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At-a-Glance

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 Colorectal Cancer Awareness Month
 MS Education and Awareness Month (National)
 Nutrition Month® (National)
 Save Your Vision Month

WEEK-LONG OBSERVANCES

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 8–14 Pulmonary Rehabilitation Week (National)
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1–31 | Child Life Month

Child Life Month celebrates the child life profession and honors all child life professionals. Child life professionals provide evidence-based, developmentally appropriate interventions including therapeutic play, preparation for procedures and education that reduce fear, anxiety and pain for children facing chronic illness, injury, trauma, disability and loss. Trained in the developmental impact of illness and injury, child life professionals provide essential patient- and family-centered care as part of interdisciplinary health care teams.

For more information, contact: Darryl Lewis
Association of Child Life Professionals
 571.483.4500 | communications@childlife.org
www.childlife.org | @AssocChildLife
 #ChildLifeMonth

1–31 | Colorectal Cancer Awareness Month

Colorectal cancer is the third most common type of cancer in the U.S. for both men and women and the second leading cause of cancer death overall, but with screening it is highly preventable. During Colorectal Cancer Awareness Month, spread the message that colorectal cancer is “Preventable. Treatable. Beatable!”

For more information, contact: Lisa Berry Edwards
Prevent Cancer Foundation® | 800.227.2732
pcf@preventcancer.org
www.preventcancer.org/colorectal
 @PreventCancer | #preventcancer

1–31 | MS Education and Awareness Month (National)

National MS Education and Awareness Month is a nationwide effort by the Multiple Sclerosis Foundation and affiliated groups to raise the public's awareness of multiple sclerosis (MS). The goal of this campaign is to promote an understanding of the scope of this disease, and to assist those with MS in making educated decisions about their health care. Awareness kits are available from MS Focus for those who wish to become involved.

For more information, contact: MS Focus:
Multiple Sclerosis Foundation
 888.MS.FOCUS (673.6287)
awareness@msfocus.org
<http://msfocus.org>
 @MS_Focus | #NMSEAM

1–31 | Nutrition Month® (National)

National Nutrition Month® is an education and information campaign that focuses attention on the importance of making informed food choices and developing sound eating and physical activity habits.

For more information, contact: Aniká Swam
Academy of Nutrition and Dietetics
 312.899.4807 | permissions@eatright.org
www.eatright.org or www.eatrightpro.org
 @eatright @eatrightPRO
 #NationalNutritionMonth

1–31 | Save Your Vision Month

Every year in March, the American Optometric Association (AOA) reminds Americans about the importance of regular, in-person comprehensive eye exams from an optometrist.

For more information, contact: Susan Thomas
American Optometric Association | 703.837.1347
dmiddleton@aoa.org | www.aoa.org
 @American.Optometric.Association | #SYVM

3 | Birth Defects Day (World)

About 8 million babies worldwide are born each year with a serious birth defect. In many countries, birth defects are a leading cause of death among infants and young children. Those who survive may suffer lifelong physical or mental disabilities. These children need access to appropriate treatment and care to reach their full potential in life.

March of Dimes and more than 150 other international organizations will join together for 2020 World Birth Defects Day, observed every year on March 3, to raise awareness of this serious global problem and advocate for more birth-defects prevention, surveillance, care and research. We urge the public, governments, non-governmental organizations, policymakers, researchers and health care providers worldwide to help us work together toward a healthier future for children.

For more information, contact: Michele Kling
March of Dimes | 914.997.4613
mkling@marchofdimes.org
www.marchforbabies.org or www.nacersano.org
 @marchofdimes @modhealthtalk @nacersano
 #WorldBDDay #ManyBirthDefectsVoice

1–7 | Dental Assistants Recognition Week

Dental Assistants Recognition Week recognizes this versatile, multitasking member of the dental team who contributes to quality dental care.

For more information, contact: Publications Department
American Dental Assistants Association | 877.874.3785
publications@adaausa.org | www.adaausa.org
 @adaa247 | #DARW20

8–14 | Pulmonary Rehabilitation Week (National)

This observance focuses national attention on pulmonary rehabilitation's contribution to enhancing the lives of people with chronic obstructive pulmonary disease (COPD). Special events will be held throughout the country at hospitals, exercise facilities and outpatient rehabilitation centers.

For more information, contact: Andrew Miller
American Association of Cardiovascular and Pulmonary Rehabilitation | 312.321.5146
aacvpr@aacvpr.org | www.aacvpr.org



15–21 | Health Care HR Week

Health Care HR Week has been designated to recognize human resources professionals in health care organizations across the nation for their important role across the continuum of care. How will you and your organization recognize this week? Share your activities with the American Society for Healthcare Human Resources Administration (ASHHRA) by emailing them to ashhra@aha.org and tagging @ASHHRA on Facebook or Twitter, using the hashtag #hchrweek.

For more information, contact: ASHHRA | American Hospital Association | 312.422.3720
ashhra@aha.org | www.ashhra.org/hchrweek
@ASHHRA #hchrweek

11 | Registered Dietitian Nutritionist Day

Registered Dietitian Nutritionist Day increases awareness of registered dietitian-nutritionists as the indispensable providers of food and nutrition services, and recognizes registered dietitian nutritionists for their commitment to helping people enjoy healthy lives.

For more information, contact: Aniká Swarn
Academy of Nutrition and Dietetics
312.899.4807 | permissions@eatright.org
www.eatright.org or www.eatrightpro.org
@eatright @eatrightPRO
#NationalNutritionMonth

26 | Diabetes Association Alert Day (American)

American Diabetes Association Alert Day, which is held every fourth Tuesday in March, is a one-day wake-up call asking the American public to take the Diabetes Risk Test to find out if they are at risk for developing Type 2 diabetes.

For more information, contact: American Diabetes Association | 800.342.2383 | www.diabetes.org
@AmDiabetesAssn | #DiabetesAlertDay

24 | Tuberculosis Day (World)

Tuberculosis (TB) is an infectious disease that usually infects the lungs but can attack almost any part of the body. It is spread from person to person through the air. When a person with TB in their lungs or throat coughs, laughs, sneezes, sings or even talks, the germs that cause TB may spread through the air. On World Tuberculosis Day, learn how the American Lung Association is committed to fighting this serious lung disease.

For more information, contact: Erin Meyer
American Lung Association | 800.586.4872
Erin.Meyer@lung.org | www.lung.org/tuberculosis
@LungAssociation | #WorldTBDay

30 | Doctors' Day (National)

The first Doctors' Day was observed on March 30, 1933, by the Barrow County Alliance in Winder, GA. On October 30, 1990, President George Bush signed a law designating March 30 as National Doctors' Day.

For more information, contact: Kendra Blackmon
Southern Medical Association Alliance (SMAA)
800.423.4992 x164 | alliance@sma.org
<http://smaalliance.org> | @smaalliance
#smaalliance

