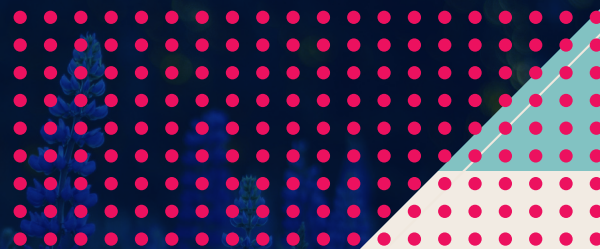


JUNE 2023

NESHCO
NEW ENGLAND
SOCIETY
FOR HEALTHCARE
COMMUNICATIONS



1-30 LGBTQA+ Awareness Month, also called Pride Month, celebrated annually in June to honor the 1969 Stonewall riots, and promote equal justice and opportunity for lesbian, gay, bisexual, transgender and questioning (LGBTQ+) Americans.

1-30 Men's Health Month (June 19, Father's Day) The purpose of Men's Health Month is to heighten awareness of preventable health problems and encourage early detection and treatment of disease among men and boys.

1-30 Alzheimer's & Brain Awareness Month Each June, the Alzheimer's Association® helps raise awareness about the disease and support the 50 million people worldwide living with Alzheimer's and other forms of dementia.

1-30 Scleroderma Awareness Month Celebrated annually in June, this is a time to highlight the rare condition affecting one in 4,000 adults in the U.S.

June 11 King Kamehameha I Day is a Hawaiian holiday to honor the beloved monarch who became notorious for uniting the Kingdom of Hawaii. June 11 is a public holiday in Hawaii, and businesses and schools close.

June 19 Juneteenth The holiday, long celebrated by African Americans, recognizes the day in 1865 when enslaved people in Texas learned they had been freed and the Emancipation was enforced.

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AT-A-GLANCE

Month Long Observances

- Alzheimer's & Brain Awareness Month
- Liver Health Matters Month
- Men's Health Month
- PTSD Awareness Month
- Scleroderma Awareness Month
- LGBTQ+ Pride Month

Week Long Observances

- Jun 5-11 Jun Community Health Improvement Week
- Jun 13-19 Jun Men's Health Week
- Jun 16-23 Jun National Nursing Assistants Week

Recognition Days

- Jun 5 National Cancer Survivors Day
- Jun 5 World Environment Day
- Jun 11 Family Health & Fitness Day®
- Jun 11 King Kamehameha I Day
- Jun 19 Juneteenth
- Jun 19 Father's Day
- Jun 27 National HIV Testing Day
- Jun 20 World Refugee Day

Just for fun

- Jun 8 National Best Friends Day

NESHCo Reminders

- Be on the lookout for conference communications!

JULY 2023

NESHCO
NEW ENGLAND
SOCIETY
FOR HEALTHCARE
COMMUNICATIONS

1-31 Minority Mental Health Awareness Month

Observed each July to bring awareness to the unique struggles that racial and ethnic minority communities in the United States face regarding mental illness.

1-31 Cord Blood Awareness Month

This month draws attention to the medical value of the stem cells in a baby's umbilical cord blood, umbilical cord tissue and placenta.

1-31 National Cleft and Craniofacial Awareness & Prevention Month

Cleft and craniofacial conditions affect thousands of infants, children, teens and adults in the United States each year. Some are born with congenital anomalies like cleft lip and palate, others with more complex, life-threatening craniofacial conditions. This helps raise awareness and improve understanding of orofacial clefts and other conditions of the head and face.

1-31 UV Safety Month

During Ultraviolet Safety Month, the mission is to spread awareness about how important it is to protect our eyes and skin from the side effects of the sun's UV rays. This month continues to be a reminder of the connection between overexposure to UV light and cancers of the eyes, lips and skin.

July 26 National Disability Independence Day

This commemorates the 1990 signing of the Americans with Disabilities Act, which guarantees equal opportunity for people with disabilities.

July 29 Hijri New Year

Hijri New Year marks the start of Muharram, the sacred month of remembrance for Muslims.

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AT-A-GLANCE

Month Long Observances

- Cord Blood Awareness Month
- Minority Mental Health Awareness Month
- National Cleft and Craniofacial Awareness & Prevention Month
- UV Safety Month

Recognition Days

- Jul 4 Independence Day
- Jul 18 Nelson Mandela International Day
- Jul 26 Americans with Disabilities Act (ADA) Anniversary
- Jul 29 Hijri New Year

Just for fun

- Jul 17 National Ice Cream Day

NESHCo Reminders

- 6-month check-in: The 2023 Lamplighter Awards will open in December. Don't forget to archive ideas for Lamp submissions!

AUGUST 2023

NESHCO
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FOR HEALTHCARE
COMMUNICATIONS

1-31 National Immunization Awareness Month

National Immunization Awareness Month (NIAM) is an annual observance held in August to highlight the importance of vaccination for people of all ages and the importance of getting recommended vaccines throughout your life.

1-31 Psoriasis Awareness Month

Affecting men and women, all races and all ages, the disease can display on a variety of body parts at any given time therefore it is important to understand what you can do about it as and when you are affected by it.

1-7 World Breastfeeding Week

#WBW2023 will serve to protect, promote and support breastfeeding across all levels of society by encouraging support for breastfeeding from governments, health systems, workplaces and communities.

August 21 World Senior Citizens' Day

This day provides an opportunity to show our appreciation for the dedication, accomplishments, and services that seniors give throughout their lives.

August 26 Women's Equality Day

The observance of Women's Equality Day not only commemorates the passage of the 19th Amendment, granting women the right to vote, but also calls attention to women's continuing efforts toward full equality.

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AT-A-GLANCE

Month Long Observances

- National Immunization Awareness Month
- Neurosurgical Awareness Month
- Gastroparesis Awareness Month
- Psoriasis Awareness Month
- MedicAlert Awareness Month
- National Eye Exam Month

Week Long Observances

- Aug 1-7 World Breastfeeding Week
- Aug 6-12 National Health Center Week

Recognition Days

- Aug 1 World Lung Cancer Day
- Aug 9 International Day of the World's Indigenous Peoples
- Aug 21 World Senior Citizens Day
- Aug 26 Women's Equality Day
- Aug 30 National Grief Awareness Day

Just for fun

- Aug 9 National Book Lovers Day

NESHCo Reminders

- Be on the lookout for conference communications!

SEPTEMBER 2023

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COMMUNICATIONS

Sep 15 – Oct 15 National Hispanic Heritage Month

This time is a celebration of the histories, cultures and contributions of American citizens whose ancestors came from Spain, Mexico, the Caribbean and Central and South America. The day of September 15 is significant because it is the anniversary of independence for Latin American countries Costa Rica, El Salvador, Guatemala, Honduras and Nicaragua. In addition, Mexico and Chile celebrate their independence days on September 16 and September 18, respectively.

1-30 Childhood Obesity Awareness Month

One in 5 children in the United States are obese. Childhood obesity puts kids at risk for health problems that were once seen only in adults, like type 2 diabetes, high blood pressure, and heart disease. National Childhood Obesity Awareness Month provides a chance to learn more about this serious health condition, share messages to promote healthy growth, and prevent obesity in children.

1-30 National Recovery Month Recovery Month is a national observance celebrating gains made by those in recovery and to acknowledge the dedication of providers and community members who make recovery possible. This month promotes education about treatment options for substance abuse and mental health services.

8-14 National Suicide Prevention Week #BeThe1To is the National Suicide Prevention Lifeline's message related to changing the conversation from suicide to suicide prevention and about actions that can promote healing, help and give hope.

September 17 National Physician Suicide Awareness Day #NPSADay is a reminder and call to action to help everyone prevent physician suicide, including health organizations, health systems, hospitals, medical societies and practices. It's a time to talk — and to act — so physicians' struggles don't become mental health emergencies.

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AT-A-GLANCE

Month Long Observances

- National Hispanic Heritage Month (Sep 15-Oct 15)
- Childhood Cancer Awareness Month
- National Atrial Fibrillation Awareness Month
- National Childhood Obesity Awareness Month
- National Food Safety Education Month
- National Recovery Month
- National Suicide Prevention Month
- Pain Awareness Month
- National Recovery Month
- Healthy Aging Month
- National Traumatic Brain Injury Awareness Month
- Ovarian Cancer Awareness Month
- Newborn Screening Awareness Month
- Prostate Cancer Awareness Month
- Blood Cancer Awareness Month
- Gynecologic Cancer Awareness Month
- World Alzheimer's Month

Week Long Observances

- Sep 6-10 National Suicide Prevention Week
- Sep 4-10 Know Your Numbers Week

Recognition Days

- Sep 8 World Physical Therapy Day
- Sep 15 World Lymphoma Awareness Day
- Sep 24-25 Yom Kippur
- Sep 17 National Physician Suicide Awareness Day
- Sep 17 World Patient Safety Day
- Sep 15-17 Rosh Hashanah
- Sep 29 World Heart Day

Just for fun

- Sep 4 National Wildlife Day

NESHCo Reminders

- Be on the lookout for conference communications!

OCTOBER 2023

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AT-A-GLANCE

Month Long Observances

- Breast Cancer Awareness Month
- Domestic Violence Awareness Month
- Health Literacy Month
- National Down Syndrome Awareness Month
- National Physical Therapy Month
- Sudden Infant Death Syndrome (SIDS) Awareness Month

Week Long Observances

- Oct 1-7 Mental Illness Awareness Week
- Oct 2-8 National Primary Care Week
- Oct 11-17 Emergency Nurses Week
- Oct 15-21 National Healthcare Quality Week
- Oct 15-21 International Infection Prevention Week
- Oct 16-20 National Health Education Week
- Oct 23-29 Respiratory Care Week
- Oct 23-31 Red Ribbon Week

Recognition Days

- Oct 5 National Depression Screening Day®
- Oct 10 World Mental Health Day
- Oct 14 World Hospice and Palliative Care Day

Just for fun

- Oct 1 International Coffee Day
- Oct 2 National Child Health Day
- Oct 9 Indigenous Peoples' Day

NESHCo Reminders

- The 2024 Lamplighter Awards season will open in December! Time to start thinking #Lamplighters

1-31 Health Literacy Month Health Literacy Month

is an international observance when hospitals, health centers, literacy programs, libraries, social service agencies, businesses, professional associations, government agencies, consumer alliances, and many other groups can work collaboratively to integrate and expand the mission of health literacy.

1-31 National Down Syndrome Awareness Month

The National Down Syndrome Society worked to have October proclaimed Down Syndrome Awareness Month. This is a time to raise awareness and celebrate the many abilities of those with Down Syndrome.

2-8 National Primary Care Week

During the first week of October, Primary Care Physicians around the country come together to focus on improving care for their patients. The week also offers an opportunity to showcase new approaches to healthcare, celebrate progress, network with colleagues and explore new avenues for underserved populations.

16-20 National Health Education Week

National Health Education Week (#NHEW) is a yearly event created by the Society for Public Health Education (SOPHE) to increase national awareness on major public health issues and promote a better understanding of the role of health education.

23-31 Red Ribbon Week

A time for youth and adults to increase their knowledge by learning more about the destructive effects of drug abuse, including prescription drug misuse, and renew their commitment to live a healthy, drug-free lifestyle. This is the largest drug-abuse prevention campaign in the United States.

October 5 National Depression Screening Day

Major depression is one of the most common mental illnesses, affecting more than 16 million American adults each year. Like screenings for other illnesses, depression screenings should be a routine part of healthcare.

NOVEMBER 2023

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AT-A-GLANCE

Month Long Observances

- National Native American Heritage Month
- American Diabetes Month
- COPD Awareness Month
- Lung Cancer Awareness Month
- National Family Caregivers Month
- National Healthy Skin Month
- National Hospice and Palliative Care Month
- Stomach Cancer Awareness Month

Week Long Observances

- Nov 12-18 National Nurse Practitioner Week
- Nov 19-25 Gastroesophageal Reflux Disease Awareness Week

Recognition Days

- Nov 2 National Stress Awareness Day
- Nov 20 Transgender Day of Remembrance

Just for fun

- Nov 13 World Kindness Day

1-30 National Native American Heritage Month

This month celebrates rich and diverse cultures, traditions, and histories of Native Americans and acknowledges their important contributions. This is a time to educate each other about tribes, raise a general awareness about the unique challenges Native people have faced historically and today, and the ways in which tribal citizens have worked to conquer these challenges.

1-30 COPD Awareness Month

More than 16.4 million people have been diagnosed with Chronic Obstructive Pulmonary Disease (COPD), but millions more may have it and not know it. COPD is an umbrella term encompassing progressive lung diseases like emphysema, chronic bronchitis and irreversible asthma.

1-30 National Family Caregivers Month

This is a time to recognize and honor family caregivers, and offers an opportunity to raise awareness around caregiving issues, educate communities and increase support for caregivers.

November 2 National Stress Awareness Day

Organized by the International Stress Management Association, the mission of this day is to raise awareness of psychological distress in the workplace and strategies to address it.

November 20 Transgender Day of Remembrance

This is an opportunity to come together and remember transgender and gender-variant individuals who were murdered due to hate or prejudice.

DECEMBER 2023

NESCHCO
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4-10 National Influenza Vaccination Week

This is a call to all Americans aged 6 months and older to get their annual flu vaccine if they have not already. Flu remains a significant public health concern, and this serves to remind people there is still time to get a flu vaccine—the only vaccine protecting against flu—to prevent infection and its potentially serious complications.

4-10 National Handwashing Awareness Week

As important as handwashing has always been, its value was highlighted during the COVID-19 pandemic. Washing your hands regularly - and correctly - can help prevent the spread of respiratory viruses, including the novel coronavirus.

December 1 World AIDS Day

Each year this is an opportunity to unite in the fight against HIV, show support for the 38 million people living with the virus, and remember those who died from AIDS-related illness. Since being identified in 1984, more than 35 million people have died of HIV or AIDS-related illnesses, making it one of the most destructive pandemics in history.

December 5 Lamplighter Awards Open

NESCHCO opens the annual competition to all public relations and marketing professionals employed by New England healthcare institutions, health plans and agencies. Eligible entries must have been produced and/or completed - including measured results - between October 1, 2021 and January 31, 2023.

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AT-A-GLANCE

Week Long Observances

- Dec 4-10 National Handwashing Awareness Week
- Dec 4-10 National Influenza Vaccination Week

Recognition Days

- Dec 1 World AIDS Day

Just for fun

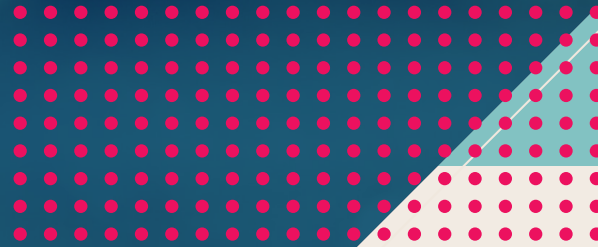
- Dec 4 National Cookie Day

NESCHCO Reminders

- Dec 4 Lamplighter submissions for the 2023 season are open!

JANUARY 2024

NESHC
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AT-A-GLANCE

Week Long Observances

- Cervical Health Awareness Month
- National Glaucoma Awareness Month
- National Winter Sports TBI Awareness Month
- Thyroid Awareness Month

Recognition Days

- Jan 12 National Pharmacist Day
- Jan 16 Martin Luther King, Jr. Day
- Jan 25 IV Nurses Day

Just for fun

- Jan 15 National Bagel Day

NESHC reminders

- Jan 15 Early Bird Lamplighter Deadline. Be sure to check neshco.org or deadline updates!

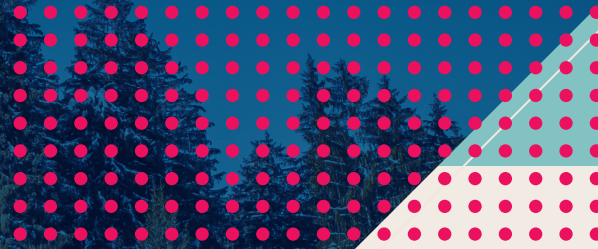
National Winter Sports TBI Awareness Month There are physical risks associated with our favorite winter activities, such as snowmobiling, skiing, and snowboarding. These high-velocity activities can cause serious injuries, especially concussions and other traumatic brain injuries (TBI). Sports and recreational activities contribute to about 21% of all traumatic brain injuries among American children and adolescents.

Jan 12 National Pharmacist Day Where would we be without our pharmacists? It's time to thank those who keep us healthy throughout the year. This day focuses on the importance of pharmacists, and it honors how much they impact our health and well-being.

NESHC Lamplighter Awards 2024 Submissions The 2024 Season is accepting submissions! Send your entries in January for the Early Bird rate (see neshco.org for details)! These awards recognize the outstanding achievements and campaigns produced in healthcare marketing and public relations. With more than 40 major awards and hundreds of entries each year, the Lamps honor the finest work produced across New England. Eligible entries must have been produced and/or completed – including measured results – between October 1, 2022 and January 31, 2024.

FEBRUARY 2024

NESHCO
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1-28 American Heart Month February is American Heart Month, a time when all people can focus on their cardiovascular health. Heart disease is the number one cause of deaths for most groups. Heart disease affects all ages, genders, and ethnicities.

7-13 African Heritage & Health Week honors more than 400 years of African American history and heritage that has shaped American culture as we know it today. This week celebrates the healthy foods, flavors, and cooking techniques of African and African American cuisine.

14 National Donor Day is an observance dedicated to spreading awareness and education about organ, eye, and tissue donation. This is also a day to recognize those who have given and received the gift of life through organ, eye and tissue donation, are currently waiting for a lifesaving transplant, and those who died waiting because an organ was not donated in time.

NESHCO Lamplighter Awards 2023 These awards recognize the outstanding achievements and campaigns produced in healthcare marketing and public relations. With more than 60 major awards and hundreds of entries each year, the Lamps honor the finest work produced across New England. The 2023 Season is accepting submissions! Submit your entries in January for the Early Bird rate! Eligible entries must have been produced and/or completed – including measured results – between October 1, 2021 and January 31, 2023.

NESHCO Evans F. Houghton Award 2023 This award recognizes exemplary performance in, and significant contributions to, the field of healthcare public relations, marketing, and communications. Be on the lookout to submit your nominations!

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AT-A-GLANCE

Month Long Observances

- Black History Month
- American Heart Month

Week Long Observances

- Feb 7-13 African Heritage & Health Week
- Feb 7-14 Congenital Heart Defect Week
- 26 - March 2 National Eating Disorders Awareness Week

Recognition Days

- Feb 4 World Cancer Day
- Feb 7 National Black HIV/AIDS Awareness Day
- Feb 14 National Donor Day

Just for fun

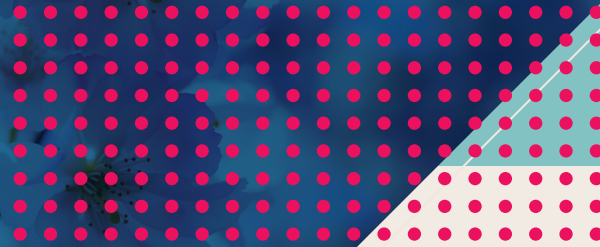
- Feb 9 National Pizza Day

NESHCo Reminders

- Feb 12, Final Deadline for Lamplighter Submissions. Be sure to check neshco.org for deadline updates!
- Feb – March: Submit your nominations for the Evans F. Houghton Award!

MARCH 2024

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1-31 National Nutrition Month® is an annual nutrition education and information campaign created by the Academy of Nutrition and Dietetics. The campaign focuses on the importance of making informed food choices and developing sound eating and physical activity habits.

Mar 10-17 National Sleep Awareness Week® is hosted by the National Sleep Foundation and is an opportunity to reemphasize the important connection between your sleep and your health.

Mar 10-17 Brain Awareness Week Brain research allows us to understand our biology and body function better, which empowers medical professionals to find ways to prevent or treat brain, nervous system, and body problems.

NESHCO Evans F. Houghton Award 2024 This award recognizes exemplary performance in, and significant contributions to, the field of healthcare public relations, marketing and communications. Submit your nominations soon!

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AT-A-GLANCE

Month Long Observances

- Women's History Month
- National Kidney Month
- National Nutrition Month®
- Multiple Sclerosis Awareness Month

Week Long Observances

- Mar 10-17 National Sleep Awareness Week
- Mar 10-17 Brain Awareness Week

Recognition Days

- Mar 4 World Obesity Day
- Mar 8 International Women's Day
- Mar 10 National Women and Girls HIV/AIDS Awareness Day
- Mar 24 World Tuberculosis Day
- Mar 30 National Doctor's Day

Just for fun

- Mar 11 National Napping Day

NESHCO Reminders

- Submit your nominations for the Evans F. Houghton Award!

APRIL
2024

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COMMUNICATIONS

Alcohol Awareness Month

First started in 1987, National Alcohol Awareness Month was founded by the National Council on Alcoholism and Drug Dependence (NCADD). This day is meant to educate on the dangers of alcohol dependence. Claiming the lives of more than 90,000 people every year, this month focuses on raising awareness about alcohol abuse and dependency before it is fatal.

Apr 2 National Autism Awareness Day is a UN observance day that is meant to foster understanding of autism and fight the discrimination many face around the world.

Apr 7 World Health Day Since 1950, April 7th has been World Health Day, a UN and World Health Organization (WHO) observance meant to raise awareness of the need to improve global health.

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AT-A-GLANCE

Month Long Observances

- Alcohol Awareness Month
- National Autism Awareness Month
- Occupational Therapy Month
- Testicular Cancer Month

Week Long Observances

- Apr 23-29 National Infertility Awareness Week®

Recognition Days

- Apr 2 World Autism Awareness Day
- Apr 7 World Health Day

Just for fun

- Apr 11 National Pet Day
- Apr 22 Earth Day

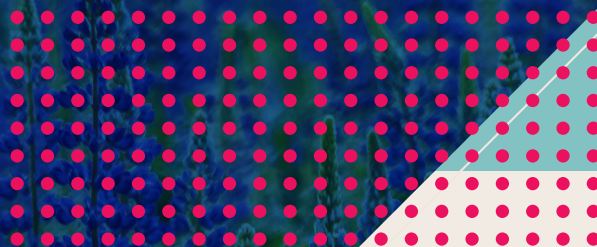
NESHCo Reminders

- NESHCo Annual Conference Registration

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2024 2024 2024 2024 2024 2024

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May 1-31 National Asthma and Allergy Awareness Month

promotes understanding of asthma and allergies, something that affects more than 65 million Americans. It is a peak season for people with asthma and allergies, and a perfect time to educate patients, family, friends, co-workers, and others about these diseases.

May 12 International Nurses Day is celebrated around the world every May 12, the anniversary of Florence Nightingale's birth.

May 15-19 National Women's Health Week (NWHW) is a weeklong health observance led by the U.S. Department of Health and Human Services' Office on Women's Health (OWH). This week serves as a reminder for women and girls, especially during the outbreak of COVID-19, to make their health a priority and take care of themselves.

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AT-A-GLANCE

Month Long Observances

- Arthritis Awareness Month
- Mental Health Month
- National Asthma and Allergy Awareness Month
- National Osteoporosis Month
- National Stroke Awareness Month

Week Long Observances

- May 8-12 Children's Mental Health Awareness Week
- May 15-19 National Women's Health Week

Recognition Days

- May 12 International Nurses Day
- May 31 National Senior Health and Fitness Day
- May 17 World Hypertension Day

Just for fun

- May 20 National Learn to Swim Day

NESHCo Reminders

- Be on the lookout for conference communications!