Food & Nutrition
Recruiting Resource Guide

Prepared by JWT Inside
February 4, 2008
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Reviewed and approved by:
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Additional resources and advice can be provided by JWT Inside, the UMHS preferred vendor for recruitment and retention services. The Account Team includes:

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Fax: (216)642-6006

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Phone: (314)275-8600 X263
Fax: (314)295-1050
# National Health Care Turnover Data

Data January - June, 2007

## Summary of Findings

<table>
<thead>
<tr>
<th></th>
<th>FTE</th>
<th>Person</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Vacancy</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rehabilitation</td>
<td>8.7%</td>
<td>10.7%</td>
</tr>
<tr>
<td>Nursing</td>
<td>6.9%</td>
<td>10.3%</td>
</tr>
<tr>
<td>Technician</td>
<td>5.9%</td>
<td>6.9%</td>
</tr>
<tr>
<td>Professional</td>
<td>5.7%</td>
<td>5.7%</td>
</tr>
<tr>
<td>Office/Clerical</td>
<td>5.7%</td>
<td>6.1%</td>
</tr>
<tr>
<td>Allied Health</td>
<td>5.4%</td>
<td>5.4%</td>
</tr>
<tr>
<td>Entry Level</td>
<td>5.4%</td>
<td>6.0%</td>
</tr>
<tr>
<td><strong>Turnover</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Entry Level</td>
<td>10.9%</td>
<td>11.7%</td>
</tr>
<tr>
<td>Nursing</td>
<td>7.5%</td>
<td>10.3%</td>
</tr>
<tr>
<td>Office/Clerical</td>
<td>7.3%</td>
<td>7.8%</td>
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<tr>
<td>Allied Health</td>
<td>6.1%</td>
<td>6.3%</td>
</tr>
<tr>
<td>Technician</td>
<td>5.8%</td>
<td>7.1%</td>
</tr>
<tr>
<td>Professional</td>
<td>4.7%</td>
<td>4.7%</td>
</tr>
<tr>
<td>Rehabilitation</td>
<td>2.3%</td>
<td>3.4%</td>
</tr>
<tr>
<td><strong>Days-to-Fill and -Start</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Professional</td>
<td>89.2</td>
<td>101.2</td>
</tr>
<tr>
<td>Office/Clerical</td>
<td>68.6</td>
<td>78.9</td>
</tr>
<tr>
<td>Allied Health</td>
<td>66.1</td>
<td>79.8</td>
</tr>
<tr>
<td>Technician</td>
<td>64.2</td>
<td>85</td>
</tr>
<tr>
<td>Rehabilitation</td>
<td>53.6</td>
<td>67.4</td>
</tr>
<tr>
<td>Nursing</td>
<td>45.6</td>
<td>85.1</td>
</tr>
<tr>
<td>Entry Level</td>
<td>39.0</td>
<td>66.4</td>
</tr>
<tr>
<td><strong>Cost-per-Hire</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Professional</td>
<td>$6,348</td>
<td></td>
</tr>
<tr>
<td>Allied Health</td>
<td>$3,111</td>
<td></td>
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<tr>
<td>Rehabilitation</td>
<td>$2,904</td>
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<tr>
<td>Office/Clerical</td>
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<td></td>
</tr>
<tr>
<td>Technician</td>
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<td></td>
</tr>
<tr>
<td>Nursing</td>
<td>$2,170</td>
<td></td>
</tr>
<tr>
<td>Entry Level</td>
<td>$1,598</td>
<td></td>
</tr>
</tbody>
</table>

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1 © 2007 JWT Inside All Rights Reserved, Metrics Online™ Semi-Annual Report
Health Care Overview State of the Union

Hospitals Face Workforce Shortages in Key-Care Given Professions

1. Percentage of hospitals reporting recruiting more difficult in 2006 vs. 2005

<table>
<thead>
<tr>
<th>Profession</th>
<th>2006 Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Therapists (SLP, PT, OT)</td>
<td>11.4%</td>
</tr>
<tr>
<td>RNS</td>
<td>8.1%</td>
</tr>
<tr>
<td>Pharmacists</td>
<td>8.1%</td>
</tr>
<tr>
<td>Nursing Assistants</td>
<td>8.0%</td>
</tr>
<tr>
<td>LPNs</td>
<td>6.6%</td>
</tr>
<tr>
<td>Laboratory Technicians</td>
<td>5.9%</td>
</tr>
<tr>
<td>Imaging Technicians</td>
<td>5.9%</td>
</tr>
</tbody>
</table>

*And perceived to be getting worse

2. Percentage of hospitals reporting recruitment more difficult

<table>
<thead>
<tr>
<th>Profession</th>
<th>2006 Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Therapists (SLP, PT, OT)</td>
<td>58%</td>
</tr>
<tr>
<td>RNS</td>
<td>44%</td>
</tr>
<tr>
<td>Pharmacists</td>
<td>44%</td>
</tr>
<tr>
<td>Laboratory Technicians</td>
<td>41%</td>
</tr>
<tr>
<td>Imaging Technicians</td>
<td>28%</td>
</tr>
<tr>
<td>Billing/Coders</td>
<td>28%</td>
</tr>
<tr>
<td>IT Techs</td>
<td>20%</td>
</tr>
</tbody>
</table>

*It’s affecting patient care

3. Staff/Patients/Hospitals are all losing the battle

<table>
<thead>
<tr>
<th>Issue</th>
<th>2006 Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Decreased staff satisfaction</td>
<td>49%</td>
</tr>
<tr>
<td>ED overcrowding</td>
<td>36%</td>
</tr>
<tr>
<td>Decreased patient satisfaction</td>
<td>35%</td>
</tr>
<tr>
<td>Diverted ED patients</td>
<td>21%</td>
</tr>
<tr>
<td>Decreased reduced beds</td>
<td>17%</td>
</tr>
<tr>
<td>Increased time to wait for surgery</td>
<td>13%</td>
</tr>
<tr>
<td>Cancelled surgeries</td>
<td>9%</td>
</tr>
<tr>
<td>Curtailed expansions</td>
<td>6%</td>
</tr>
</tbody>
</table>

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2 Source: 2007 AHA Survey of Hospital Leaders
Point Of View

The Point of View provides an overall review of communication strategies starting with professional organizations, print, online and conventions.

FOOD & NUTRITION

A. Professional Associations

With 65,000 members, the American Dietetic Association is the nation's largest organization of food and nutrition professionals. ADA serves the public by promoting optimal nutrition, health and well-being. ADA members are the nation's food and nutrition experts, translating the science of nutrition into practical solutions for healthy living.

120 S Riverside Plz., Ste. 2000
Chicago, IL 60606-6995 USA
P (312)899-0040
F (312)899-1979
Toll-Free: (800)877-1600
Members: 65,000
Job Postings: Available on eatright.org
Mailing List Rental: Available

An affiliate of the American Hospital Association, the ASHFSA is a source of professional education and information for food and nutrition service management professionals. Members represent over 1,000 health care institutions across the country, serving in roles such as Directors or Administrators responsible for patient food service management, cafeteria/vending/catering management, clinical nutrition services and support services/multi-department or multi-unit management.

304 W Liberty St., Ste. 201
Louisville, KY 40202 USA
P (800)620-6422
F (502)589-3602
Members: 1,200
Job Postings: Available
Mailing List Rental: N/A

With over 14,000 members, DMA is the premier resource for foodservice managers, directors and those aspiring to careers in food service management. DMA members work primarily in health care settings, including hospitals, long-term care, nursing homes/assisted living, schools, correctional facilities and other non-commercial food settings.

406 Surrey Woods Dr.
St. Charles, IL 60174 USA
P (630)587-6336
F (630)587-6308
Toll-Free: (800)323-1908
Members: 14,000
Job Postings: Available on dmaonline.org
Mailing List Rental: Available

Healthcare Caterers International is a global alliance of membership associations representing caterers, hospitality professionals, and foodservice managers in healthcare industries to benefit the members of each participating association.

406 Surrey Woods Dr
St. Charles, IL 60174
bstjohn@dmaonline.org
Members: 12 Associations, 25,000 + members
Job Postings: Available on ientree.com
Mailing List Rental: N/A

The Michigan Dietetic Association (MDA) has been serving Michigan citizens since 1929. An affiliate of the American Dietetic Association, MDA has a membership of more than 2,000 dietetic professionals, including Registered Dietitians (RDs), Dietetic Technicians Registered (DTRs), and Dietetics Students.

23100 E Jefferson, Ste. B
St. Clair Shores, MI 48080 USA
P (586)774-7447
F (586)778-3004
Members: 2,000
Job Postings: Available on the Job forum
Mailing List Rental: Available through the American Dietetic Association

Members: 2,000
Job Postings: N/A
Mailing List Rental: N/A

Part of the American Dietetic Association, the PNPG is an active group of 3000+ pediatric registered dietitians (RDs), dietetic technicians, registered (DTRs), and other ADA members who advocate for the nutritional health of infants, children and adolescents.

120 S Riverside Plz., Ste. 2000
Chicago, IL 60606-6995 USA
P (312)899-0040
F (312)899-1979
Toll-Free: (800)877-1600
Members: 3,000
Job Postings: Linked to American Dietetic Association
Mailing List Rental: Available through the American Dietetic Association
B. Print Publications

1. **Building Block for Life & PNPG Post**: Newsletters of the Pediatric Nutrition Practice Group, *Building Block for Life* and *PNPG Post* keeps members up-to-date on continuing education opportunities, legislative issues, publications, job opportunities, and communications about PNPG activities, as well as practice points written by PNPG members. Both newsletters accepted classified advertising.

   Circulation: Members of PNPG  
   Frequency: Quarterly  
   Closing: Varies, contact association  
   Bonus Distribution Issues: N/A

2. **Dietary Manager**: The official publication of the Dietary Managers Association, *Dietary Manager* is read by dietary managers and other professionals allied with the foodservice industry.

   Circulation: 16,614  
   Frequency: 10x annually  
   Closing: 20\(^{th}\) of the month, two months preceding issue date  
   Bonus Distribution Issues: N/A

3. **Journal of the American Dietetic Association**: *JADA*, the Association’s peer-reviewed publication, is targeted to the research professional, the clinical professional, the educator and the member in private practice.

   Circulation: 67,216  
   Frequency: Monthly  
   Closing: 20\(^{th}\) of the month, two months preceding issue date  
   Bonus Distribution Issues:  
   Feb: Preventative Medicine 2007  
   July: Society of Nutrition Education Annual Conference  
   Sept: Food & Nutrition Conference & Expo  
   Oct: Am. College of Nurse Practitioners National Clinical Conference, American Public Health Association Annual Meeting


   Circulation: 2,000  
   Frequency: Quarterly  
   Closing: Varies. Contact association.  
   Bonus Distribution Issues: N/A

5. **Today’s Dietitian**: *Today’s Dietitian* covers topics such as diabetes management, long-term care, new products and technologies, career strategies, research updates, supplements, culinary arts and food allergies.

   Circulation: 40,000  
   Frequency: Monthly  
   Closing: 5\(^{th}\) of the month of issue  
   Bonus Distribution Issues:  
   Feb: Expo West  
   March: Sports, Cardiovascular & Wellness Nutritionists  
   July: Natural Products Association  
   Aug: American Association of Diabetes Educators  
   Sept: ADA Food & Nutrition Conference & Expo  
   Oct: ADA FNCE, Expo East
C. Web Opportunities

1. American Dietetic Association: [www.eatright.org](http://www.eatright.org)
   Jobs are posted for 30 days

2. American Society for Healthcare Food Service Administrators: [www.ASHFSA.org](http://www.ASHFSA.org)
   Jobs are posted for 30 days and also appear on [www.ientree.com](http://www.ientree.com)

3. Dietary Managers Association: [www.DMAonline.org](http://www.DMAonline.org)
   Jobs are posted for 30 days

4. Dietitian Central: [www.dietitioncentral.com](http://www.dietitioncentral.com)
   DietitianCentral.com is a meeting place for Dietitians and Nutritionists with a membership of 6,038, composed mainly of RDs, Nutritionists, Consultant Dietitians, Nutrition Managers, Foodservice Professionals, Educators, Students, Medical Professionals and the general public. Job Postings and Job Provider Profiles are available for no charge.

5. Healthcare Caterers International: [www.ientree.com](http://www.ientree.com)
   Sponsored by Healthcare Caterers International (HCI), ientree is the job bank designed for job-seekers, employers, and recruiters around the world. Healthcare Caterers, Dietary Managers, or Foodservice Managers may post resumes, view employer profiles and search jobs by location, position type and keyword.

   Open positions can be submitted on the MDA Forum.

   Jobs may be posted for no charge when combined with a print ad in *Today’s Dietitian*.

D. E-Newsletters/Email Blasts

1. DMA’s e-mail newsletter: [www.dmaonline.org/Docs/marketing_resource_guide.pdf](http://www.dmaonline.org/Docs/marketing_resource_guide.pdf)
   DMA’s e-News is published 10 times per year and is packed with news and information on trends in the industry, as well as association happenings. Two sponsors per issue.

2. Healthcare Caterer: [www.hciglobal.org](http://www.hciglobal.org)
   *Healthcare Caterer* is a quarterly e-newsletter published for members of Healthcare Caterers International (a global alliance of membership associations representing over 25,000 caterers and foodservice managers in healthcare industries).

E. Direct Mail

   List management: Aggressive List Management, Inc.
   18-5 East Dundee Rd., Suite 300
   Barrington, IL  60010
   P (847)304-4030
   F (847)304-4032
   E-mail: info@aggressivelist.com

F. Conferences & Events

1. American Dietetic Association:  
   http://www.eatright.org/cps/rde/xchg/ada/hs.xsl/events.html  
   American Dietetic Association’s Food & Nutrition Conference & Expo  
   October 25-28, 2008  
   McCormick Place West  
   Chicago, IL

2. DMA Expo:  
   http://www.dmaonline.org/Docs/marketing_resource_guide.pdf  
   July 29-30, 2008  
   Sheraton Philadelphia City Center  
   Philadelphia, PA

3. Michigan Dietetic Association:  
   http://www.eatrightmich.org  
   April 17-18, 2008  
   Sterling Heights, MI.  
   Contact: Susanne Consiglio, RD  
   Executive Director  
   Suite 105  
   22811 Greater Mack  
   St. Clair Shores, MI 48080  
   P (586)774-7447  
   F (586)778-3004  
   Email: mda.execdir@sbcglobal.net

4. Michigan DMA State Meeting:  
   http://www.dmaonline.org/michdma/  
   April 24-25, 2008  
   Thomas Edison Inn  
   500 Thomas Edison Pkwy #A, Port Huron  
   Contact: Karen Monday  
   (586)323-9079

G. Michigan Allied Health Programs: CADE Accredited Programs

Central Michigan University  
Human Environmental Studies  
205 Wightman Hall  
Mt Pleasant, MI 48859-0001

Program Phone: (989)774-2613  
Program Contact: Candace E Maylee  
Program Email: Mayle1ce@cmich.edu

Career Services:  
http://www.careers.cmich.edu  
Career Services Contact: (989)774-3068  
Career Services Email: careers@cmich.edu  
Graduation Dates: May, Aug, Dec
Eastern Michigan University  
School of Health Sciences  
322 Marshall Building  
Ypsilanti, MI 48197

Program Phone: (734)487-3220  
Program Contact: Lydia A D Kret, MS, RD  
Program Email: lydia.kret@emich.edu

Career Services: [http://career.emich.edu](http://career.emich.edu)  
Career Services Contact: (734)487-0400  
Career Services Email: N/A  
Graduation Dates: Apr, Jun, Aug, Dec

University of Michigan  
School of Public Health  
Human Nutrition Program  
1420 Washington Heights  
Ann Arbor, MI 48109-2029

Program Phone: (734)647-0207  
Program Contact: Anita Sandretto, PhD  
Program E-Mail: asandret@umich.edu

Career Services: [http://www.careercenter.umich.edu](http://www.careercenter.umich.edu)  
Career Services Contact: (734)764-7460  
Career Services Email: tlehker@umich.edu  
Graduation Dates: May, Aug, Dec

Wayne State University  
Department of Nutrition and Food Science  
3009 Science Hall  
Detroit, MI 48202

Program Phone: (313)577-2500  
Program Contact: Dr Catherine Jen, PhD  
Program E-Mail: cjen@wayne.edu

Career Services: [http://www.careerservices.wayne.edu](http://www.careerservices.wayne.edu)  
Career Services Contact: (313)577-3390  
Career Services Email: N/A  
Graduation Dates: May, Aug, Dec

Western Michigan University  
Department of Family and Consumer Sciences  
1903 West Michigan Avenue  
Kalamazoo, MI 49008-5322

Program Phone: (269)387-3710  
Program Contact: Caroline B Webber, PhD, RD  
Program E-Mail: caroline.webber@wmich.edu

Career Services: [http://www.broncojobs.wmich.edu](http://www.broncojobs.wmich.edu)  
Career Services Contact: (269)387-2745  
Career Services Email: BroncoJOBS@groupwise.wmich.edu  
Graduation Dates: Apr, Jun, Aug, Dec
Alternative Recruiting Strategies

1. DirectRecruit is a direct mail campaign for targeted allied health discipline. The campaign delivers a personalized recruitment message to every candidate in the targeted geographic areas. Your message is delivered to a captive audience without the distraction of competing messages from other employers. The process begins with a discussion on specific recruitment need, messaging, and identification of targeted area to recruit. JWT Inside provides estimates for creation of direct mailer and purchase of list, mail fulfillment and postage. Once an estimate is approved, the list is purchased and undergoes cleansing to assure accuracy and deliverability. At the same time, JWT Inside creates a personalized direct mailer.

Cost: Estimate is provided in advance based on targeted regions/zip codes.

2. Telerecruit is a new tool utilized to recruit passive health care candidates. It is an interactive telephone recruitment campaign that proactively pushes the recruitment message out to its targeted candidate pool. The experienced recruiters act on UMHS’s behalf to elicit candidates via a targeted call.

Cost: Estimate is provided in advance. Estimate is based on a per-candidate charge of $2.50 which is inclusive of everything necessary for a successful campaign including sourcing strategy, call guide, list rental, call execution and campaign summary. There is a minimum of 1,000 calls to start a project.

3. Direct Sourcing service uses search research techniques to identify qualified candidates based on your requirements. Candidates who match your job specifications are individually targeted and contacted on your behalf. The profiles of interested candidates are then forwarded to you for further consideration. For difficult-to-recruit or sensitive recruitment assignments, direct sourcing can successfully deliver candidates at a fraction of executive search prices.

What we do in Direct Sourcing:
- We work with you to establish job requirements and ideal candidate qualifications. We discuss the companies and individuals you want to target, and then develop a job profile to guide the search process. Experienced executive search researchers identify candidates who match your job profile.
- The position and your company are discussed in detail with each candidate. The profiles of at least three candidates who best fit your job profile are then forwarded to you for further consideration.
- A detailed summary of all the candidates who were contacted will be sent to you. Depending upon your staffing needs, additional services are available: name generation relative to specifications; organization chart construction; face-to-face interviews; competitive intelligence; appointment scheduling; and background and reference checking.
What Direct Sourcing does for you:
• Quickly identifies candidates who closely match your desired criteria at a fraction of executive search prices.
• Puts you in contact with those who are not actively seeking a job change
• Reaches those who do not respond to traditional advertising
• Provides you with information about competitive companies
• Benchmarks internal candidates against the best external candidates
• Provides a third party to facilitate sensitive recruitment assignments

Cost: $135/per hour; estimate is provided in advance.
**JWT/UMHS Direct Sourcing Projects completed: Radiology & Nursing

4. Recruitment Events are a successful way to recruit the passive candidate. The event can be promoted through a variety of means including online, college e-mails and posting, direct mail, UMHS web site, print, and through your own employees. Events that include an educational offering, an opportunity to meet the staff and tour of the department have proven to net the best results.

5. Net Source: Our team of Internet recruiting experts will search both free and paid resume databases and provide up to 25 resumes matching your job specifications.

Features
• Internet recruiting experts will work with you directly to develop in-depth and detailed job descriptions.
• Recruiters will search free and fee-required Internet resume databases and sites, including local Internet Service Providers (ISPs); newsgroups; associations; source companies; colleges/universities; events/conferences; personal homepages; at least three search engines; and any other online locations that may prove helpful in the hunt for resumes. Each resume is meticulously read and screened according to your job description and requirements. Up to 25 matching resumes will be presented.

Cost: $1500; results guaranteed or there is no charge.
Alternative Online Strategies
Pay-Per-Click (Google, Adworks and Yahoo)

Pay-Per-Click, (PPC) Advertising begins with choosing a set of keywords relevant to the goals of the specific position. In the example below, the keyword ‘avionics jobs’ is used to illustrate a sample keyword search. When a user enters this keyword, it will trigger the delivery of an ad which will appear in the area marked by the red box. These keywords are bid upon at a pay-per-click (PPC) rate. This means is that for each click, UMHS will be charged a small fee. When an ad is displayed but not clicked on, no fees will be charged.

PPC Advertising offers strong geo-targeting capabilities that will allow JWT Inside to focus the UMHS media budget in the specified target market. This ensures that none of the media budget is spent in areas that UMHS is not targeting.

1. Keyword Research
JWT Inside will conduct thorough research to select the most appropriate keywords for your program. We strive to find a balance between the words people are searching for, qualified visitors, and keyword competitiveness. Using specialized tools and leveraging our existing relationships with online media, we research the number of monthly searches for predetermined keywords as well as the cost per keyword. JWT Inside will also revisit the current keyword list and scrub it to accentuate the best performing keywords while removing poor performers. JWT Inside will also make recommendations on new keywords to help support any key hiring areas or job disciplines that are needed. As UMHS communicates its critical hiring needs and provides information on the priority between different job segments, JWT Inside will ‘skew’ the list to favor the job areas most needed by UMHS.
2. **Keyword Selection**
Selecting the keywords is the single most important part of PPC Advertising. If you choose the wrong words, your site will receive one of two things: no traffic or too much unqualified traffic. We will conduct a detailed needs analysis with UMHS and review research data to make the targeted keyword recommendation. JWT Inside will also update the selected keywords bi-monthly and actively manage the campaign to make sure the strongest performing keywords are selected.

3. **Implementation**
JWT Inside will work with Google Adworks and Yahoo Search Marketing, which are the largest search networks, and by focusing on these two networks we can concentrate the media for maximum effect and reduce diluting across multiple networks, as well as reduce project management costs associated with managing multiple networks.

4. **Report**
JWT Inside will provide a report outlining the program success. This will consist of basic reports outlining program statistics, optimizations done, and optimizations planned for the future, and one final report with a detailed analysis of the campaign as a whole.

**Cost:** Campaigns are quoted in advance; average monthly media charge for a Google Adworks campaign averages $5,000. In addition, there is a set up fee and reporting fee.
Health Observance Days for 2008

JANUARY 2008

Month-Long Observances
- Cervical Health Awareness Month
- National Glaucoma Awareness Month
- March of Dimes Birth Defects Prevention Month
- National Volunteer Blood Donor Month

Week-Long Observances
- 20-26 Healthy Weight Week
- 20-26 National Nurse Anesthetists Week
- 21-25 National Medical Group Practice Week

Recognition Days
- 9 Find a Dentist Day
- 25 National Intravenous Nurse Day

FEBRUARY 2008

Month-Long Observances
- Age-Related Macular Degeneration/Low Vision Awareness Month
- American Heart Month
- National Children’s Dental Health Month
- Kids ENT Awareness Month
- Wise Health Care Consumer Month

Week-Long Observances
- 1-7 National Patient Recognition Week
- 3-9 National Burn Awareness Week
- 4-8 Pride in Food Service Week
- 7-14 Congenital Heart Defect Awareness Week
- 10-16 Cardiovascular Professionals Week
- 10-16 National Cardiac Rehabilitation Week
- 14-March 17 Shamrocks against Dystrophy for the MDA
- 24-March 1 Eating Disorders Awareness Week

Recognition Days
- 1 National Wear Red Day
- 11 World Day for the Sick
- 14 25th Annual Healthcare Advertising Awards
- 15 Women’s Heart Day
- 29 Aster Awards Competition Deadline
MARCH 2008

**Month-Long Observances**

- Brain Injury Awareness Month  [www.biausa.org](http://www.biausa.org)
- Child Life Month  [www.childlife.org](http://www.childlife.org)
- Colorectal Cancer Awareness Month  [www.preventcancer.org](http://www.preventcancer.org)
- National Eye Donor Month  [www.restoresight.org](http://www.restoresight.org)
- Hemophilia Awareness Month  [www.hemophilia.org](http://www.hemophilia.org)
- National Kidney Month  [www.kidney.org](http://www.kidney.org)
- National Nutrition Month  [www.eatright.org](http://www.eatright.org)
- National Save Your Vision Month  [www.aoa.org](http://www.aoa.org)
- National Professional Social Work Month  [www.socialworkers.org](http://www.socialworkers.org)
- Workplace Eye Health and Safety Month  [www.preventblindness.org](http://www.preventblindness.org)

**Week-Long Observances**

- 2-8 Dental Assistants Recognition Week  [www.ada.org](http://www.ada.org)
- 2-8 Patient Safety Awareness Week  [www.npsf.org](http://www.npsf.org)
- 3-7 National School Breakfast Week  [www.schoolnutrition.org](http://www.schoolnutrition.org)
- 10-16 Brain Awareness Week  [www.dana.org/brainweek](http://www.dana.org/brainweek)
- 16-22 National Inhalants and Poisons Awareness Week  [www.inhalants.org](http://www.inhalants.org)
- 16-22 National Poison Prevention Week  [www.poisonprevention.org](http://www.poisonprevention.org)
- 16-22 National Pulmonary Rehabilitation Week  [www.aacvpr.org](http://www.aacvpr.org)

**Recognition Days**

- 27 Wilhelm Conrad Roentgen’s Birthday  N/A
- 30 National Doctors’ Day  [www.sma.org](http://www.sma.org)
APRIL 2008

Month-Long Observances
Alcohol Awareness Month www.ncadd.org
National Autism Awareness Month www.autism-society.org
Cancer Control Month www.cancer.org
Child Abuse Prevention Month www.preventchildabuse.org
Counseling Awareness Month www.counseling.org
Donate Life Month www.kidney.org
National Facial Protection Month www.aaoms.org
National Foot Health Awareness Month www.apma.org
National Humor Month www.larrywilde.com
National Minority Health Month www.nmhm.org
National Occupational Therapy Month www.aota.org
National Sexually Transmitted Diseases Awareness Month www.ashastd.org
Sports Eye Safety Month www.aao.org
Women’s Eye Health and Safety Month www.preventblindness.org
Youth Sports Safety Month www.nyssf.org

Week-Long Observances
6-12 National Public Health Week www.apha.org
7-12 National Healthcare Access Personnel Week www.naham.org
7-14 Health in the Americas Week www.paho.org
13-19 Patient Advocacy Week www.shca-aha.org
13-19 Health Information Privacy and Security Week www.ahima.org
19-26 National Infant Immunization Week www.cdc.gov/vaccines
20-26 National Electroneurodiagnostic Week www.aset.org
20-26 Health Care Administrative Professionals Week www.ahcap.org
20-26 National Medical Laboratory Week www.labweek.org
21-27 Medical Fitness Week www.medicalfitness.org
27-May 3 National Healthcare Volunteer Week www.aha.org

Recognition Days
3 National Alcohol Screening Day www.nationalalcoholscreeningday.org
5 Sir Joseph Lister’s Birthday N/A
7 World Health Day www.paho.org
10 National Radiology Nurses Day www.arna.net
14 International Moment of Laughter Day www.izzyg.com
16 International Noise Awareness Day www.lhh.org
25-27 Global Youth Service Day N/A
26-27 March of Dimes WalkAmerica www.marchofdimes.com
### MAY 2008

**Month-Long Observances**

<table>
<thead>
<tr>
<th>Month-Long Observance</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>Allergy and Asthma Awareness Month</td>
<td><a href="http://www.breatherville.org">www.breatherville.org</a></td>
</tr>
<tr>
<td>American Stroke Month</td>
<td><a href="http://www.strokeassociation.org">www.strokeassociation.org</a></td>
</tr>
<tr>
<td>National Arthritis Month</td>
<td><a href="http://www.arthritis.org">www.arthritis.org</a></td>
</tr>
<tr>
<td>Better Hearing and Speech Month</td>
<td><a href="http://www.asha.org">www.asha.org</a></td>
</tr>
<tr>
<td>Better Sleep Month</td>
<td><a href="http://www.bettersleep.org">www.bettersleep.org</a></td>
</tr>
<tr>
<td>National Bike Month</td>
<td><a href="http://www.nhtsa.gov">www.nhtsa.gov</a></td>
</tr>
<tr>
<td>National Critical Care Awareness &amp; Recognition Month</td>
<td><a href="http://www.sccm.org">www.sccm.org</a></td>
</tr>
<tr>
<td>Healthy Vision Month</td>
<td><a href="http://www.aaao.org">www.aaao.org</a></td>
</tr>
<tr>
<td>Hepatitis Awareness Month</td>
<td><a href="http://www.hepatitisfoundation.org">www.hepatitisfoundation.org</a></td>
</tr>
<tr>
<td>National High Blood Pressure Month</td>
<td><a href="http://www.nhlbi.nih.gov">www.nhlbi.nih.gov</a></td>
</tr>
<tr>
<td>Huntington’s Disease Awareness Month</td>
<td><a href="http://www.hdsa.org">www.hdsa.org</a></td>
</tr>
<tr>
<td>Lupus Awareness Month</td>
<td><a href="http://www.lupus.org">www.lupus.org</a></td>
</tr>
<tr>
<td>National Melanoma/ Skin Cancer Detection &amp; Prevention Month</td>
<td><a href="http://www.aad.org">www.aad.org</a></td>
</tr>
<tr>
<td>National Mental Health Month</td>
<td><a href="http://www.mentalhealthamerica.net">www.mentalhealthamerica.net</a></td>
</tr>
<tr>
<td>National Motorcycle Safety Month</td>
<td><a href="http://www.nhtsa.gov">www.nhtsa.gov</a></td>
</tr>
<tr>
<td>World Neurofibromatosis Awareness Month</td>
<td><a href="http://www.ctf.org">www.ctf.org</a></td>
</tr>
<tr>
<td>Older Americans Month</td>
<td><a href="http://www.aoa.gov">www.aoa.gov</a></td>
</tr>
<tr>
<td>Oncology Nursing Month</td>
<td><a href="http://www.ons.org">www.ons.org</a></td>
</tr>
<tr>
<td>National Osteoporosis Awareness and Prevention Month</td>
<td><a href="http://www.nof.org">www.nof.org</a></td>
</tr>
<tr>
<td>National Physical Fitness and Sports Month</td>
<td><a href="http://www.fitness.gov">www.fitness.gov</a></td>
</tr>
<tr>
<td>National Sight-Saving Month: Ultraviolet Awareness</td>
<td><a href="http://www.preventblindness.org">www.preventblindness.org</a></td>
</tr>
<tr>
<td>National Teen Pregnancy Prevention Month</td>
<td><a href="http://www.advocatesforyouth.org">www.advocatesforyouth.org</a></td>
</tr>
<tr>
<td>National Trauma Awareness Month</td>
<td><a href="http://www.amtntrauma.org">www.amtntrauma.org</a></td>
</tr>
<tr>
<td>Tuberous Sclerosis Awareness Month</td>
<td><a href="http://www.tsalliance.org">www.tsalliance.org</a></td>
</tr>
<tr>
<td>National Stroke Awareness Month</td>
<td><a href="http://www.stroke.org">www.stroke.org</a></td>
</tr>
</tbody>
</table>

**Week-Long Observances**

<table>
<thead>
<tr>
<th>Week-Long Observance</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>4-10 Children’s Mental Health Week</td>
<td><a href="http://www.dmh.missouri.gov">www.dmh.missouri.gov</a></td>
</tr>
<tr>
<td>4-10 National Hug Holiday Week</td>
<td><a href="http://www.hugs4health.org">www.hugs4health.org</a></td>
</tr>
<tr>
<td>4-10 North American Occupational Safety &amp; Health Week</td>
<td><a href="http://www.asse.org/NAOSH">www.asse.org/NAOSH</a></td>
</tr>
<tr>
<td>6-12 National Nurses Week</td>
<td><a href="http://www.nursingworld.org">www.nursingworld.org</a></td>
</tr>
<tr>
<td>11-17 National Alcohol &amp; Drug-Related Birth Defects Week</td>
<td><a href="http://www.ncadd.org">www.ncadd.org</a></td>
</tr>
<tr>
<td>11-17 National Hospital and Healthcare Week</td>
<td><a href="http://www.healthshare-tha.com">www.healthshare-tha.com</a></td>
</tr>
<tr>
<td>11-17 National Nursing Home Week</td>
<td><a href="http://www.ahca.org">www.ahca.org</a></td>
</tr>
<tr>
<td>11-17 Food Allergy Awareness Week</td>
<td><a href="http://www.foodallergy.org">www.foodallergy.org</a></td>
</tr>
<tr>
<td>12-18 National Stuttering Awareness Week</td>
<td><a href="http://www.stutteringhelp.org">www.stutteringhelp.org</a></td>
</tr>
<tr>
<td>13-19 National Birth Center Week</td>
<td><a href="http://www.birthcenters.org">www.birthcenters.org</a></td>
</tr>
<tr>
<td>18-24 National Running and Fitness Week</td>
<td><a href="http://www.americanrunning.org">www.americanrunning.org</a></td>
</tr>
<tr>
<td>18-24 National Emergency Medical Services Week</td>
<td><a href="http://www.acep.org/emsweek">www.acep.org/emsweek</a></td>
</tr>
<tr>
<td>18-24 National Medical Transcription Week</td>
<td><a href="http://www.aamt.org">www.aamt.org</a></td>
</tr>
<tr>
<td>19-June 1 Buckle Up America! Week</td>
<td><a href="http://www.nhtsa.gov">www.nhtsa.gov</a></td>
</tr>
</tbody>
</table>
### MAY 2008 Con’t

**Recognition Days**

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>High Blood Pressure Sunday</td>
<td><a href="http://www.ishib.org">www.ishib.org</a></td>
</tr>
<tr>
<td>5</td>
<td>Melanoma Monday</td>
<td><a href="http://www.aad.org">www.aad.org</a></td>
</tr>
<tr>
<td>6</td>
<td>National Nurses Day</td>
<td><a href="http://www.nursingworld.org">www.nursingworld.org</a></td>
</tr>
<tr>
<td>6</td>
<td>National Childhood Depression Awareness Day</td>
<td><a href="http://www.nmha.org">www.nmha.org</a></td>
</tr>
<tr>
<td>7</td>
<td>National Anxiety Disorders Screening Day</td>
<td><a href="http://www.freedomfromfear.org">www.freedomfromfear.org</a></td>
</tr>
<tr>
<td>7</td>
<td>Asthma Awareness Day on Capitol Hill</td>
<td><a href="http://www.breatherville.org">www.breatherville.org</a></td>
</tr>
<tr>
<td>7</td>
<td>Occupational Safety and Health Professional Day</td>
<td><a href="http://www.asse.org">www.asse.org</a></td>
</tr>
<tr>
<td>7</td>
<td>National School Nurse Day</td>
<td><a href="http://www.nasn.org">www.nasn.org</a></td>
</tr>
<tr>
<td>8</td>
<td>CFIDS Awareness Day</td>
<td><a href="http://www.cfids.org">www.cfids.org</a></td>
</tr>
<tr>
<td>12</td>
<td>Florence Nightingale’s Birthday</td>
<td>N/A</td>
</tr>
<tr>
<td>21</td>
<td>Employee Health and Fitness Day</td>
<td><a href="http://www.physicalfitness.org">www.physicalfitness.org</a></td>
</tr>
<tr>
<td>25</td>
<td>National Missing Children’s Day</td>
<td><a href="http://www.childfindofamerica.org">www.childfindofamerica.org</a></td>
</tr>
<tr>
<td>28</td>
<td>National Senior Health and Fitness Day</td>
<td><a href="http://www.fitnessday.com">www.fitnessday.com</a></td>
</tr>
<tr>
<td>31</td>
<td>World No Tobacco Day</td>
<td><a href="http://www.wntd.com">www.wntd.com</a></td>
</tr>
</tbody>
</table>

### JUNE 2008

**Month-Long Observances**

- National Aphasia Awareness Month  
  [www.aphasia.org](http://www.aphasia.org)
- Fireworks Eye Safety Month  
  [www.aao.org](http://www.aao.org)
- National Hernia Awareness Month  
  [www.herniainfo.com](http://www.herniainfo.com)
- National Scleroderma Awareness Month  
  [www.scleroderma.org](http://www.scleroderma.org)
- Vision Research Month  
  [www.preventblindness.org](http://www.preventblindness.org)

**Week-Long Observances**

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-7</td>
<td>Dystonia Awareness Week</td>
<td><a href="http://www.dystonia-foundation.org">www.dystonia-foundation.org</a></td>
</tr>
<tr>
<td>1-7</td>
<td>National Headache Awareness Week</td>
<td><a href="http://www.headaches.org">www.headaches.org</a></td>
</tr>
<tr>
<td>1-7</td>
<td>Sun Safety Week</td>
<td><a href="http://www.sunsafetyalliance.org">www.sunsafetyalliance.org</a></td>
</tr>
<tr>
<td>9-13</td>
<td>National Vascular Nursing Week</td>
<td><a href="http://www.synnet.org">www.synnet.org</a></td>
</tr>
<tr>
<td>9-15</td>
<td>National Men’s Health Week</td>
<td><a href="http://www.menshealthweek.org">www.menshealthweek.org</a></td>
</tr>
<tr>
<td>12-19</td>
<td>Nursing Assistants Week</td>
<td><a href="http://www.cna-network.org">www.cna-network.org</a></td>
</tr>
<tr>
<td>16-20</td>
<td>National Healthcare Risk Management Week</td>
<td><a href="http://www.ashrm.org">www.ashrm.org</a></td>
</tr>
<tr>
<td>22-28</td>
<td>Helen Keller Deaf-Blind Awareness Week</td>
<td><a href="http://www.hknc.org">www.hknc.org</a></td>
</tr>
</tbody>
</table>

**Recognition Days**

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Cancer Survivor Day</td>
<td><a href="http://www.ncsdf.org">www.ncsdf.org</a></td>
</tr>
<tr>
<td>3</td>
<td>Healthcare Recruiter Recognition Day</td>
<td><a href="http://www.nahcr.com">www.nahcr.com</a></td>
</tr>
<tr>
<td>27</td>
<td>HIV Testing Day</td>
<td><a href="http://www.nhtd.org">www.nhtd.org</a></td>
</tr>
</tbody>
</table>

### JULY 2008

**Month-Long Observances**

- Cord Blood Awareness Month  
  [www.cordblood.com](http://www.cordblood.com)
- Hemochromatosis Screening Awareness Month  
  [www.americanhs.org](http://www.americanhs.org)

**Week-Long Observances**

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>6-12</td>
<td>National Therapeutic Recreation Week</td>
<td><a href="http://www.nrpa.org">www.nrpa.org</a></td>
</tr>
<tr>
<td>20-26</td>
<td>National Hospitality House Week</td>
<td><a href="http://www.nahhh.org">www.nahhh.org</a></td>
</tr>
</tbody>
</table>

**Recognition Days**

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>18</td>
<td>Dental Awareness Day</td>
<td><a href="http://www.agd.org">www.agd.org</a></td>
</tr>
</tbody>
</table>
AUGUST 2008

Month-Long Observances
Aisles of Smiles Month
Children’s Eye Health and Safety Month
Cataract Awareness Month
National Immunization Awareness Month
Neurosurgery Outreach Month
Psoriasis Awareness Month
Spinal Muscular Atrophy Awareness Monday

www.mda.org
www.preventblindness.org
www.aao.org
www.partnersforimmunization.org
www.aans.org
www.psoriasis.org
www.curesma.com

Week-Long Observances
1-7 World Breastfeeding Week
3-9 National Health Center Week

www.lalecheleague.org
www.healthcenterweek.org

Recognition Days
3 National Kids Day
23 Health Unit Coordinator Day
30-Sept 1 Jerry Lewis MDA Labor Day Telethon

www.kidspeace.org
www.nahuc.org
www.mdausa.org
SEPTMBER 2008

Month-Long Observances
America on the Move’s Campaign  www.americaonthemove.org
Baby Safety Month  www.jpma.org
National Cholesterol Education Month  www.nhlbi.nih.gov
Craniofacial Acceptance Month  www.ccakids.org
Fruit & Veggies Campaign  www.fruitsandveggiesmatter.gov
Gynecological Cancer Awareness Month  www.thegcf.org
National Head Lice Prevention Month  www.headlice.org
Healthy Aging Month  www.healthyaging.net
Leukemia, Lymphoma & Myeloma Awareness Month  www.lls.org
Pain Awareness Month  www.theacpa.org
Prostate Health Month  www.prostatehealth.com
National Sickle Cell Awareness Month  www.sicklecelldisease.org
Sports & Home Eye Safety Month  www.preventblindness.org
Thyroid Cancer Awareness Month  www.thyca.org

Week-Long Observances
1-7  National Childhood Injury Prevention Week  www.assafeaspossible.org
7-13  Suicide Prevention Week  www.suicidology.org
7-13  National Assisted Living Week  www.ncal.org
7-13  National Healthcare Environmental Services Week  www.ashes.org
7-13  Prostatitis Awareness Week  www.afud.org
14-20  Nephrology Nurses Week  www.annanurse.org
14-20  Prostate Cancer Awareness Week  www.afud.org
14-20  National Surgical Technologists Week  www.ast.org
17-20  SHSMD Annual Conference  www.shsmd.org
21-27  National Rehabilitation Awareness Celebration  www.nraf-rehabnet.org
21-27  National Reye’s Syndrome Awareness Week  www.reyessyndrome.org
21-27  Adult Immunization Awareness Week  www.nfid.org/ncai
21-27  Farm Safety and Health Week  www.nsc.org/necas
21-27  Vasculitis Awareness Week  www.vasculitisfoundation.org
28-Oct. 4  Hearing Aid Awareness Week  www.ihsinfo.org

Recognition Days
7  National Grandparents Day  www.grandparents-day.com
15  Neonatal Nurses Day  www.nann.org
24  Women’s Health and Fitness Day  www.fitnessday.com
27  National Family Health and Fitness Day  www.fitnessday.com
OCTOBER 2008

Month-Long Observances
American Pharmacy Month
National Breast Cancer Awareness Month
National Chiropractic Month
National Dental Hygiene Month
National Disability Employment Awareness Month
Domestic Violence Awareness Month
National Family Sexuality Education Month
Eye Injury Prevention Month
Halloween Safety Month
Health Literacy Month
Healthy Lung Month
Liver Awareness Month
Medical Librarians Month
Medical Ultrasound Awareness Month
National Physical Therapy Month
Sudden Infant Death Syndrome Awareness Month
Talk About Prescriptions Month
Vegetarian Awareness Month

Week-Long Observances
1-8 National Gerontological Nursing Week
5-11 Emergency Nurse Week
5-11 Fire Prevention Week
5-11 Healthcare Resource & Materials Management Week
5-11 Mental Illness Awareness Week
5-11 National Nurse-Midwifery Week
5-11 Nuclear Medicine Week
6-12 National Healthcare Food Service Week
6-12 National Physician Assistants Week
9-15 Pediatric Nursing Week
12-18 National Healthcare Central Service/Sterile Processing Week
12-18 Case Management Week
13-17 Health Education Week
13-18 National Nephrology Technician/Technologists Week
16-22 International Infection Prevention Week
19-25 Hospital & Health System Pharmacy Week
19-25 Kids Care Week
19-25 National Respiratory Care Week
19-25 National Healthcare Quality Week
20-24 School Lunch Week
20-24 National School Bus Safety Week
20-24 National Medical Assistants Week
20-26 Pastoral Care Week
20-26 Healthcare Facilities and Engineering Week
23-31 National Red Ribbon Week
### OCTOBER 2008 Con’t

#### Recognition Days

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>8</td>
<td>Emergency Nurses Day</td>
<td><a href="http://www.ena.org">www.ena.org</a></td>
</tr>
<tr>
<td>9</td>
<td>Bipolar Disorder Awareness Day</td>
<td><a href="http://www.nami.org">www.nami.org</a></td>
</tr>
<tr>
<td>9</td>
<td>National Depression Screening Day</td>
<td><a href="http://www.mentalhealthscreening.org">www.mentalhealthscreening.org</a></td>
</tr>
<tr>
<td>10</td>
<td>World Mental Health Day</td>
<td><a href="http://www.wmday.net">www.wmday.net</a></td>
</tr>
<tr>
<td>16</td>
<td>World Food Day</td>
<td><a href="http://www.worldfooddayusa.org">www.worldfooddayusa.org</a></td>
</tr>
<tr>
<td>17</td>
<td>National Mammography Day</td>
<td><a href="http://www.nbcam.org">www.nbcam.org</a></td>
</tr>
<tr>
<td>22</td>
<td>Lung Health Day</td>
<td><a href="http://www.aarc.org">www.aarc.org</a></td>
</tr>
<tr>
<td>25</td>
<td>Make a Difference Day</td>
<td><a href="http://www.makeadifferenceday.com">www.makeadifferenceday.com</a></td>
</tr>
</tbody>
</table>

### NOVEMBER 2008

#### Month-Long Observances

<table>
<thead>
<tr>
<th>Month-Long Observance</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>National Alzheimer’s Disease Month</td>
<td><a href="http://www.alz.org">www.alz.org</a></td>
</tr>
<tr>
<td>Diabetic Eye Disease Month</td>
<td><a href="http://www.preventblindness.org">www.preventblindness.org</a></td>
</tr>
<tr>
<td>Epilepsy Awareness Month</td>
<td><a href="http://www.epilepsyfoundation.org">www.epilepsyfoundation.org</a></td>
</tr>
<tr>
<td>National Family Caregivers Month</td>
<td><a href="http://www.thefamilycaregiver.org">www.thefamilycaregiver.org</a></td>
</tr>
<tr>
<td>National Healthy Skin Month</td>
<td><a href="http://www.aad.org">www.aad.org</a></td>
</tr>
<tr>
<td>National Home Care Month</td>
<td><a href="http://www.nahc.org">www.nahc.org</a></td>
</tr>
<tr>
<td>National Hospice Month</td>
<td><a href="http://www.nhpco.org">www.nhpco.org</a></td>
</tr>
<tr>
<td>Pancreatic Cancer Awareness Month</td>
<td><a href="http://www.pancan.org">www.pancan.org</a></td>
</tr>
<tr>
<td>National Sexual Medicine Month</td>
<td><a href="http://www.urolgyhealth.org">www.urolgyhealth.org</a></td>
</tr>
<tr>
<td>Christmas Seals Campaign</td>
<td><a href="http://www.christmasseals.org">www.christmasseals.org</a></td>
</tr>
<tr>
<td>Jingle Bell Run for Arthritis</td>
<td><a href="http://www.arthritis.org">www.arthritis.org</a></td>
</tr>
<tr>
<td>Prematurity Awareness Month</td>
<td><a href="http://www.marchofdimes.com">www.marchofdimes.com</a></td>
</tr>
</tbody>
</table>

#### Week-Long Observances

<table>
<thead>
<tr>
<th>Week-Long Observance</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-7 Medical-Surgical Nurses Week</td>
<td><a href="http://www.medsurgnurse.org">www.medsurgnurse.org</a></td>
</tr>
<tr>
<td>1-7 Urology Nurses Week</td>
<td><a href="http://www.suna.org">www.suna.org</a></td>
</tr>
<tr>
<td>2-8 National Allied Health Professions Week</td>
<td><a href="http://www.asahp.org">www.asahp.org</a></td>
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<tr>
<td>2-8 National Health Information and Technology Week</td>
<td><a href="http://www.ahima.org">www.ahima.org</a></td>
</tr>
<tr>
<td>2-8 National Diabetes Education Week</td>
<td><a href="http://www.diabeteseducator.org">www.diabeteseducator.org</a></td>
</tr>
<tr>
<td>2-8 Medical Staff Services Week</td>
<td><a href="http://www.namss.org">www.namss.org</a></td>
</tr>
<tr>
<td>2-8 National Radiologic Technology Week</td>
<td><a href="http://www.asrt.org">www.asrt.org</a></td>
</tr>
<tr>
<td>9-15 PeriOperative (OR) Nurse Week</td>
<td><a href="http://www.aorn.org">www.aorn.org</a></td>
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<tr>
<td>10-14 Lung Cancer Awareness Week</td>
<td><a href="http://www.ons.org">www.ons.org</a></td>
</tr>
<tr>
<td>16-22 Bladder Health Week</td>
<td><a href="http://www.afud.org">www.afud.org</a></td>
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</table>

#### Recognition Days

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>18</td>
<td>Prematurity Awareness Day</td>
<td><a href="http://www.marchofdimes.com">www.marchofdimes.com</a></td>
</tr>
<tr>
<td>20</td>
<td>Great American Smoke out</td>
<td><a href="http://www.cancer.org">www.cancer.org</a></td>
</tr>
<tr>
<td>22</td>
<td>Family Volunteer Day</td>
<td><a href="http://www.familycares.org">www.familycares.org</a></td>
</tr>
</tbody>
</table>
DECEMBER 2008

Month-Long Observances
National Drunk and Drugged Driving Prevention Month
Safe Toys and Celebrations Month
Safe Toys and Gifts Month

Week-Long Observances
1-7 Aplastic Anemia/Myelodysplastic Syndrome Awareness Week

Recognition Days
1 World AIDS Day