



Food & Nutrition Recruiting Resource Guide

Prepared by JWT Inside
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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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National Health Care Turnover Data ¹

Data January - June, 2007

Summary of Findings		
	<i>FTE</i>	<i>Person</i>
Vacancy		
Rehabilitation	8.7%	10.7%
Nursing	6.9%	10.3%
Technician	5.9%	6.9%
Professional	5.7%	5.7%
Office/Clerical	5.7%	6.1%
Allied Health	5.4%	5.4%
Entry Level	5.4%	6.0%
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%
	<i>D-t-Fill</i>	<i>D-t-Start</i>
Days-to-Fill and -Start		
Professional	89.2	101.2
Office/Clerical	68.6	78.9
Allied Health	66.1	79.8
Technician	64.2	85
Rehabilitation	53.6	67.4
Nursing	45.6	85.1
Entry Level	39.0	66.4
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	

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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

Therapists (SLP, PT, OT)	11.4%
RNs	8.1%
Pharmacists	8.1%
Nursing Assistants	8.0%
LPNs	6.6%
Laboratory Technicians	5.9%
Imaging Technicians	5.9%

***And perceived to be getting worse**

2. Percentage of hospitals reporting recruitment more difficult

Therapists (SLP, PT, OT)	58%
RNs	44%
Pharmacists	44%
Laboratory Technicians	41%
Imaging Technicians	28%
Billing/Coders	28%
IT Techs	20%

***It's affecting patient care**

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

Decreased staff satisfaction	49%
ED overcrowding	36%
Decreased patient satisfaction	35%
Diverted ED patients	21%
Decreased reduced beds	17%
Increased time to wait for surgery	13%
Cancelled surgeries	9%
Curtailed expansions	6%

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

1. American Dietetic Association, (ADA): www.eatright.org

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

2. American Society for Healthcare Food Service Administrators, (ASHFSA): www.ashfsa.org

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

3. Dietary Managers Association, (DMA): www.dmaonline.org

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

4. Healthcare Caterers International, (HCI): www.hciglobal.org

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

5. Michigan Dietetic Association, (MDA): www.eatrightmich.org

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

6. Michigan Dietary Managers Association, (DMA): www.dmaonline.org/michdma/

Members: 2,000

Job Postings: N/A

Mailing List Rental: N/A

7. Pediatric Nutrition Practice Group, (PNPG): www.pediatricnutrition.org/

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: 20th 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: 20th 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

4. MDA LINK Newsletter: Official publication of the Michigan Dietetic Association.

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: 5th 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

Jobs are posted for 30 days

2. American Society for Healthcare Food Service Administrators: www.ASHFSA.org

Jobs are posted for 30 days and also appear on www.ientree.com

3. Dietary Managers Association: www.DMAonline.org

Jobs are posted for 30 days

4. Dietitian Central: www.dietitiancentral.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

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.

6. Michigan Dietetic Association (MDA): www.eatrightmich.org

Open positions can be submitted on the MDA Forum.

7. *Today's Dietitian* Online Classifieds: www.AlliedHealthCareers.com

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

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

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

1. American Dietetic Association: <http://www.aggressivelist.com>

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

2. Dietary Managers Association:

http://www.dmaonline.org/Docs/marketing_resource_guide.pdf

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>
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>
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>
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>
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.

The image is a screenshot of a Google search results page for the query 'avionics jobs'. The search bar at the top contains the text 'avionics jobs' and is circled in red. A red arrow points from the search bar to a red-bordered box on the right side of the page, which contains several sponsored links. The main search results on the left include a sponsored link for 'Avionics Jobs & Projects' from www.tech-soft.net, a link to '13 results stored on your computer', a link to a Boeing keyword update, and several organic search results for 'avionics jobs' and 'Avionics Jobs' from various websites like aviationjobsearch.com and avionix.com. The sponsored links in the red box include 'Aviation Jobs' from Jobs.AOL.com, 'Avionics Jobs' from Avionics.Edudirect.org, 'Aviation Employment' from www.aviationemployment.com, and 'Airline Jobs - Worldwide' from www.aeps.com.

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 2008³

JANUARY 2008

Month-Long Observances

Cervical Health Awareness Month	www.nccc-onling.org
National Glaucoma Awareness Month	www.preventblindness.org
March of Dimes Birth Defects Prevention Month	www.marchofdimes.com
National Volunteer Blood Donor Month	www.aabb.org

Week-Long Observances

20-26	Healthy Weight Week	www.healthyweight.net
20-26	National Nurse Anesthetists Week	www.aana.com
21-25	National Medical Group Practice Week	www.medicalgrouppracticeweek.com

Recognition Days

9	Find a Dentist Day	www.agd.org
25	National Intravenous Nurse Day	www.ins1.org

FEBRUARY 2008

Month-Long Observances

Age-Related Macular Degeneration/Low Vision Awareness Month	www.preventblindness.org
American Heart Month	www.americanheart.org
National Children's Dental Health Month	www.ada.org
Kids ENT Awareness Month	www.entnet.org/kidsent
Wise Health Care Consumer Month	www.healthylife.com

Week-Long Observances

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

Recognition Days

1	National Wear Red Day	www.GoRedForWomen.org
11	World Day for the Sick	www.nacc.org
14	25 th Annual Healthcare Advertising Awards	www.hmrpublicationsgroup.com
15	Women's Heart Day	www.womensheartday.org
29	Aster Awards Competition Deadline	www.asterawards.com

³ 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.restorestight.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
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.ashstd.org
Sports Eye Safety Month	www.aaio.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.nationalalcoholcreeningday.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.izzyq.com
16	World Voice Day	www.entnet.org/news/voiceday.cfm
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

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.aao.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.americanrunning.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

4	High Blood Pressure Sunday	www.ishib.org
5	Melanoma Monday	www.aad.org
6	National Nurses Day	www.nursingworld.org
6	National Childhood Depression Awareness Day	www.nmha.org
7	National Anxiety Disorders Screening Day	www.freedomfromfear.org
7	Asthma Awareness Day on Capitol Hill	www.breatherville.org
7	Occupational Safety and Health Professional Day	www.asse.org
7	National School Nurse Day	www.nasn.org
12	CFIDS Awareness Day	www.cfids.org
12	Florence Nightingale's Birthday	N/A
21	Employee Health and Fitness Day	www.physicalfitness.org
25	National Missing Children's Day	www.childfindofamerica.org
28	National Senior Health and Fitness Day	www.fitnessday.com
31	World No Tobacco Day	www.wntd.com

JUNE 2008

Month-Long Observances

National Aphasia Awareness Month	www.aphasia.org
Fireworks Eye Safety Month	www.ao.org
National Hernia Awareness Month	www.herniainfo.com
National Scleroderma Awareness Month	www.scleroderma.org
Vision Research Month	www.preventblindess.org

Week-Long Observances

1-7	Dystonia Awareness Week	www.dystonia-foundation.org
1-7	National Headache Awareness Week	www.headaches.org
1-7	Sun Safety Week	www.sunsafetyalliance.org
9-13	National Vascular Nursing Week	www.svnnet.org
9-15	National Men's Health Week	www.menshealthweek.org
12-19	Nursing Assistants Week	www.cna-network.org
16-20	National Healthcare Risk Management Week	www.ashrm.org
22-28	Helen Keller Deaf-Blind Awareness Week	www.hknc.org

Recognition Days

1	Cancer Survivor Day	www.ncsdf.org
3	Healthcare Recruiter Recognition Day	www.nahcr.com
27	HIV Testing Day	www.nhtd.org

JULY 2008

Month-Long Observances

Cord Blood Awareness Month	www.cordblood.com
Hemochromatosis Screening Awareness Month	www.americanhs.org

Week-Long Observances

6-12	National Therapeutic Recreation Week	www.nrpa.org
20-26	National Hospitality House Week	www.nahhh.org
21-Sept. 7	Drunk Driving: Over the Limit. Under Arrest Campaign	www.nhtsa.gov

Recognition Days

18	Dental Awareness Day	www.agd.org
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AUGUST 2008

Month-Long Observances

Aisles of Smiles Month

www.mda.org

Children's Eye Health and Safety Month

www.preventblindness.org

Cataract Awareness Month

www.aao.org

National Immunization Awareness Month

www.partnersforimmunization.org

Neurosurgery Outreach Month

www.aans.org

Psoriasis Awareness Month

www.psoriasis.org

Spinal Muscular Atrophy Awareness Monday

www.curesma.com

Week-Long Observances

1-7 World Breastfeeding Week

www.lalecheleague.org

3-9 National Health Center Week

www.healthcenterweek.org

Recognition Days

3 National Kids Day

www.kidspeace.org

23 Health Unit Coordinator Day

www.nahuc.org

30-Sept 1 Jerry Lewis MDA Labor Day Telethon

www.mdaua.org

SEPTEMBER 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	Child Passenger Safety Week	www.boosterseat.gov
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	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.ao.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	Healthcare Resource & Materials Management Week	www.ahrm.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 School Bus Safety Week	www.nhtsa.dot.gov
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

8	SAVE Today	www.ama-assn.org/go/alliance
8	Emergency Nurses Day	www.ena.org
9	Bipolar Disorder Awareness Day	www.nami.org
9	National Depression Screening Day	www.mentalhealthscreening.org
10	World Mental Health Day	www.wmday.net
16	World Food Day	www.worldfooddayusa.org
17	National Mammography Day	www.nbcam.org
22	Lung Health Day	www.aarc.org
25	Make a Difference Day	www.makeadifferenceday.com

NOVEMBER 2008

Month-Long Observances

National Alzheimer's Disease Month	www.alz.org
Diabetic Eye Disease Month	www.preventblindness.org
Epilepsy Awareness Month	www.epilepsyfoundation.org
National Family Caregivers Month	www.thefamilycaregiver.org
National Healthy Skin Month	www.aad.org
National Home Care Month	www.nahc.org
National Hospice Month	www.nhpco.org
Pancreatic Cancer Awareness Month	www.pancan.org
National Sexual Medicine Month	www.urologyhealth.org
Christmas Seals Campaign	www.christmaseals.org
Jingle Bell Run for Arthritis	www.arthritis.org
Prematurity Awareness Month	www.marchofdimes.com

Week-Long Observances

1-7	Medical-Surgical Nurses Week	www.medsurgnurse.org
1-7	Urology Nurses Week	www.sunu.org
2-8	National Allied Health Professions Week	www.asahp.org
2-8	National Health Information and Technology Week	www.ahima.org
2-8	National Diabetes Education Week	www.diabeteseducator.org
2-8	Medical Staff Services Week	www.namss.org
2-8	National Radiologic Technology Week	www.asrt.org
9-15	PeriOperative (OR) Nurse Week	www.aorn.org
10-14	Lung Cancer Awareness Week	www.ons.org
16-22	Bladder Health Week	www.afud.org

Recognition Days

18	Prematurity Awareness Day	www.marchofdimes.com
20	Great American Smoke out	www.cancer.org
22	Family Volunteer Day	www.familycares.org

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