Respiratory Therapy
Recruiting Resource Guide

Prepared by JWT Inside
February 4, 2008
Janette Hird, Knowledge and Information Manager
Nancy Caputo, Sr. Client Director
Andrea Kalnasy, Account Executive

Reviewed and approved by:
Mindy Warden, Health Careers Recruitment Coordinator
Darci Watson, Health Careers Recruiter
Recruitment Contacts

Primary contacts within UMHS:

Mindy Warden, Health Careers Recruitment Coordinator  
Email: mkwarden@med.umich.edu  
Phone: (734)615-3311

Darci Watson, Health Careers Recruiter  
Email: darciw@med.umich.edu  
Phone: (734)647-5798

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

Nancy Caputo, Sr. Client Director  
Responsible for the overall direction and account planning  
Email: nancy.caputo@jwt.com  
Office Phone: (772)334-7166  
Cell Phone: (424)270-4184  
Fax: (772)334-7166

Andrea Kalnasy, Account Executive  
Responsible for overall projects and advertising strategies  
Email: andrea.kalnasy@jwt.com  
Phone: (216)642-6000 X204  
Fax: (216)642-6006

Jill Raming, Account Coordinator  
Responsible for overall ad placement and web postings  
Email: jill.raming@jwt.com  
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>
</tbody>
</table>

| **Turnover**         |       |          |
| Entry Level          | 10.9% | 11.7%    |
| Nursing              | 7.5%  | 10.3%    |
| Office/Clerical      | 7.3%  | 7.8%     |
| Allied Health        | 6.1%  | 6.3%     |
| Technician           | 5.8%  | 7.1%     |
| Professional         | 4.7%  | 4.7%     |
| Rehabilitation       | 2.3%  | 3.4%     |

<table>
<thead>
<tr>
<th><strong>Days-to-Fill and -Start</strong></th>
<th>D-t-Fill</th>
<th>D-t-Start</th>
</tr>
</thead>
<tbody>
<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>
</tbody>
</table>

| **Cost-per-Hire**          |         |          |
| Professional               | $6,348  |          |
| Allied Health              | $3,111  |          |
| Rehabilitation             | $2,904  |          |
| Office/Clerical            | $2,437  |          |
| Technician                 | $2,412  |          |
| Nursing                    | $2,170  |          |
| Entry Level                | $1,598  |          |

---

1 © 2007 JWT Inside All Rights Reserved, Metrics Online™ Semi-Annual Report
Health Care Overview State of the Union²

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>

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.

RESPIRATORY THERAPY

A. Professional Associations

   The AARC is the only professional society for respiratory therapists in hospitals and with home care companies, managers of respiratory and cardiopulmonary services, and educators who provide respiratory care training.

   Primary Contact: Sam Giordano, Exec. Dir.
   9425 N MacArthur Blvd., Ste. 100
   Irving, TX 75063-4706 USA
   P (972)243-2272
   F (972)484-2720
   Members: 35,000
   Job Postings: Available, requires print ad
   Mailing List Rental: Available

   The Michigan Society for Respiratory Care (MSRC) is a not-for-profit professional association dedicated to providing education, advocacy and resources to promote respiratory health in communities throughout Michigan.

   3300 Washtenaw Ave, Ste 220
   Ann Arbor, MI 48104
   P (734)677-6772
   F (734)677-2407
   Members: N/A
   Job Postings: Available
   Mailing List Rental: Available through the AARC
B. Print Publications

1. **AARC Times**: *AARC Times* is the only news and feature magazine mailed to the members of the American Association of Respiratory Care. It is written for the cardiopulmonary clinician in all care settings including acute care, subacute care, postacute care and home care. It fully covers the respiratory profession from AARC news to clinical perspectives to regulatory initiatives in Washington. Recruitment display ads appear online for no charge on AARC.org for one month.

   Circulation: 29,474  
   Frequency: Monthly  
   Closing: 20th of the month, two months preceding issue date  
   Bonus Distribution Issues:  
   Apr: American Association of Critical Care Nursing (AACN)  
   May: Associated Professional Sleep Societies (APSS)  
   June: Medical Directors  
   July: Medtrade (Home Care), International Respiratory Congress  
   Aug: Respiratory Care Technical Directors; Special Issue: Military  
   Sept: Medtrade (Home Care)  
   Oct: International Respiratory Congress; Special Issue: Congress  
   Nov: International Respiratory Congress  
   Dec: Respiratory Schools; Special Feature: Job Mart Recruitment  

2. **Advance for Respiratory Care Practitioners**: *Advance for Respiratory Care Practitioners* is mailed every other Monday to respiratory care practitioners, facilities employing respiratory care practitioners, sleep lab professionals and senior students.

   Circulation: 44,971  
   Frequency: Biweekly  
   Closing: Tuesday preceding issue date  
   Bonus Distribution Issues:  
   Jan 28: Special Student Issue  
   Mar 3: National Association for Medical Direction of Respiratory Care (NAMDRC); American Association of Allergy, Asthma and Immunology (AAAAI); Special Allergy and Asthma Edition  
   Apr 28: Medtrade (Home Care)  
   May 12: American Thoracic Society  
   May 26: Associated Professional Sleep Societies (APSS)  
   June 23: Regional Employment Guide (North Central)  
   July 7: Annual Neonatal Care Edition  
   Sept 15: American Association of Cardiovascular and Pulmonary Rehabilitation (AACVPR) Annual Trauma Care/ER Care Edition  
   Oct 13: American College of Chest Physicians (ACCP)  
   Oct 27: American College of Allergy, Asthma & Immunology (ACAAI), Medtrade  
   Nov 24: American Association for Respiratory Care (AARC) Annual Pediatric Care Edition  
   Dec 8: American Association for Respiratory Care (AARC)
3. FOCUS Journal for Respiratory Care & Sleep Medicine: The bi-monthly *FOCUS Journal for Respiratory Care & Sleep Medicine* is well established as the leading magazine serving the Respiratory Care & Sleep Medicine professions. *FOCUS* offers recruiters 33,045 recipients of the magazine, (the highest circulation of any magazine serving these professions and growing with each issue) and the lowest recruitment advertising rates, while charging nothing extra for full color advertising as every other magazine serving these professions does. *FOCUS Journal For Respiratory Care & Sleep Medicine*, celebrating its 17th anniversary in 2008, is edited for managers, educators, and tens of thousands of staff clinicians who practice in acute care hospitals, homecare settings, and sleep laboratories, nationwide. Issues contain clinical articles in respiratory care and sleep medicine as well as articles dealing with aspects of management, departmental administration, education and personal growth. Issues are also replicated on-line at [www.foocus.com/journal.php](http://www.foocus.com/journal.php)

Circulation: 33,045  
Frequency: Bimonthly - J/F, M/A, M/J, J/A, S/O, N/D  
Closing: 15th of the first month of issue  
Bonus Distribution Issues: N/A

4. Respiratory Care: The journal of the American Association of Respiratory Care, *Respiratory Care* features reviews and original research papers. The Journal is not primarily focused on research into the nature of diseases, but rather on topics for the clinician participating in the evaluation and care of patients with respiratory problems, particularly areas involving technology.

Circulation: 27,057  
Frequency: Monthly  
Closing: 5th of the month preceding issue date  
Bonus Distribution Issues:  
Mar: Pulmonologists  
Apr: American Thoracic Society (ATS)  
July: European Respiratory Society (ERS)  
Oct: Medical Directors  
Nov: International Respiratory Congress (AARC)

5. RT Magazine: *RT Magazine* is an independent journal for respiratory care decision makers. Is content is focused on business management strategies, improved treatment techniques and product/technology development.

Circulation: 20,000  
Frequency: Monthly  
Closing: 2nd of the month preceding issue date  
Bonus Distribution Issues:  
March: Focus on Respiratory Care, MedTrade Spring  
April: Focus on Respiratory Care  
May: American Thoracic Society  
June: Sleep 2008 (June 7-12) Baltimore  
Sept: AARC (Dec 13-16) Anaheim, California  
Oct: Medtrade Fall (Oct 2-4) Orlando  
Nov: AARC  
Dec: AARC
C. Web Opportunities

1. American Association of Respiratory Care, (AARC): www.AARC.org
   Job postings are free of charge and require print ad placement in AARC News or Respiratory Care.

2. Focus Journal for Respiratory Care & Sleep Medicine: www.focus.com/recruitmentmap.php
   The Focus site has been online for 12 years. Offers job postings and banner ads.

   Nationwide site for therapy employment: Respiratory Therapy, Physical Therapy, And Occupational Therapy.

   Online job board that focuses exclusively on health care jobs.

   Job Posting, $20 per posting media fee, per month. Each job posting will be posted online for 30 days.

D. E-Newsletters/Email Blast

1. Advance for Respiratory Care Practitioners E-Newsletter: www.advanceweb.com/mediakit/asp/rates_specs.asp?magID=RCB&TypeID=Rec
   This opt-in e-newsletter is sent biweekly and offers opportunities to reach candidates with banner or text messages.

   RT Magazine’s e-newsletter is emailed each week to 10,000 opt-in subscribers. The Respiratory Report includes up-to-the-minute industry and manufacturer news, regulatory updates, better business practices, advertising and new products. Sponsorships are offered on a first-come, first-served basis and require a three month commitment.

E. Direct Mail

1. American Association of Respiratory Care (AARC) and National Board for Respiratory Care (NBRC): www.aarc.org/list_services
   Updated daily - select by zip code, credentials, title, and specialty. Select by credential or zip code.
F. Conferences & Events

1. AARC International Respiratory Congress:
   December TBD
   Anaheim, CA

2. Focus on Respiratory Care & Sleep Medicine Conference:
   www.focus.com/exhibitorinfo.php, this national conference is attended by Respiratory
   Therapists, Critical Care Nurses and Sleep Technologists.
   Opryland Hotel & Convention Center
   April 10-12, 2008
   Nashville TN

3. Michigan Society for Respiratory Care:
   Contact Person: Annie Culverhouse-Kruise
   (734)677-6772
   info@michiganrc.org
   March 30-April 2, 2008
   Grand Rapids, MI
   October 6-7, 2008
   Bay City, MI

G. Michigan Allied Health Programs: CAAHP and COARC Accredited Programs

Delta College
1961 Delta Road
University Center, MI 48710

Program Phone: (989)686-9489
Program Contact: Earl B. Gregory, MS, RRT
Program Email: ebgregory@alpha.delta.edu

Career Services: http://www.delta.edu/jobplace
Career Services Contact: (989)686-9074
Career Services Email: N/A
Graduation Dates: May, Aug, Dec

Ferris State University
College of Allied Health Sciences
200 Ferris Drive, VFS 210A
Big Rapids, MI 49307-2740

Program Phone: (231)591-2261 x2312
Program Contact: Julia F. Easter, MS, RRT
Program Email: easterj@ferris.edu

Career Services: http://www.ferris.edu/careerservices
Career Services Contact: (231)591-2685
Career Services Email: stucrsy@ferris.edu
Graduation Dates: May, Aug, Dec
**Henry Ford Community College**  
5101 Evergreen  
Dearborn, MI 48128-1495

Program Phone: (313)317-6580  
Program Contact: Debra A. Szymanski, MA, RRT  
Program Email: dszyman@hfcc.net

Career Services: [http://www2.hfcc.edu/careers/default.htm](http://www2.hfcc.edu/careers/default.htm)  
Career Services Contact: (313)845-9618  
Career Services Email: careers@hfcc.edu  
Graduation Dates: May, Aug, Dec

**Kalamazoo Valley Community College**  
Respiratory Care Program  
6767 West "O" Avenue  
Kalamazoo, MI 49003-4070

Program Phone: (269)372-5288  
Program Contact: Albert W. Moss, MA, RRT  
Program Email: amoss@kvcc.edu

Career Services: [http://www.kvcc.edu/students/employme.htm](http://www.kvcc.edu/students/employme.htm)  
Career Services Contact: (269)488-4272  
Career Services Email: employment@kvcc.edu  
Graduation Dates: N/A

**Macomb Community College**  
Detroit Macomb Hospital Corporation  
44575 Garfield Road  
Clinton Township, MI 48038-1139

Program Phone: (586)286-2150  
Program Contact: Mary E. Alstead, BS, RRT  
Program Email: alsteadm@macomb.edu

Career Services Contact: (586)226-4706  
Career Services Email: careerservices@macomb.edu  
Graduation Dates: N/A

**Marygrove College**  
8425 W. McNichols  
Detroit, MI 48221-2599

Program Phone: (313)927-1421  
Program Contact: Kathy A. Miller, MA, RRT  
Program Email: kmiller@marygrove.edu

Career Services: [http://www.marygrove.edu/advising/career_services.asp](http://www.marygrove.edu/advising/career_services.asp)  
Career Services Contact: (313)927-1472  
Career Services Email: smurphy@marygrove.edu  
Graduation Dates: N/A
Monroe County Community College
1555 S. Raisinville Road
Monroe, MI 48161-9746

Program Phone: (734)384-4268
Program Contact: Bonnie E. Boggs, BS, RRT
Program Email: bboggs@mail.monroe.cc.mi.us

Career Services: http://www.monroecc.edu/studentservices/career.htm
Career Services Contact: 1-877-YES-MCCC
Career Services Email: mhall@monroecc.edu
Graduation Dates: N/A

Mott Community College
Division of Health Sciences
1401 E Court Street
Flint, MI 48503-2809

Program Phone: (810)232-6563
Program Contact: David L. Panzlau, MA, RRT
Program Email: dpanzlau@mcc.edu

Career Services: http://www.mcc.edu/14_ces/ces_index.shtml
Career Services Contact: (810)232-3285
Career Services Email: careerdoc@mcc.edu
Graduating Dates: May, Dec

Muskegon Community College
221 South Quarterline Road
Muskegon, MI 49442

Program Phone: (231)777-0370
Program Contact: Daniel B. Knue, MM, RRT
Program Email: knued@muskegon.cc.mi.us

Career Services: http://www.muskegoncc.edu/pages/541.asp
Career Services Contact: (231)777-0216
Career Services Email: Carmella.Martinez@muskegoncc.edu
Graduation Dates: N/A

Oakland Community College
Southfield Campus
22322 Rutland Drive
Southfield, MI 48075-4793

Program Phone: (248)233-2921
Program Contact: Sue J. Work, MSA, RRT
Program Email: sjwork@occ.cc.mi.us

Career Services: http://www.oaklandcc.edu/Counseling/career_counseling.htm
Career Services Contact: (248)942-3057
Career Services Email: mnpinner@oaklandcc.edu
Graduation Dates: N/A
SPEECH/LANGUAGE PATHOLOGY

A. Professional Associations

The professional, scientific, and credentialing association for more than 127,000 members and affiliates who are speech-language pathologists, audiologists, and speech, language, and hearing scientists in the United States and internationally.

10801 Rockville Pike
Rockville, MD 20852 USA
P (800)638-8255
F (301)897-7355
Members: 127,000
Job Postings: [www.asha.org/about/career](http://www.asha.org/about/career)
Mailing List Rental: Available

Speech pathologists, audiologists, and teachers of the hearing-impaired. Promotes professional development among those working in the speech, language, and hearing field.

790 W Lake Lansing Rd., Ste. 500-A
East Lansing, MI 48823 USA
P (517)332-5691
F (517)332-5870
Members: 1,200
Job Postings: Available in “Members Only” online listing
Mailing List Rental: Available

B. Print Publications

1. Advance for Audiologists: bi-monthly publication dedicated to promoting the profession of audiology. Reaching professionals nationwide, ADVANCE provides features on practice management, professional trends, marketing strategies, essential business news for practitioners, reimbursement, ethical and legal issues, as well as industry news and product information.

Circulation: 15,000
Frequency: Bi-Monthly
Closing: Closes Fri one week prior to issue date
Bonus Distribution Issues: N/A

2. Advance for Speech Language Pathologists: Advance for Speech-Language Pathologists & Audiologists is delivered to accredited SLPs, audiologists and senior students.

Circulation: 35,000
Frequency: Weekly
Closing: Closes one week prior to issue date
Bonus Distribution Issues: N/A
3. **ASHA Leader**: connects you with the largest audience of customers and prospects in the speech, language, and hearing markets. ASHA members are clinical service providers who provide direct service to clients and patients. Every day, they make recommendations and have an opportunity to specify your product or service. Distributed 16 times per year, *The ASHA Leader* delivers award-winning, comprehensive coverage of professional topics and news; in-depth feature articles; informative columns; news about how ASHA is working on members’ behalf; classifieds/job opportunities; and much more.

Circulation: 130,000  
Frequency: Monthly  
Closing: Closes one month prior to issue date  
Bonus Distribution Issues: N/A

4. **Audiology Today**: Full-color magazine of the American Academy of Audiology, issued six times per year and available to Academy members as a benefit of membership. *Audiology Today* includes information on all aspects of Audiology and related topics on hearing and balance including clinical activities, hearing research, current events, news items, professional issues and events.

Circulation: 12,000  
Frequency: Bi-Monthly  
Closing: Closes one month prior to next issue date  
Bonus Distribution Issues: N/A

5. **Journal of the American Academy of Audiology**: (JAAA) is the Academy's scholarly peer reviewed publication, issued ten times per year and available to Academy members as a benefit of membership. The JAAA publishes articles and clinical reports in all areas of audiology, including audiological assessment, amplification, aural habilitation and rehabilitation, auditory electrophysiology, vestibular assessment, and hearing science.

Circulation: 11,000  
Frequency: 10 issues per year  
Closing: 1st of month, one month prior  
Bonus Distribution Issues: N/A

6. **Therapy Insider**: Gives you exclusive reach to physical therapists, occupational therapists, and speech language pathologists, with editorial focusing on clinical and professional developments and career opportunities. Published to coincide with National PT Month, plus bonus distribution at the APTA, Combined Sections, and AOTA annual conferences.

Circulation: 30,000  
Frequency: Twice a year/June and October  
Closing: June closes 5/4, October closes 9/7  
Bonus Distribution Issues: N/A

C. **Web Opportunities**

1. **Advance Speech Language Pathologists - Online Classifieds**: [speech-language-pathology-audiology.advanceweb.com/](speech-language-pathology-audiology.advanceweb.com/)  
Website for Advance for Speech Language Pathologists - Online Classifieds.

2. **ASHA**: [www.asha.org/about/career](www.asha.org/about/career)  
Job board for ASHA Members.

Job postings available in “Members Only” section.
SpeechPathology.com is dedicated to providing quality educational opportunities for all Speech-Language Pathologists and other interested professionals. Our primary goal is to enable Speech-Language Pathologists to expand their unique qualifications through an excellent program of lifelong learning so that current, state-of-the-art techniques and procedures will be readily available to those who have been entrusted to their professional care, includes a Career Center. A weekly e-newsletter brings a database of speech pathology job listings from around the world directly to your inbox.

D. E-Newsletters/Email Blasts

1. Advance Web: http://speech-language-pathology-audiology.advanceweb.com/
e-Newsletters are opt-in-only. Readers request these biweekly e-Newsletters for breaking news and features we have placed online recently - including many links to our Web site. Our e-Newsletters offer your company a great opportunity to boost your own Web traffic, to promote products and to enhance your image. You can place a link to your site, place an ad, or sponsor a feature!

2. ASHA E-Zines: www.asha.org/about/publications/newslettersignup.htm
ASHA sends e-mail newsletters to four niche groups. The e-zines include Access Schools, Access SLP-Healthcare, Access Academics & Research, and Access Audiology. Each newsletter goes out six times per year.

E. Direct Mail


F. Conferences & Events

1. ASHA: www.asha.org/about/events/
ASHA Health Care 2008 and Business Institute
April 5-6, 2008
St. Louis, MO

2008 MSHA Annual Conference
Radisson Plaza Hotel
Kalamazoo, MI
G. Michigan Allied Health Programs: CAA Accredited Programs

Central Michigan University
College of Health Professions
Dept of Comm Disorders
2159 Health Professions Building
Mt Pleasant, MI 48859

Program Phone: (989)774-1323
Program Contact: Ann Ratcliff, CCC-SLP, Director of the Division of Speech-Language Pathology Professor
Program Email: ratcl1ae@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
College of Education
Dept of Special Education
128 Porter COE Building
Ypsilanti, MI 48197

Program Phone: (734)487-3300
Program Contact: Dr. Lidia Lee, Interim Department Head
Program E-mail: lizbeth.stevens@emich.edu

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

Michigan State University
College of Arts & Sciences
Communicative Sciences & Disorders
101 Oyer Bldg, Wilson Rd
East Lansing, MI 48824-1212

Program Phone: (517)353-8788
Program Contact: Charles Salmon, Dean
Program Email: salmon@msu.edu

Career Services: http://www.csp.msu.edu/
Career Services Contact: (517)884-1353
Career Services Email: smitht62@msu.edu
Graduation Dates: May, Aug, Dec
Wayne State University  
Communication Sciences and Disorders  
207 Rackham Hall  
Farnsworth St.  
Detroit, MI 48202  

Program Phone: (313)577-3339  
Program Contact: Alex Jackson, Chair  
Program E-mail: aa8764@wayne.edu  

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

Western Michigan University  
Col of Health & Human Services  
Dept of Speech Path & Audiology  
1903 W Michigan Ave  
Kalamazoo, MI 49008-5355  

Program Phone: (269)387-8045  
Program Contact: Ann A. Tyler, Ph.D., Professor and Chair or Paula Armstrong, Office Assistant  
Program Email: paula.armstrong@wmich.edu  

Career Services: 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 pre-determined 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
  [www.nccc-onling.org](http://www.nccc-onling.org)
- National Glaucoma Awareness Month
  [www.preventblindness.org](http://www.preventblindness.org)
- March of Dimes Birth Defects Prevention Month
  [www.marchofdimes.com](http://www.marchofdimes.com)
- National Volunteer Blood Donor Month
  [www.aabb.org](http://www.aabb.org)

Week-Long Observances
- 20-26 Healthy Weight Week
  [www.healthyweight.net](http://www.healthyweight.net)
- 20-26 National Nurse Anesthetists Week
  [www.aana.com](http://www.aana.com)
- 21-25 National Medical Group Practice Week
  [www.medicalgrouppracticeweek.com](http://www.medicalgrouppracticeweek.com)

Recognition Days
- 9 Find a Dentist Day
  [www.agd.org](http://www.agd.org)
- 25 National Intravenous Nurse Day
  [www.ins1.org](http://www.ins1.org)

FEBRUARY 2008

Month-Long Observances
- Age-Related Macular Degeneration/Low Vision Awareness Month
  [www.preventblindness.org](http://www.preventblindness.org)
- American Heart Month
  [www.americanheart.org](http://www.americanheart.org)
- National Children’s Dental Health Month
  [www.ada.org](http://www.ada.org)
- Kids ENT Awareness Month
  [www.entnet.org/kidsent](http://www.entnet.org/kidsent)
- Wise Health Care Consumer Month
  [www.healthylife.com](http://www.healthylife.com)

Week-Long Observances
- 1-7 National Patient Recognition Week
  [www.nprw.com](http://www.nprw.com)
- 3-9 National Burn Awareness Week
  [www.burnawarenessweek.org](http://www.burnawarenessweek.org)
- 4-8 Pride in Food Service Week
  [www.dmaonline.org](http://www.dmaonline.org)
- 7-14 Congenital Heart Defect Awareness Week
  [www.tchin.org/aware](http://www.tchin.org/aware)
- 10-16 Cardiovascular Professionals Week
  [www.ACP-online.org](http://www.ACP-online.org)
- 10-16 National Cardiac Rehabilitation Week
  [www.aacvpr.org](http://www.aacvpr.org)
- 14-March 17 Shamrocks against Dystrophy for the MDA
  [www.mdausa.org](http://www.mdausa.org)
- 24-March 1 Eating Disorders Awareness Week
  [www.nationaleatingdisorders.org](http://www.nationaleatingdisorders.org)

Recognition Days
- 1 National Wear Red Day
  [www.GoRedForWomen.org](http://www.GoRedForWomen.org)
- 11 World Day for the Sick
  [www.nacc.org](http://www.nacc.org)
- 14 25th Annual Healthcare Advertising Awards
  [www.hmrpublicationsgroup.com](http://www.hmrpublicationsgroup.com)
- 15 Women’s Heart Day
  [www.womensheartday.org](http://www.womensheartday.org)
- 29 Aster Awards Competition Deadline
  [www.asterawards.com](http://www.asterawards.com)

---

Note: AHA Society for Healthcare Strategy and Market Development Health Observances and Recognition Days
MARCH 2008

Month-Long Observances

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

Week-Long Observances

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

Recognition Days

13  World Kidney Day  www.kidney.org
25  Diabetes Alert Day  www.diabetes.org
27  Wilhelm Conrad Roentgen’s Birthday  N/A
30  National Doctors’ Day  www.sma.org
### April 2008

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

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

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

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

Week-Long Observances
4-10  Children’s Mental Health Week  www.dmh.missouri.gov
4-10  National Hug Holiday Week  www.hugs4health.org
4-10  North American Occupational Safety & Health Week  www.asse.org/NAOSH
6-12  National Nurses Week  www.nursingworld.org
11-17  National Alcohol & Drug-Related Birth Defects Week  www.ncadd.org
11-17  National Hospital and Healthcare Week  www.healthshare-tha.com
11-17  National Nursing Home Week  www.ahca.org
11-17  Food Allergy Awareness Week  www.foodallergy.org
12-18  National Stuttering Awareness Week  www.stutteringhelp.org
13-19  National Birth Center Week  www.birthcenters.org
18-24  National Running and Fitness Week  www.americannrunning.org
18-24  National Emergency Medical Services Week  www.acep.org/emsweek
18-24  National Medical Transcription Week  www.aamt.org
19-June 1  Buckle Up America! Week  www.nhtsa.gov
## MAY 2008 Con’t

### Recognition Days

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

## JUNE 2008

### Month-Long Observances

- National Aphasia Awareness Month
- Fireworks Eye Safety Month
- National Hernia Awareness Month
- National Scleroderma Awareness Month
- Vision Research Month

### Week-Long Observances

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

### Recognition Days

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

## JULY 2008

### Month-Long Observances

- Cord Blood Awareness Month
- Hemochromatosis Screening Awareness Month

### Week-Long Observances

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>www.</th>
</tr>
</thead>
<tbody>
<tr>
<td>6-12</td>
<td>National Therapeutic Recreation Week</td>
<td>nrpa.org</td>
</tr>
<tr>
<td>20-26</td>
<td>National Hospitality House Week</td>
<td>nahhh.org</td>
</tr>
<tr>
<td>21-Sept. 7</td>
<td>Drunk Driving: Over the Limit. Under Arrest Campaign</td>
<td>nhtsa.gov</td>
</tr>
</tbody>
</table>

### Recognition Days

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>www.</th>
</tr>
</thead>
<tbody>
<tr>
<td>18</td>
<td>Dental Awareness Day</td>
<td>agd.org</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
SEPTEMBER 2008

Month-Long Observances
America on the Move’s Campaign
Baby Safety Month
National Cholesterol Education Month
Craniofacial Acceptance Month
Fruit & Veggies Campaign
Gynecological Cancer Awareness Month
National Head Lice Prevention Month
Healthy Aging Month
Leukemia, Lymphoma & Myeloma Awareness Month
Pain Awareness Month
Prostate Health Month
National Sickle Cell Awareness Month
Sports & Home Eye Safety Month
Thyroid Cancer Awareness Month

www.americaonthemove.org
www.jpma.org
www.nhlbi.nih.gov
www.ccakids.org
www.fruitsandveggiesmatter.gov
www.thegcf.org
www.healthyaging.net
www.lls.org
www.theacpa.org
www.prostatehealth.com
www.sicklecelldisease.org
www.preventblindness.org
www.thyca.org

Week-Long Observances
1-7 National Childhood Injury Prevention Week
7-13 Suicide Prevention Week
7-13 National Assisted Living Week
7-13 National Healthcare Environmental Services Week
7-13 Prostatitis Awareness Week
14-20 Nephrology Nurses Week
14-20 Prostate Cancer Awareness Week
14-20 National Surgical Technologists Week
17-20 SHSMD Annual Conference
21-27 National Rehabilitation Awareness Celebration
21-27 National Reye’s Syndrome Awareness Week
21-27 Adult Immunization Awareness Week
21-27 Child Passenger Safety Week
21-27 Farm Safety and Health Week
21-27 Vasculitis Awareness Week
28-Oct. 4 Hearing Aid Awareness Week

www.assafeaspossible.org
www.suicidology.org
www.ncal.org
www.ashes.org
www.afud.org
www.annanurse.org
www.afud.org
www.ast.org
www.shsmd.org
www.nraf-rehabnet.org
www.reyessyndrome.org
www.rfid.org/ncal
www.boosterseat.gov
www.nsc.org/necas
www.vasculitisfoundation.org
www.ihsinfo.org

Recognition Days
7 National Grandparents Day
15 Neonatal Nurses Day
24 Women’s Health and Fitness Day
27 National Family Health and Fitness Day

www.grandparents-day.com
www.nann.org
www.fitnessday.com
www.fitnessday.com
OCTOBER 2008

Month-Long Observances
American Pharmacy Month  www.aphanet.org
National Breast Cancer Awareness Month  www.nbcam.org
National Chiropractic Month  www.acatoday.org
National Dental Hygiene Month  www.adha.org
National Disability Employment Awareness Month  www.jwod.gov
Domestic Violence Awareness Month  www.ncadv.org
National Family Sexuality Education Month  www.plannedparenthood.org
Eye Injury Prevention Month  www.aao.org
Halloween Safety Month  www.preventblindness.org
Health Literacy Month  www.healthliteracymonth.com
Healthy Lung Month  www.lungusa.org
Liver Awareness Month  www.liverfoundation.org
Medical Librarians Month  www.mlanet.org
Medical Ultrasound Awareness Month  www.sdms.org
National Physical Therapy Month  www.apta.org
Sudden Infant Death Syndrome Awareness Month  www.firstcandle.org
Talk About Prescriptions Month  www.talkaboutrx.org
Vegetarian Awareness Month

Week-Long Observances
1-8 National Gerontological Nursing Week  www.ngna.org
5-11 Emergency Nurse Week  www.ena.org
5-11 Fire Prevention Week  www.nfpa.org
5-11 Mental Illness Awareness Week  www.nami.org
5-11 National Nurse-Midwifery Week  www.midwife.org
5-11 Nuclear Medicine Week  www.snm.org
6-12 National Healthcare Food Service Week  www.ashfsa.org
6-12 National Physician Assistants Week  www.aapa.org
9-15 Pediatric Nursing Week  www.pedsnurses.org
12-18 National Healthcare Central Service/Sterile Processing Week  www.ashcsp.org
12-18 Case Management Week  www.acmaweb.org
13-17 Health Education Week  www.nche.org
13-18 National Nephrology Technician/Technologists Week  www.nant.biz
16-22 International Infection Prevention Week  www.apic.org
19-25 Hospital & Health System Pharmacy Week  www.ashp.org
19-25 Kids Care Week  www.kidscare.org
19-25 National Respiratory Care Week  www.aarc.org
19-25 National Healthcare Quality Week  www.nahq.org
20-24 School Lunch Week  www.asfsa.org/nslw
20-24 National Medical Assistants Week  www.amt1.org
20-26 Pastoral Care Week  www.pastoralcareweek.org
20-26 Healthcare Facilities and Engineering Week  www.ashe.org
23-31 National Red Ribbon Week  www.nfp.org
### 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**

- National Alzheimer’s Disease Month [www.alz.org](http://www.alz.org)
- Diabetic Eye Disease Month [www.preventblindness.org](http://www.preventblindness.org)
- Epilepsy Awareness Month [www.epilepsyfoundation.org](http://www.epilepsyfoundation.org)
- National Family Caregivers Month [www.thefamilycaregiver.org](http://www.thefamilycaregiver.org)
- National Healthy Skin Month [www.aad.org](http://www.aad.org)
- National Home Care Month [www.nahc.org](http://www.nahc.org)
- National Hospice Month [www.nhpco.org](http://www.nhpco.org)
- Pancreatic Cancer Awareness Month [www.pancan.org](http://www.pancan.org)
- National Sexual Medicine Month [www.urolgyhealth.org](http://www.urolgyhealth.org)
- Christmas Seals Campaign [www.christmassseals.org](http://www.christmassseals.org)
- Jingle Bell Run for Arthritis [www.arthritis.org](http://www.arthritis.org)
- Prematurity Awareness Month [www.marchofdimes.com](http://www.marchofdimes.com)

**Week-Long Observances**

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

Week-Long Observances
1-7 Aplastic Anemia/Myelodysplastic Syndrome Awareness Week  www.aamds.org

Recognition Days
1 World AIDS Day  www.worldaidsday.org