



RESPIRATORY THERAPY
OUR PASSION
OUR PURPOSE



Celebrate Your Respiratory Therapists!
RESPIRATORY CARE WEEK 2023

#RCWEEK23



Plan Fun and Successful Events for Respiratory Care Week

October 22-28, 2023

Respiratory Care Week (RC Week) is every last week of October! This annual observance is not merely a week of celebration; it's a testament to the unity, dedication, and profound impact that respiratory therapists have on patient care and healthcare as a whole. Celebrating RC Week brings recognition to your respiratory care department and the talent you have in your hospital!

I can't take a breath without you!

We can't ask our gratitude for you! Thanks Heyra AAT

Sticky notes: Children's Healthcare of Atlanta
Below: Memorial Hermann Texas Medical Center in Houston



Promoting RC Week



Elevator Speech

Respiratory Care Week (RC Week) may be new to some people, including you! If you're asked about what it is, here's a quick elevator speech that highlights what it is and why it's celebrated.

Respiratory Care Week is an annual observance that highlights the vital role of respiratory therapists in healthcare. RC Week serves as an opportunity to recognize

and appreciate the dedicated RTs who play a crucial role in diagnosing and treating respiratory conditions.

RC Week Email Signature Copy

Help bring recognition to RC week by asking hospital staff to update their email signatures with this celebratory signature graphic.

[Get the eSignature Graphic Now](#)



CAMC Memorial



Daytona State College



Montana Health Stonewall Jackson Memorial Hospital



Share Your Celebrations!

Spread the excitement and share what you're doing by sending a short description of your activity along with some photos to marketing@aacr.org.

Social Media is a great platform to spread public awareness on Respiratory Care Week. Visit our RC Week webpage and check out our social media toolkit for graphics and message resources. Use **#RCWeek23** on your own social media graphics, and **Facebook** and **Twitter** posts for consistent messaging.

Celebrate using Social Media



Social Media Graphics

Recognize your respiratory therapists on social media! Engage your followers with eye-catching RC Week-themed graphics that showcase the importance of respiratory care. Don't forget to include a post for any student RTs that work in your hospital system.

Use relevant hashtags including #RCWeek23 to connect with the global respiratory care community and amplify your message.

Celebrate RT Students

Honoring the Future Heroes! During #RCWeek23, let's celebrate the dedication, compassion, and hard work of our Respiratory Therapy Students. Your commitment to respiratory health is shaping a healthier tomorrow. Keep breathing life into your dreams! #RespiratoryCare #FutureHeroes #HealthcareJourney

This #RCWeek23, shoutout to the Respiratory Therapy Students who are mastering the art of Respiratory Care. Your passion for learning and healing is truly inspiring. Here's to the next generation of respiratory care leaders! #FutureRTs #RespiratoryHeroes



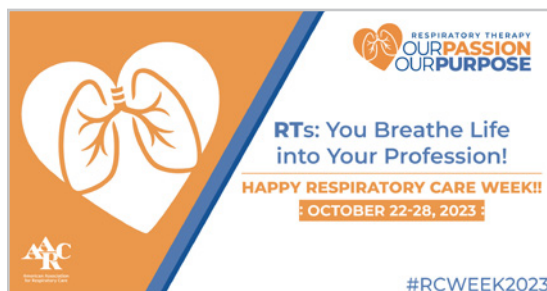
Celebrate RT Professionals

Happy #RCWeek23 to all the dedicated respiratory therapists out there! Your unwavering commitment to helping others breathe easier deserves to be celebrated and recognized.

Join us in honoring the respiratory therapists who work tirelessly to keep our lungs healthy and our spirits high. Wishing you all a fantastic #RCWeek23!

Inhale positivity, exhale gratitude! It's #RCWeek23, a time to show appreciation for the incredible respiratory therapists who make a difference in countless lives. Thank you for your compassionate care!

This #RCWeek23, let's applaud the superheroes of the respiratory world. Respiratory therapists, your expertise, compassion, and dedication are truly inspiring. Keep breathing life into the world!





Get the Community Involved

Get your local community involved in the celebration! Ask for story submissions from community members about respiratory therapists that work in your facility. Share their submissions on social media (and tag the AARC!) Start the conversation with the messaging below.

Subject: Call for Inspirational Stories:
Unveiling the Passion and Purpose of
Respiratory Therapists

Dear [Community Members],

In honor of Respiratory Care Week and our respiratory therapists on staff, we are excited to announce a unique opportunity to showcase and celebrate the unsung heroes of healthcare - Respiratory Therapists!

Do you have a heartwarming story or personal experience that showcases the dedication and commitment of a Respiratory Therapist (RT) in our hospital? We invite members of our community to share their stories, anecdotes, or encounters that demonstrate compassion and dedication.

Submission Guidelines:

- Stories should be between 300-500 words.
- Submissions should be sent to [Your Email Address] with the subject line: "Respiratory Therapist Stories Submission."

Story suggestions:

- Experiences of patients who have been deeply impacted by the care provided by an RT in your hospital.
- Instances where an RT has gone above and beyond to make a difference in their patients' lives.

Selected, tagged stories will be featured on our social media to honor RTs and their invaluable contributions to society.

Future National Respiratory Care Weeks

Respiratory Care Week is always celebrated on the last full week of October (Sunday through Saturday).

Save the Dates!

October 22-28, 2023

October 20-26, 2024

October 19-25, 2025

Boost Staff Excitement



Staff Email

Continue celebrating respiratory therapists by acknowledging RC Week in a staff email. Feel free to use the messaging below or add details of your facility's celebrations!

Dear [Hospital Staff],

We are excited to announce that Respiratory Care Week is just around the corner, and we are looking forward to celebrating this special occasion with all of you!

Respiratory Care Week is a nationwide celebration that provides us with a fantastic opportunity to recognize and appreciate the vital role that our respiratory therapists play in patient care and respiratory health. Mark your calendars for October 22-28 and join us in honoring our respiratory therapy team!

Best regards,

[Your Name]

[Your Title/Department]

[Hospital Name]



Top: St. Luke's East Hospital
Middle: WVUH, Ruby Memorial
Bottom: Guam Memorial Hospital





Remarkable Communications!

Monitor/CCTV Slide

Let your community, patients, and colleagues know how vital respiratory therapists are to patient care! Include this slide on your facility's CCTV monitors.



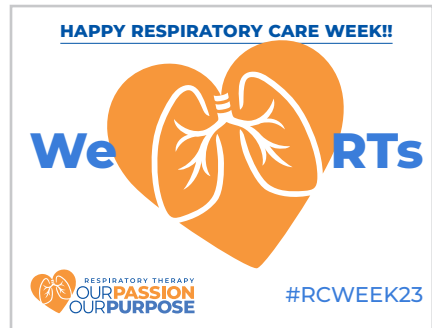
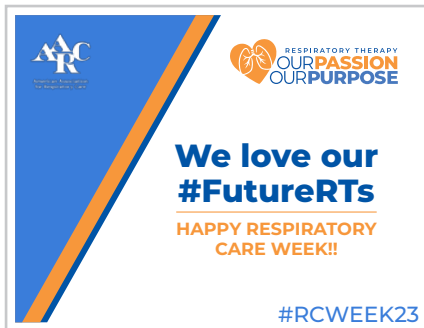
Printable Signs for Photo Ops

Visit our site, choose from the signs available (some shown below) and print.

Then have staff members take a photo while holding a sign to show their support and share the love with your RTs.

See how many people you can get in one photo holding signs!

Post the pictures to your social media accounts (and be sure to tag the AARC!)



[Click now to find these graphics and more.](#)
[RC Week Toolkit](#)



Visit the AARC RC Week Store for official RC Week products

The AARC and RC Week partner Jim Coleman, Ltd. offers themed products to support your events and activities for RC Week—and any other time of year.

The AARC RC Week Store:

- Offers AARC Member discounts
- Supports AARC programs and services for members
- Accepts Visa, MasterCard, American Express, and Discover

Frequently Asked Questions:

Q: How do I get a discount for being an AARC member?

A: Enter your AARC member number when shopping and you'll receive the discounted member price.

Q: Who do I contact with questions about product orders?

A: 1) Questions about products or orders from the RC Week store contact: 847-963-8100 or service@jimcolemanltd.com

2) Questions about educational, management, or professional products from the AARC Store contact: 972-243-2272 or info@aarc.org



VISIT NOW
www.aarc.org/go/rcweek-store





RESPIRATORY THERAPY OUR **PASSION** OUR **PURPOSE**

Shop the AARC Store for More Products and Resources

The AARC store provides respiratory professionals with continuing education products, DVDs, management tools, brochures, handouts and guides for recruiting future respiratory therapists and educating patients. Refer to the AARC store any time of year to supplement your respiratory facility and event needs.

AARC STORE
my.aarc.org/Shop/AARC-Store

