

RESPIRATORY CARE WEEK 2024

OCTOBER 20-26



JourneyTOGETHER. **Impact**FOREVER.

PLANNING GUIDE



#RCWEEK24

The American Association for Respiratory Care (AARC) will be celebrating Respiratory Care Week, October 20-26, 2024, to recognize the dedication and impact of respiratory therapists on patient care and improved outcomes. Your involvement in RC Week raises awareness on respiratory health and inspires your fellow respiratory therapists and community! To help you plan your RC Week celebrations, we have created this toolkit to help you celebrate your profession and the work you do every day to improve patient care and outcomes.

New items for the 2024 Promotion Toolkit include:

- Respiratory Care Week logo downloads
- Refreshed promotional items to order for your staff or students
- Suggested event timelines and tasks
- New ideas for recognizing the profession – for employees, facilities, students, and manufacturers.
- Social media sample posts and images
- Editable documents, such as press releases, certificates, and proclamations

If you have any questions or special requests, please contact AARC at marketing@aarcc.org. We can't wait to see how you will be celebrating!

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RC Week To-Do List

It's important to get organized from the beginning of your RC week planning. The following pages include a sample to-do list and a timeline to keep you on track and ready to effectively celebrate the outstanding work of respiratory therapists every day!

- Choose a coordinator/chair and two-three other individuals to help plan promotion/event activities at your workplace or school.
- Set-up planning meeting with professional recognition week committee members at least three months prior to event.
- Research and download AARC's resources for the recognition week such as, posters, social media images, and promotional items for purchase at the [RC Week Online Store](#).
- Decide how many and what kind of events/activities to plan. Promotional ideas/suggestions are included in this toolkit.
- Develop a budget for promotional materials, food, and space.
- Make a list of all those who might be interested in hearing about your celebration, including individuals or groups within your own work setting, local media, the governor/mayor, local schools, and other healthcare providers, such as hospitals, laboratories, medical offices, and clinics.
- Coordinate with other departments in your hospital system or organization to see if they are planning any activities. Coordinating with others may not only provide you with ideas but may also make for a more effective celebration in the community as a whole.
- Send out letters to the governor/mayor requesting a RC Week Proclamation (template included at the end of this guide.)
- Send out a press release to the media (template included with this guide) announcing your activities. Make sure to include contact information.
- Send information to the "Calendar of Events" sections of your local newspapers, community venues (e.g., the library) and online neighborhood sites such as NextDoor's Events category.
- Develop and send out emails or postcards. The material should include a list of activities planned and contact information.
- AARC also sponsors contests and other fun activities during the week. Be sure to share these social media posts, emails and online community information with your contacts.
- Let AARC know how you celebrated the event by emailing photos to marketing@aacrc.org. We may post them on our social media outlets and/or website.
- Send thank you letters or emails to all individuals who helped with the events/activities.



Sample RC Week Celebration Planning Timeline

JULY

- Talk to your manager when making plans. Keep your manager informed and be sure you know the budget, especially if there isn't one!
- Find out what has been done in the past. Were those activities ones you'd like to repeat? Are there any special traditions or awards that should be continued?
- Choose a contact person/chair and form a committee. Once group is formed meet regularly to make a list of tasks for each person to do, including:
- Developing promotional material
- Contacting the media
- Sending out letters to the governor and mayor requesting a proclamation
- Planning food
- Sending out promotional material to local community newspapers and venues
- Ordering promotion items
- Planning each separate activity or event
- Picture taking at events
- Writing the wrap-up and thank-you notes

AUGUST

- Review plans for activities and events.
- Develop promotional materials.
- Finalize the mailing list.
- Send out a proclamation request to the mayor/governor, press release, and listings to the local newspapers and other community venues for inclusion in the "Calendar of Events" sections.
- Order promotional items (allow three to five weeks production time)

SEPTEMBER

- Email/mail notices of events/activities.
- Review all details and finalize any promotion or event details.

OCTOBER

- Make sure all promotional items have arrived.
- Confirm all events/activities and ensure volunteers know what to do.
- Share excitement about the week by posting items on social media, employee intranet and/or website.

WEEK OF EVENT

- Check in with everyone involved to make sure they understand assignments and deadlines for designated duties.
- Communicate often during the week, get everyone involved, and most of all, have fun.
- Meet to recap the week on Friday or the following Monday. Obtain feedback from volunteers on the events/activities.
- Do a write-up on what went well, what you would do again, and what didn't work. Also, make sure you note suggestions from others on activities/events for next year.
- Send thank you notes to all volunteers and any donations or in-kind gifts you received.
- Email AARC any pictures from the event.

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Other Planning Tips

- Decide what you want to accomplish—Is it fun, recognition, awareness in the hospital or community, etc. Then keep those goals in mind throughout the planning process. Activity ideas from the successes of other teams like yours are listed on shared on the following pages.
- Determine what resources you can use at your facility for advice and help, such as the marketing, public relations, or human resources teams. They can sometimes assist with activities large or small but contact them early to give them plenty of time. Don't forget your social media expert or the communication manager.
- Find out what's happening in your community. Branch out and see what's going on around the RC Week dates that offer participation opportunities. Fall is often a favorite time of year for fairs or other public or school events, see if you can set up a booth or offer asthma screenings to highlight the profession.
- Consider the staff member's ability to participate. When reviewing activity ideas, consider how each can be done with a department that is on shift and works in various areas.
- Schedule as soon as possible. If your activities involve local schools, be aware of their schedules. For example, if you want to be a speaker at a high school during RC Week, be sure to make contact before summer ends or as soon as school reopens in the fall.
- Know logistics. For each activity you select, make sure you know what is required and how long it will take. Be mindful of any special planning needs or inter-department coordination.
- Confirm possible fees or permission needs. If you are going to be doing special events in the hospital or at public venues, determine whether there are any fees, or any special permission needed.

Promotion Ideas and Activities

There are several ways to engage your staff, facility, and community in recognizing respiratory care activities. Explore the ideas on the following pages to see what fits within your budget and resources. Numerous free resources can also be found here: [Link to RC Week online.](https://www.aarc.org/events-and-programs/respiratory-care-week) (www.aarc.org/events-and-programs/respiratory-care-week)

GENERAL PROMOTION IDEAS

• Create an Elevator Speech

Respiratory Care Week (RC Week) may be new to some people! 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.

• Add an RC Week Email Signature

Help bring recognition to RC week by updating your email signature with this celebratory signature graphic. Click on graphic to the right, or here: [Link to signature graphic](#)



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RECOGNITION IDEAS FOR EMPLOYEES

- Organize a special event or free health screening at your facility, a school or other local venue to educate the community.
- Sponsor events that offer employees continuing education for CRCE, acknowledgment of accomplishments or team building activities, such as a boxed lunch.
- Provide information about respiratory therapists through presentations or career fairs to help recruit future RTs.
- Thank everyone on your staff with a personal note or eCard.
- Reward a staff member with an AARC membership, webcast, or online educational course.
- Raise funds for the American Respiratory Care Foundation (ARCF), which supports respiratory research and education for respiratory professionals and the patients they serve. Learn more at www.arcfoundation.org
- Give away door prizes at a staff Bingo night.
- Invite management to an RC Week staff function.
- Play a respiratory or department trivia game or have a mini-Sputum Bowl.
- If your hospital sponsors research in respiratory diseases, ask the researchers to update your team on what's happening in this important arena.
- Send a thank you note to others who support your team with a formal letter to their managers.
- Invite your local, state, or national elected officials into your facility and explain why it's important that respiratory therapy is covered in all care settings, including home care. Make it a public screening event, and be sure the media is on hand.
- Customize AARC's RC Week Certificates to honor an RT's hard work and contributions. See below and click on favorites to download.
- In addition to regular awards, make a recognition event fun with comedy awards for "most creative" moments or "fastest on your feet."
- Visit the AARC RC Week Store for official RC Week products and order items to give to all the RTs or raffle them off during fun games or quizzes.



RECOGNITION IDEAS FOR STUDENTS AND FUTURE RTS

- Contact the local high school science clubs or health science education classes and offer to be a speaker about a career as a respiratory therapist.
- Invite the graduating class of local RT students to an information session or Q&A at your facility. Provide a tour or open house.
- Have a career day and invite students and guidance counselors to come to your facility to learn more about your department and the profession.
- Implement a mentoring program with RT students in your area.
- Ask local high schools or community colleges if they have career fairs and ask to participate.
- Many high schools and colleges have their own TV or radio stations. Contact them to see if you can get on a local show to talk about the profession.
- High School Career Project — Work with local high schools in your area to inform students and teachers about the rewards and opportunities of becoming a respiratory therapist.

PROMOTION IDEAS FOR THE COMMUNITY

- Gather a team to participate in a local 5K or other fun run event and wear your RC Week t-shirts.
- Set up a table at a local fall fair with information about lung health awareness.
- Have a bowling tournament or volleyball tournament at a favorite local spot and invite the community and the press.
- Set up a fundraiser to send a pediatric patient to asthma camp.
- Conduct an “Inhaler Check-Up Clinic” to check your patients’ techniques with their aerosol delivery devices.
- Enlist an asthma patient who participates in school sports to encourage other young patients to become more active.
- Invite local television, radio, and newspaper reporters to take a spirometry test and learn why such testing is important.
- Work with fitness experts from local health clubs about exercises for COPD patients. Ask local television stations to cover it.
- Offer a free session on asthma triggers at the library, YMCA, or senior center.
- Perform spirometry screenings at a local senior center.
- Provide local public libraries and senior centers with a listing of website resources to post for patrons.
- See what your state society is doing. Are there any statewide events going on that you could partner with?



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PROMOTION IDEAS FOR HOSPITALS/FACILITIES

- Put an announcement on your facility's intranet, website, or hospital e-newsletter, including all the dates of activities and contests.
- Share pictures of your staff celebrations on social media and tag them #RCWeek24
- Purchase promotional items for the RC Week store and send them to RT department. AARC members receive discounts!
- Organize an art show and ask your pediatric patients to create posters about breathing or air.
- Ask a local chef to prepare some healthy foods in an educational activity for your COPD patients.
- Have a peak flow contest to see who has the most "hot air."
- Email staff announcing the week and what they can do:
- Invite other facility staff to a boxed lunch event where you can bring them up to date on the latest advances in respiratory care.
- Show a Be An RT video in the cafeteria during the lunch hour to demonstrate the role of respiratory therapists in health care. See link below.
- Send your respiratory product reps an email about RC Week event dates and let them know your plans.
- Let your community, patients, and colleagues know how vital respiratory therapists are to patient care by including a slide on your facility's CCTV monitors. [Download the sample slide here](#)

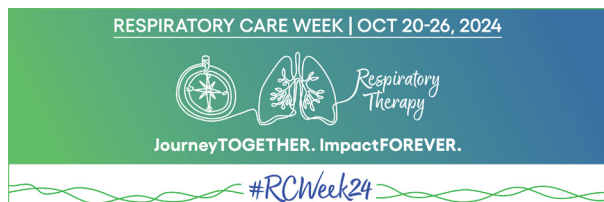
Dear [Hospital Staff],

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 20–26 and join us in honoring our respiratory therapy team!

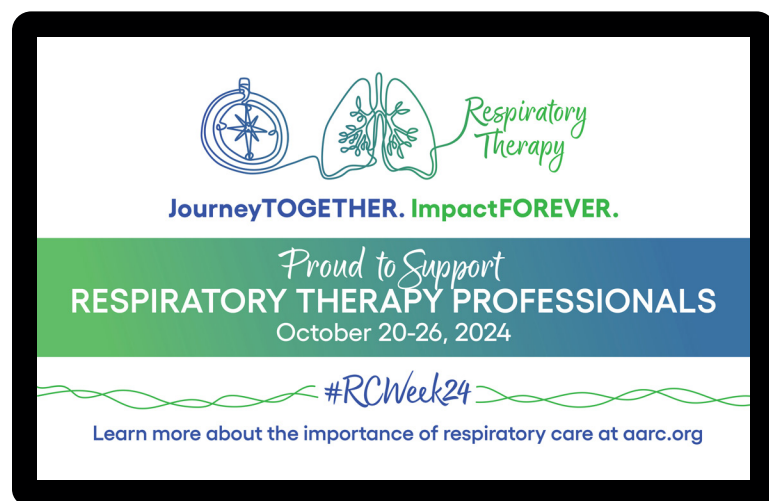
Best regards, [Your Name], Your Title/Department] [Hospital Name]



[Link to Be an RT video](#)



Add a banner to your email message! | [Link to banner graphic here](#)



- Ask for submissions for outstanding RTs.

A sample email to hospital staff might be:

Subject: Call for Inspirational Stories: Unveiling the Journey and Impact of Respiratory Therapists
Messaging:

Dear Hospital Staff,

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. Selected stories will be featured on our social media to honor RTs and their invaluable contributions to our hospital and community.

Submission Guidelines:

- Stories should be between 300-500 words.
- Submissions should be sent to [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 our hospital.
- Instances where an RT has gone above and beyond to make a difference in their patients' lives.

RECOGNITION IDEAS FOR MANUFACTURERS, SERVICE PROVIDERS, AND OTHERS

- Send a letter to each customer with sentiments for RC Week.
- Arrange for a company-wide message to be sent announcing Respiratory Care Week, your role in the profession, and the importance of RTs in health care.
- Post a message or banner on your company website recognizing Respiratory Care Week and respiratory therapists.
- Sponsor an in-service educational event for your customers in honor of RC Week.
- Place an RC Week congratulatory advertisement in professional publications read by RTs.
- Make a company donation to a respiratory charity or foundation in the name of respiratory therapists.



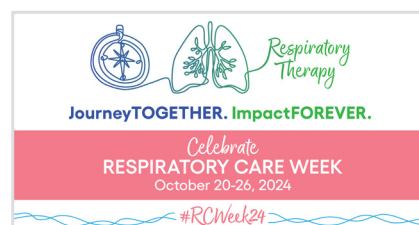
Social Media Tips

- Use the social media messages provided to congratulate your employees or recognize your students and educate your followers on the respiratory therapists' vital role in the health care profession. See graphics provided below and click on each to download.
- Email your photos and stories to AARC at marketing@aacrc.org and we'll include them in one or all of our social media outlets and/or on our website. Please remember to include:
 - Name of the facility/organization hosting the event
 - Your full name and credentials
 - Your city and state
 - Your email address
 - What you did to celebrate
- Post your #RCWeek24 photos on your own social media channels and tag your posts with #RCWeek24.

DOWNLOADABLE SOCIAL MEDIA IMAGES

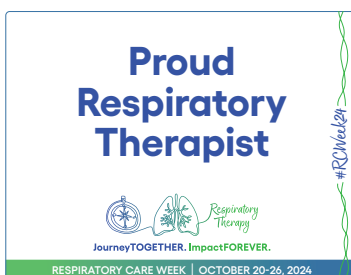
Social media graphics

Click on your favorites to download



Social media RC Week celebration signs

Click on your favorites to download. Then print and use as 'props' in your social media photo uploads!



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Sample Social Media Posts

FOR EMPLOYEES/COMMUNITY

- This #RCWeek24, 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!
- Respiratory therapists play a vital role in our healthcare system, and during #RCWeek24, we want to shine a spotlight on their incredible contributions. Thank you for your dedication and expertise in keeping us breathing freely!
- Happy #RCWeek24 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 #RCWeek24!
- Inhale positivity, exhale gratitude! It's #RCWeek24, a time to show appreciation for the incredible respiratory therapists who make a difference in countless lives. Thank you for your compassionate care!

FOR STUDENTS

- This #RCWeek24, we applaud our students who are on their way to being the superheroes of the respiratory world. RT students, the expertise you are gaining, your compassion, and dedication are changing lives. Keep breathing life into the world!
- As an RT, you are going to play a vital role in our healthcare system, and during #RCWeek24, we want to shine a spotlight on your incredible contributions. Thank you for your dedication and expertise in studying to become an RT!

FOR MANUFACTURERS/PRODUCT DEVELOPERS

- This #RCWeek24, we applaud the superheroes of the respiratory world, respiratory therapists who make an inspiring impact every day.
- Respiratory therapists play a vital role in our healthcare system, and during #RCWeek24, we want to shine a spotlight on their incredible contributions. Thank you for your dedication and expertise in keeping us breathing freely!



Tips for Working with the Media

Sending a personalized press release or email to your local paper or online outlet, can help further the impact of an upcoming RC Week recognition event.

- Email a press release with complete details, including time, date and reason why the event is important to local papers, television and radio stations, hospitals, laboratories, medical offices and schools no later than one month before the event, preferably earlier. If using the press release provided, be sure to include your name, phone number and email in the space provided for the contact.
- If an editor should follow-up be prepared to provide further information about the event and the profession's vital role in healthcare.
- Include a picture (or logo) with the press release whenever possible.

SAMPLE PRESS RELEASE

Contact Information: Name, phone and email

National Respiratory Care Celebrates Respiratory Therapists

Date, your City, your State – The (insert your group's name/affiliation) along with the American Association for Respiratory Care (AARC) will be celebrating Respiratory Care Week, October 20-26, 2024. The week honors and brings awareness to the critical role and professional excellence that respiratory therapists bring to the delivery of critical everyday healthcare to patients of all ages. The 2024 theme, Journey Together, Impact Forever further emphasizes their commitment to patient care.

The following community events, celebrations, and recognition events are scheduled:

(List events, date, time, place, and contact name for each event.) (If no events are planned, but you want to send a press release, the following paragraph can be inserted here: "In addition to Respiratory Care Week activities headed by AARC and our state societies, numerous hospitals, clinics, physician offices, and schools around the country will hold celebrations to benefit the general public.")

Respiratory Therapists go through a rigorous education process for either two or four years to obtain their required professional certification and often obtain multiple credentials for their varied roles. Whatever the setting — behind the scenes or out in your community — respiratory therapists are by a patient's side, working as key members of the health care team. From October 20-26, please join these professionals in celebrating Respiratory Care Week and their vital role in promoting and protecting your health.

"Respiratory therapists provide unparalleled care to their patients, work with multiple departments to maintain the best outcomes and improved quality of life, all while attempting to minimize hospital readmissions. We recognize and celebrate their dedication to the profession and to the industry during RC Week," said Dan Garrett, AARC Executive Director.

About the AARC

The American Association for Respiratory Care (AARC), founded in 1947, is the nation's oldest and largest professional association dedicated to respiratory therapists and health care providers involved in cardiopulmonary care. The AARC strengthens the profession, providing excellence in leadership and education, advancing the art and science of respiratory therapy, and advocating for respiratory therapists, their patients, and caregivers. Fostering a diverse and inclusive membership community worldwide, AARC is a not-for-profit organization headquartered in Irving, Texas. Learn more about us at www.aarc.org.

Proclamations

Mayoral or gubernatorial proclamations are a unique promotion idea that requires little time to obtain but has significant benefits. Elected public officials or school officials generally welcome the opportunity to participate in such events.

Procedures for arranging a proclamation signing ceremony vary among states, cities and schools. A general outline is given below.

ARRANGING A PROCLAMATION SIGNING

- Obtain the telephone number of the mayor or governor's office or search online to see if there is an email or form that needs to be submitted. Request the proclamation as far in advance as possible. Be flexible in setting a date for a proclamation signing.
- When you call the official's office, say that you wish to talk to someone about requesting the mayor or governor sign a proclamation.
- Introduce yourself and include your name, title, and employer. Please tell the person: "Respiratory Care Week will be observed nationally, October 20-26, 2024. I would like to ask the (mayor/governor), to sign a proclamation designating that week as Respiratory Care Recognition Week in this (city/state). Would it be possible to send a letter or email explaining the week and provide suggested wording for a proclamation? If so, can you please provide me with the proper address and email." A sample letter is shown on the following page.
- Mark a date on your calendar (about two weeks in the future) to follow up if you have not had a response. When the person responds, offer to meet with the person in advance of the signing.
- Once a date has been set, determine whether newspapers, TV, or radio stations will be contacted by their office. If not, invite the media to attend. Prepare press releases and background information on RC Week to be distributed to the media, either in advance of the ceremony or at the actual signing.
- If the governor or mayor's official photographer will not be present, request that one of your members take pictures. Send the photos to AARC at marketing@aacrc.org.
- After the ceremony, send a thank-you note to the (mayor/governor), as well as the person who helped arrange the signing. This helps to establish a future relationship

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EXAMPLE OF PROCLAMATION LETTER

Dear _____:

Respiratory Care Week will be observed nationally on October 20-26, 2024. This week recognizes the contributions of respiratory care professionals whose efforts help our nation breath better every day. .

I am Respiratory Care Week Coordinator for (state/city/district). I am writing today to request the week of October 20-26, 2024, to be officially recognized in (state/city). I am requesting that (mayor/governor) participate in a ceremony at (his/her) office to sign a proclamation declaring a celebration of the week.

The wording for a suggested proclamation is attached. I have also included a schedule close to the actual week during which it would be appropriate to hold the ceremony.

Please let me know if this schedule includes a convenient time for the (mayor/governor). I look forward to hearing from you regarding the approval of the proclamation and a reserved day and time for the signing. In the meantime, please feel free to contact me, and I will be happy to answer any questions you may have. I appreciate your interest. Thank you.

Sincerely,
(Your name)
(Address)
(Telephone number)

SAMPLE PROCLAMATION

WHEREAS ,the health of all Americans depends upon educated minds and trained hands; and

WHEREAS, the practice of modern medicine at the exacting standards we now enjoy would be impossible without the work performed daily in respiratory care; and

WHEREAS, these multi-skilled professionals help create a professional and comforting atmosphere for patients by offering them guidance and support, and

WHEREAS, through this dedication respiratory therapists of the United States have made a vital contribution to the quality of health care.

NOW THEREFORE, I, (name), Mayor/Governor of the (City, State) of (name), do hereby proclaim the week of October 20-26, 2024 as: Respiratory Care Week and urge all citizens to recognize and support the vital work of respiratory therapists for the benefit of all citizens.

IN WITNESS, WHEREOF, I have hereunto set my hand and caused the seal of the (city/state) of (name), to be affixed this (day) of (month), 2024.

(Name of Mayor/Governor)

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