has designated the second full week in September each year as Nephrology Nurses Week.

American Nephrology Nurses Association | www.annanurse.org

September 10-16 Vascular Nurses Week

This event recognizes professionals practicing vascular nursing at the bedside in acute care settings, operating rooms and clinics, as well as functioning as staff nurses, advanced practice nurses, educators and researchers.

Society for Vascular Nursing | www.svnnet.org

September 17-23 National Rehabilitation Awareness Week

Taking place the third full week in September, this event applauds the efforts of rehab professionals and focuses the nation's attention on the powers and possibilities of rehabilitation.

National Rehabilitation Awareness Foundation | www.rehabweek.com

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2017 Calendar of Healthcare Recognition Days

September 2017 *continued*

September 17-23 **National Surgical Technologist Week**

Each year, National Surgical Technologist Week is an opportunity to promote the profession and educate the community about the vital role that surgical technologists play in the OR.

Association of Surgical Technologists | www.ast.org

September 24-30 **Nurses in Professional Development Week**

This week advances the specialty practice of nursing staff development for the enhancement of high-quality healthcare outcomes.

Association for Nursing Professional Development | www.anpd.org

September TBA **National Environmental Services & Housekeeping Week**

This event recognizes environmental services teams as essential personnel in the execution of infection control cleaning protocols, patient safety goals and customer satisfaction.

Association for the Healthcare Environment | www.ahe.org

Recognition Days

September 15 **National Neonatal Nurses Day**

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

National Association of Neonatal Nurses | www.nann.org

September 27 **Women's Health & Fitness Day**

Women's Health & Fitness Day is the nation's largest annual health promotion event for women of all ages. The event is held on the last Wednesday in September.

Health Information Resource Center | www.fitnessday.com

September 30 **Family Health & Fitness Day USA**

Held during the last Saturday in September, Family Health & Fitness Day USA is the largest family health event of its kind. The event's purpose is to promote family involvement in physical activity, one of the goals of the U.S. Surgeon General's Report on Physical Activity and Health.

Health Information Resource Center | www.fitnessday.com

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2017 Calendar of Healthcare Recognition Days

October 2017

Month-long Observances

American Pharmacists Month

American Pharmacists Month recognizes the significant contributions to healthcare and the commitment to patient care by pharmacists in all practice settings around the country.

American Pharmacists Association | www.pharmacist.com

Medical Ultrasound Awareness Month (MUAM)

Medical Ultrasound Awareness Month is designed to increase public awareness around the role of diagnostic medical sonographers in the medical community and promote their value in healthcare.

Society of Diagnostic Medical Sonography | www.sdms.org

National Breast Cancer Awareness Month

This event is a collaboration of national public service organizations, professional medical associations and government agencies working together to promote breast cancer awareness, share information on the disease and provide greater access to services.

National Breast Cancer Foundation, Inc. | www.nationalbreastcancer.org

National Dental Hygiene Month

National Dental Hygiene Month focuses on increasing public awareness of the importance of educating the entire family on situations impacting their oral health.

American Dental Hygienists Association | www.adha.org

National Disability Employment Awareness Month

National Disability Employment Awareness Month is a national campaign that raises awareness about disability employment issues and celebrates the many and varied contributions of America's workers with disabilities.

U.S. Department of Labor Office of Disability Employment Policy | www.dol.gov/odep

National Medical Librarians Month

National Medical Librarians Month highlights and raises awareness of the important role of the health sciences information professional in finding quality health information.

Medical Library Association | www.mlanet.org

National Physical Therapy Month

National Physical Therapy Month (NPTM) recognizes and celebrates physical therapists, physical therapy assistants and physical therapy students. It helps show how they transform society by restoring and improving motion in people's lives.

American Physical Therapy Association | www.apta.org

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2017 Calendar of Healthcare Recognition Days

October 2017 *continued*

Week-long Observances

October 1-7 **Mental Illness Awareness Week**

The National Alliance on Mental Illness encourages organizations and individuals to help raise awareness of mental illness, treatment and research.

National Alliance on Mental Illness | www.nami.org

October 1-7 **National Healthcare Food Service Workers Week**

The first week in October is set aside to recognize the important role that foodservice staff have in helping the employees and patients of healthcare facilities stay well-nourished and healthy.

Association for Healthcare Foodservice | www.healthcarefoodservice.org

October 1-7 **National Healthcare Supply Chain Week**

The first week of October is dedicated to celebrating resource and materials management professionals for their outstanding contributions to healthcare and the overall success of the supply chain field.

Association for Healthcare Resource & Materials Management | www.ahrmm.org

October 1-7 **National Midwifery Week**

National Midwifery Week is held Sunday to Saturday during the first full week of October. It recognizes the contributions certified midwives (CMs) and certified nurse midwives (CNMs) make to the health and well-being of women and their families.

American College of Nurse-Midwives | www.midwife.org

October 1-7 **Nuclear Medicine & Molecular Imaging Week**

The first week in October is dedicated to encouraging community members to take pride in their profession. It allows physicians, technologists, scientists, and others involved in nuclear medicine and molecular imaging to take a proactive role in the advancement of the field.

Society for Nuclear Medicine and Molecular Imaging | www.snmmi.org

October 2-6 **Pediatric Nurses Week**

The Society of Pediatric Nurses celebrates the specialty practice of pediatric nursing and the professionals dedicated to promoting the optimal health of children and excellence in the nursing care of children and their families. The week calls attention to the critical work pediatric nurses provide to improve healthcare delivery.

Society of Pediatric Nurses | www.pedsnurses.org

October TBA **National Gerontological Nursing Week**

The National Gerontological Nursing Association celebrates this week to raise awareness of the growing need for gerontological nurses, and for increased training and educational opportunities that will equip nurses to meet the needs of older adults.

National Gerontological Nursing Association | www.ngna.org

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2017 Calendar of Healthcare Recognition Days

October 2017 *continued*

October 6-12 **National Physician Assistants Week**

Intended to support, celebrate, highlight and recognize the significant impact PAs have made and continue to make in healthcare. Held from October 6 to 12, the week is also used to expand awareness of the profession nationwide and to salute the outstanding growth of America's more than 100,000 certified PAs. #PAweek

American Academy of Physician Assistants | www.aapa.org

October 8-14 **Emergency Nurses Week**

Emergency Nurses Week is dedicated to recognizing emergency room nurses. The week celebrates the hardworking nursing professionals who care for those people most in need.

Emergency Nurses Association | www.ena.org

October 8-14 **International Central Service Processing Week**

Held the second Sunday in October, this event recognizes the important role that central service and sterile processing teams play in supply-distribution and processing of surgical instrumentation, as well as patient safety.

International Association of Healthcare Central Service Material Management | www.iahcsmm.org

October 8-14 **National Case Management Week**

National Case Management Week is the second week in October. It's an opportunity to recognize the dedication, compassion and patient-care outcomes achieved by hospital case managers.

American Case Management Association | www.acmaweb.org

October 8-14 **National Recognition Week for Hemodialysis Technicians**

The National Association of Nephrology Technicians/Technologists designates the second full week in October each year to recognize hemodialysis technicians who are involved in patient care, dialyzer reuse, equipment maintenance, kidney transplantation and administrative areas.

National Association of Nephrology Technicians/Technologists | www.dialysistech.net

October 15-21 **International Infection Prevention Week**

International Infection Prevention Week raises awareness of the role infection prevention plays to improve patient safety. The week provides a focal point for infection preventionists, healthcare professionals, consumers, organizations and industry partners to highlight infection prevention and its power to save lives. The event takes place the third week of October.

Association for Professionals in Infection Control and Epidemiology | www.apic.org

October 15-21 **National Healthcare Quality Week**

National Healthcare Quality Week highlights the work of healthcare quality and patient safety professionals and their influence on improved patient care outcomes and healthcare delivery systems. It is held the third full week of October.

National Association for Healthcare Quality | www.nahq.org

October 15-21 **National Hospital & Health-System Pharmacy Week**

National Hospital & Health-System Pharmacy Week acknowledges the invaluable contributions that pharmacists and technicians make to patient care.

American Society of Health-System Pharmacists | www.ashp.org

October 15-21 **National Medical Assistants Week**

National Medical Assistants Week recognizes medical assistants' vital role and contributions to the patient-healthcare team while raising awareness of the profession. It is celebrated during the third week in October.

American Association of Medical Assistants | www.aama-ntl.org

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2017 Calendar of Healthcare Recognition Days

October 2017 *continued*

October 22-28 **National Red Ribbon Week**

National Red Ribbon Week is the oldest and largest drug prevention program in the nation, reaching millions of young people annually. Displaying a red ribbon is a symbol of intolerance of drug use.

National Family Partnership | www.redribbon.org

October 22-28 **National Healthcare Facilities & Engineering Week**

This event, which is usually celebrated annually during the fourth week of October, recognizes the important role that facility managers and engineers play in ensuring a safe and functional environment for all patients, visitors and staff.

American Society for Healthcare Engineering | www.ashe.org

October 22-28 **National Massage Therapy Awareness Week**

This event was established to recognize and increase awareness of the benefits and value of massage therapy in health and wellness.

American Massage Therapy Association | www.amtamassage.org

October 22-28 **National Respiratory Care Week**

This annual event recognizes respiratory care therapists and celebrates their profession while raising awareness of lung health issues and practices.

American Association for Respiratory Care | www.aarc.org

October 22-28 **Pastoral Care Week**

Pastoral Care Week celebrates those who provide spiritual counseling to others. It gives opportunities for organizations and institutions of all kinds and types to recognize the spiritual caregivers in their midst and the ministry caregivers provide.

COMISS Network | www.pastoralcareweek.org

October TBA **Healthcare Security & Safety Week and Officers Week**

This week was created to celebrate the role of healthcare security and safety professionals in serving healthcare facilities, personnel, patients and visitors.

International Association for Healthcare Security & Safety | www.iahss.org

Recognition Days

October 11 **Emergency Nurses Day**

Emergency Nurses Day recognizes hardworking emergency nursing professionals who play an integral role in emergency departments, providing critical care where it is most needed.

Emergency Nurses Association | www.ena.org

October 17 **National Pharmacy Technician Day**

The third Tuesday of October is designated for celebrating the valued contribution of Pharmacy Technicians.

#PharmacyTechnicianDay

Emergency Nurses Association | www.ashp.org

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2017 Calendar of Healthcare Recognition Days

November 2017

Month-long Observances

National Alzheimer's Disease Awareness Month

This event is centered on recognizing all those living with Alzheimer's disease and honoring the more than 15 million caregivers, including families and friends, who support them.

Alzheimer's Association | www.alz.org

National Family Caregivers Month

November is designated as a time to thank, support, educate and empower the nation's 90 million family caregivers who are enabling their loved ones to stay at home longer.

Caregiver Action Network | www.caregiveraction.org

National Home Care & Hospice Month

During this month the home care and hospice community honor the millions of nurses, home care aides, therapists and social workers who have a personal, profound effect on the patients and families they serve.

National Association for Home Care and Hospice | www.nahc.org

National Hospice & Palliative Care Month

The National Hospice and Palliative Care Organization dedicates November to raising awareness about high-quality end-of-life care. Hospice care professionals provide pain management, psychosocial support and spiritual care to nearly 1.6 million people who live with a life-limiting illness.

National Hospice and Palliative Care Organization | www.nhpco.org

Week-long Observances

November 1-7 National Medical-Surgical Nurses Week

National Medical-Surgical Nurses Week is celebrated the first week of November each year. It recognizes medical-surgical nurses who care for adult patients in a broad range of settings.

Academy of Medical-Surgical Nurses | www.amsn.org

November 1-7 Urology Nurses & Associates Week

Urology Nurses & Associates Week is celebrated November 1-7. During this special week, employers, patients and others can pay tribute to urologic healthcare professionals. Urology nurses also have the opportunity to raise awareness of their profession.

Society of Urologic Nurses and Associates | www.suna.org

November 6-12 National Medical Staff Services Awareness Week

National Medical Staff Services Awareness Week is the first week in November. It gives opportunities for hospitals, MCOs, doctors' offices, university health systems and government agencies to promote awareness of medical services professionals.

National Association Medical Staff Services | www.namss.org

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2017 Calendar of Healthcare Recognition Days

November 2017 *continued*

November 6-10 **Perioperative Nurse Week**

National Perioperative Nurse Week takes place the second week in November. It is a time to recognize the contributions perioperative registered nurses make to patient safety and the opportunities and challenges facing the profession.

Association of Perioperative Registered Nurses | www.aorn.org

November 12-18 **National Home Care Aide Week**

National Home Care Aide Week honors heroes who make a remarkable contribution to the lives of patients and the families they serve. They play an invaluable role as caregivers, companions and friends.

National Association for Home Care and Hospice | www.nahc.org

November 13-19 **National Nurse Practitioner Week**

National Nurse Practitioner Week is held in November to bring recognition to the NP role and increase awareness of the exceptional care that they provide.

American Association of Nurse Practitioners | www.aanp.org

November TBA **National Allied Health Professions Week**

This event honors the three million healthcare providers working in more than 80 allied health professions. It promotes the celebration of allied health careers by providers, educators and accrediting organizations.

Association of Schools of Allied Health Professions | www.asahp.org

November TBA **National Radiologic Technology Week**

This annual week-long celebration calls attention to the importance of medical imaging and radiation oncology. It recognizes the role that medical imaging and radiation therapy professionals play in providing quality patient care and a safe healthcare environment.

American Society of Radiologic Technologists | www.asrt.org

Recognition Days

November 16 **Great American Smokeout**

The Great American Smokeout challenges people to stop using tobacco for one day and helps make them aware of the tools they can use to quit for good. The event occurs on the third Thursday of November and is sponsored by the American Cancer Society.

American Cancer Society | www.cancer.org

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2017 Calendar of Healthcare Recognition Days

December 2017

Month-long Observances

National Impaired Driving Prevention Month

December has been designated a time to raise awareness about the consequences of driving under the influence of alcohol and drugs.

MADD | www.madd.org

National Safe Toys & Gifts Month

PreventBlindness.org dedicates the month of December to encouraging consumers to choose age-appropriate and safe toys.

Prevent Blindness America | www.preventblindness.org

Week-long Observances

December TBA National Influenza Vaccination Week

National Influenza Vaccination Week (NIVW) is a national observance that was established to highlight the importance of continuing influenza vaccination.

Centers for Disease Control and Prevention | www.cdc.gov

Recognition Days

December 1 World AIDS Day

World AIDS Day is held on December 1 and focuses global attention on the continuing impact of the HIV/AIDS epidemic. The day is designed to encourage each of us to take action to expand our collective response to the epidemic.

U.S. Department of Health & Human Services | www.aids.gov

December 3 International Day of Persons with Disabilities

Over one billion people, or approximately 15 percent of the world's population, live with some form of disability. This day provides an opportunity to raise awareness of disability and further the global efforts to promote accessibility, remove all types of barriers and realize the full and equal participation of persons with disabilities in society.

United Nations | www.un.org

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2017 Calendar of Healthcare Recognition Days

About NAS Recruitment Innovation

Over the course of 70 years, NAS Recruitment Innovation has remained a leader in recruitment advertising and marketing. With a full complement of experts in media, technology and creative, NAS offers an integrated approach to attracting and engaging talent. We help you make the smartest online and offline media choices, and offer bold ideas to maximize SEO, SEM and social sharing. Our candidate attraction platform, ACTIVATE™, optimizes your jobs and delivers mobile and talent network options. Finally, we'll help you implement, understand and act upon analytics at every turn to foster data-driven decision making and increase your results.

About NAS HR Impressions

There are many opportunities for your organization to advertise your HR promotional products to potential job seekers and to your own employees. At NAS Recruitment Innovation, our sole focus is HR marketing and communications. For almost 70 years, we've served thousands of clients and are dedicated to the business of helping organizations to showcase their brand and market their company as a top employer. We are committed to maintaining your brand's integrity through HR specialty items, and have an extensive network in place to secure promotional items that are on target and on budget.

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