Speech/Language Pathology
Recruiting Resource Guide

Prepared by JWT Inside
February 4, 2008
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Reviewed and approved by:
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Darci Watson, Health Careers Recruiter
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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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Email: jill.raming@jwt.com  
Phone: (314)275-8600 X263  
Fax: (314)295-1050
National Health Care Turnover Data
Data January - June, 2007

<table>
<thead>
<tr>
<th>Summary of Findings</th>
<th>FTE</th>
<th>Person</th>
</tr>
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<tbody>
<tr>
<td>Vacancy</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>
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<tr>
<td>Allied Health</td>
<td>5.4%</td>
<td>5.4%</td>
</tr>
<tr>
<td>Entry Level</td>
<td>5.4%</td>
<td>6.0%</td>
</tr>
<tr>
<td>Turnover</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Entry Level</td>
<td>10.9%</td>
<td>11.7%</td>
</tr>
<tr>
<td>Nursing</td>
<td>7.5%</td>
<td>10.3%</td>
</tr>
<tr>
<td>Office/Clerical</td>
<td>7.3%</td>
<td>7.8%</td>
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<tr>
<td>Allied Health</td>
<td>6.1%</td>
<td>6.3%</td>
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<tr>
<td>Technician</td>
<td>5.8%</td>
<td>7.1%</td>
</tr>
<tr>
<td>Professional</td>
<td>4.7%</td>
<td>4.7%</td>
</tr>
<tr>
<td>Rehabilitation</td>
<td>2.3%</td>
<td>3.4%</td>
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</table>

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

<table>
<thead>
<tr>
<th>Cost-per-Hire</th>
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<tbody>
<tr>
<td>Professional</td>
<td>$6,348</td>
</tr>
<tr>
<td>Allied Health</td>
<td>$3,111</td>
</tr>
<tr>
<td>Rehabilitation</td>
<td>$2,904</td>
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<tr>
<td>Office/Clerical</td>
<td>$2,437</td>
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<td>Technician</td>
<td>$2,412</td>
</tr>
<tr>
<td>Nursing</td>
<td>$2,170</td>
</tr>
<tr>
<td>Entry Level</td>
<td>$1,598</td>
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</tbody>
</table>

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Health Care Overview State of the Union

Hospitals Face Workforce Shortages in Key-Care Given Professions

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

<table>
<thead>
<tr>
<th>Profession</th>
<th>2006%</th>
<th>2005%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Therapists (SLP, PT, OT)</td>
<td>11.4%</td>
<td>8.1%</td>
</tr>
<tr>
<td>RNs</td>
<td>8.1%</td>
<td></td>
</tr>
<tr>
<td>Pharmacists</td>
<td>8.1%</td>
<td></td>
</tr>
<tr>
<td>Nursing Assistants</td>
<td>8.0%</td>
<td></td>
</tr>
<tr>
<td>LPNs</td>
<td>6.6%</td>
<td></td>
</tr>
<tr>
<td>Laboratory Technicians</td>
<td>5.9%</td>
<td></td>
</tr>
<tr>
<td>Imaging Technicians</td>
<td>5.9%</td>
<td></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%</th>
<th>2005%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Therapists (SLP, PT, OT)</td>
<td>58%</td>
<td></td>
</tr>
<tr>
<td>RNs</td>
<td>44%</td>
<td></td>
</tr>
<tr>
<td>Pharmacists</td>
<td>44%</td>
<td></td>
</tr>
<tr>
<td>Laboratory Technicians</td>
<td>41%</td>
<td></td>
</tr>
<tr>
<td>Imaging Technicians</td>
<td>28%</td>
<td></td>
</tr>
<tr>
<td>Billing/Coders</td>
<td>28%</td>
<td></td>
</tr>
<tr>
<td>IT Techs</td>
<td>20%</td>
<td></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%</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>

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.

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**SPEECH/LANGUAGE PATHOLOGY**

**A. Professional Associations**

1. **American Speech Language Hearing Association, (ASHA):** [www.asha.org](http://www.asha.org)
   - 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:** bimonthly 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

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](http://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/](http://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
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-March1 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
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
## Month-Long Observances

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

## Week-Long Observances

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-8</td>
<td>Dental Assistants Recognition Week</td>
<td><a href="http://www.ada.org">www.ada.org</a></td>
</tr>
<tr>
<td>2-8</td>
<td>Patient Safety Awareness Week</td>
<td><a href="http://www.npsf.org">www.npsf.org</a></td>
</tr>
<tr>
<td>3-7</td>
<td>National School Breakfast Week</td>
<td><a href="http://www.schoolnutrition.org">www.schoolnutrition.org</a></td>
</tr>
<tr>
<td>10-16</td>
<td>Brain Awareness Week</td>
<td><a href="http://www.dana.org/brainweek">www.dana.org/brainweek</a></td>
</tr>
<tr>
<td>16-22</td>
<td>National Inhalants and Poisons Awareness Week</td>
<td><a href="http://www.inhalants.org">www.inhalants.org</a></td>
</tr>
<tr>
<td>16-22</td>
<td>National Poison Prevention Week</td>
<td><a href="http://www.poisonprevention.org">www.poisonprevention.org</a></td>
</tr>
<tr>
<td>16-22</td>
<td>National Pulmonary Rehabilitation Week</td>
<td><a href="http://www.aacvpr.org">www.aacvpr.org</a></td>
</tr>
</tbody>
</table>

## Recognition Days

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>13</td>
<td>World Kidney Day</td>
</tr>
<tr>
<td>25</td>
<td>Diabetes Alert Day</td>
</tr>
<tr>
<td>27</td>
<td>Wilhelm Conrad Roentgen’s Birthday</td>
</tr>
<tr>
<td>30</td>
<td>National Doctors’ Day</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- [www.kidney.org](http://www.kidney.org)
- [www.diabetes.org](http://www.diabetes.org)
- N/A
- [www.sma.org](http://www.sma.org)
APRIL 2008

Month-Long Observances

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

Week-Long Observances

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

Recognition Days

3  National Alcohol Screening Day  www.nationalalcoholscreeningday.org
5  Sir Joseph Lister’s Birthday  N/A
7  World Health Day  www.paho.org
10  National Radiology Nurses Day  www.arna.net
14  International Moment of Laughter Day  www.izzyg.com
16  International Noise Awareness Day  www.tlh.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.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.advocatesforforyouth.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.aao.org
National Hernia Awareness Month  www.herniainfo.com
National Scleroderma Awareness Month  www.scleroderma.org
Vision Research Month  www.preventblindness.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

Recognition Days
18  Dental Awareness Day  www.agd.org
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

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.mdausa.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.reyessyndrome.org
21-27  National Reye’s Syndrome Awareness Week  www.rfid.org/ncal
21-27  Adult Immunization Awareness Week  www.rfid.org/ncal
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

<table>
<thead>
<tr>
<th>Month</th>
<th>Month-Long Observance</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Pharmacy</td>
<td>American Pharmacy Month</td>
<td><a href="http://www.aphanet.org">www.aphanet.org</a></td>
</tr>
<tr>
<td>National Breast Cancer</td>
<td>National Breast Cancer Awareness Month</td>
<td><a href="http://www.nbcam.org">www.nbcam.org</a></td>
</tr>
<tr>
<td>National Chiropractic</td>
<td>National Chiropractic Month</td>
<td><a href="http://www.acatoday.org">www.acatoday.org</a></td>
</tr>
<tr>
<td>National Dental Hygiene</td>
<td>National Dental Hygiene Month</td>
<td><a href="http://www.adha.org">www.adha.org</a></td>
</tr>
<tr>
<td>Domestic Violence Awareness</td>
<td>Domestic Violence Awareness Month</td>
<td><a href="http://www.plannedparenthood.org">www.plannedparenthood.org</a></td>
</tr>
<tr>
<td>National Family Sexuality Education</td>
<td>National Family Sexuality Education Month</td>
<td><a href="http://www.plannedparenthood.org">www.plannedparenthood.org</a></td>
</tr>
<tr>
<td>Eye Injury Prevention</td>
<td>Eye Injury Prevention Month</td>
<td><a href="http://www.aao.org">www.aao.org</a></td>
</tr>
<tr>
<td>Halloween Safety</td>
<td>Halloween Safety Month</td>
<td><a href="http://www.preventblindness.org">www.preventblindness.org</a></td>
</tr>
<tr>
<td>Health Literacy</td>
<td>Health Literacy Month</td>
<td><a href="http://www.healthliteracymonth.com">www.healthliteracymonth.com</a></td>
</tr>
<tr>
<td>Healthy Lung</td>
<td>Healthy Lung Month</td>
<td><a href="http://www.lungusa.org">www.lungusa.org</a></td>
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<tr>
<td>Liver Awareness</td>
<td>Liver Awareness Month</td>
<td><a href="http://www.liverfoundation.org">www.liverfoundation.org</a></td>
</tr>
<tr>
<td>Medical Librarians</td>
<td>Medical Librarians Month</td>
<td><a href="http://www.mlanet.org">www.mlanet.org</a></td>
</tr>
<tr>
<td>Medical Ultrasound</td>
<td>Medical Ultrasound Awareness Month</td>
<td><a href="http://www.sdms.org">www.sdms.org</a></td>
</tr>
<tr>
<td>National Physical Therapy</td>
<td>National Physical Therapy Month</td>
<td><a href="http://www.apta.org">www.apta.org</a></td>
</tr>
<tr>
<td>Sudden Infant Death Syndrome Awareness</td>
<td>Sudden Infant Death Syndrome Awareness Month</td>
<td><a href="http://www.firstcandle.org">www.firstcandle.org</a></td>
</tr>
<tr>
<td>Talk About Prescriptions</td>
<td>Talk About Prescriptions Month</td>
<td><a href="http://www.talkaboutrx.org">www.talkaboutrx.org</a></td>
</tr>
<tr>
<td>Vegetarian Awareness</td>
<td>Vegetarian Awareness Month</td>
<td></td>
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</table>

#### Week-Long Observances

<table>
<thead>
<tr>
<th>Week</th>
<th>Month-Long Observance</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-8</td>
<td>National Gerontological Nursing Week</td>
</tr>
<tr>
<td>5-11</td>
<td>Emergency Nurse Week</td>
</tr>
<tr>
<td>5-11</td>
<td>Fire Prevention Week</td>
</tr>
<tr>
<td>5-11</td>
<td>Healthcare Resource &amp; Materials Management Week</td>
</tr>
<tr>
<td>5-11</td>
<td>Mental Illness Awareness Month</td>
</tr>
<tr>
<td>5-11</td>
<td>National Nurse-Midwifery Week</td>
</tr>
<tr>
<td>5-11</td>
<td>Nuclear Medicine Week</td>
</tr>
<tr>
<td>6-12</td>
<td>National Healthcare Food Service Week</td>
</tr>
<tr>
<td>6-12</td>
<td>National Physician Assistants Week</td>
</tr>
<tr>
<td>9-15</td>
<td>Pediatric Nursing Week</td>
</tr>
<tr>
<td>12-18</td>
<td>National Healthcare Central Service/Sterile Processing Week</td>
</tr>
<tr>
<td>12-18</td>
<td>Case Management Week</td>
</tr>
<tr>
<td>13-17</td>
<td>Health Education Week</td>
</tr>
<tr>
<td>13-18</td>
<td>National Nephrology Technician/Technologists Week</td>
</tr>
<tr>
<td>16-22</td>
<td>International Infection Prevention Week</td>
</tr>
<tr>
<td>19-25</td>
<td>Hospital &amp; Health System Pharmacy Week</td>
</tr>
<tr>
<td>19-25</td>
<td>Kids Care Week</td>
</tr>
<tr>
<td>19-25</td>
<td>National Respiratory Care Week</td>
</tr>
<tr>
<td>19-25</td>
<td>National Healthcare Quality Week</td>
</tr>
<tr>
<td>20-24</td>
<td>School Lunch Week</td>
</tr>
<tr>
<td>20-24</td>
<td>National School Bus Safety Week</td>
</tr>
<tr>
<td>20-24</td>
<td>National Medical Assistants Week</td>
</tr>
<tr>
<td>20-26</td>
<td>Pastoral Care Week</td>
</tr>
<tr>
<td>20-26</td>
<td>Healthcare Facilities and Engineering Week</td>
</tr>
<tr>
<td>23-31</td>
<td>National Red Ribbon Week</td>
</tr>
</tbody>
</table>
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.urolgyhealth.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.suna.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