

RESPIRATORY CARE WEEK 2024

OCTOBER 20-26



JourneyTOGETHER. **Impact**FOREVER.



Celebrate Your Respiratory Therapists

#RCWEEK24





JourneyTOGETHER. ImpactFOREVER.

Plan Fun and Successful Events for Respiratory Care Week

OCTOBER 22-28, 2023

Respiratory Care Week (RC Week) is happens every year during the 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 talented individuals in your hospital!



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.



RESPIRATORY THERAPY

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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@arc.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 **#RCWeek24** on your own social media graphics, and Facebook and Twitter posts for consistent messaging.

#RCWeek24

Celebrate Using Social Media

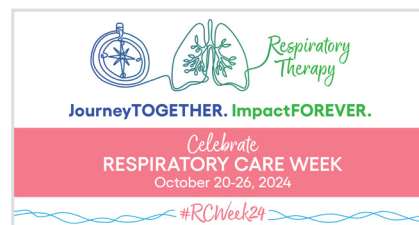
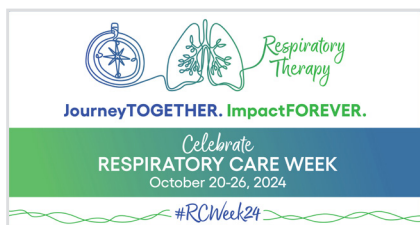
SOCIAL MEDIA GRAPHICS

Celebrate and recognize your respiratory therapists on social media! Engage your followers with vibrant RC Week-themed graphics that highlight the critical role of respiratory care. Don't forget to include a special post for any student RTs working within your hospital system. Use relevant hashtags like #RCWeek24 to connect with the global respiratory care community and amplify your message.

- Celebrate RT Students Honoring the Future Heroes! During #RCWeek24, let's celebrate the dedication, compassion, and hard work of our Respiratory Therapy Students. Your commitment to respiratory health is paving the way for a healthier tomorrow. Keep breathing life into your dreams! #RespiratoryCare #FutureHeroes #HealthcareJourney
- This #RCWeek24, 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 #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!
- 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!

Social media graphics

Click on your favorites to download



#RCWeek24

Get the Community Involved

Engage your local community in the celebration of Respiratory Care Week by inviting them to share their stories! We want to hear about the respiratory therapists at your facility who have made a lasting impact. Share these inspirational stories on social media, and don't forget to tag the AARC! Kick off the conversation with the message below.

Subject: Call for Inspirational Stories: Journey Together, Impact Forever – Honoring Our Respiratory Therapists

Dear [Community Members],

In celebration of Respiratory Care Week and to honor the incredible respiratory therapists on our team, we are thrilled to invite you to participate in a special initiative. This is your chance to spotlight the unsung heroes of healthcare—our Respiratory Therapists!

Do you have a touching story or personal experience that highlights the journey of a Respiratory Therapist (RT) at our hospital? We invite members of our community to share their stories, memories, or encounters that reflect the compassion, dedication, and lasting impact of our RTs.

Submission Guidelines:

Stories should be between 300-500 words.

Please send your submissions to [Your Email Address] with the subject line: "Respiratory Therapist Stories Submission."

Story Suggestions:

Experiences where patients were deeply impacted by the care provided by an RT in your hospital.

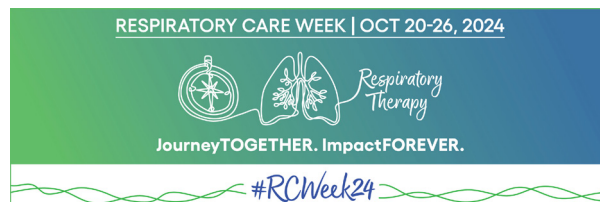
Moments when an RT went above and beyond, leaving a lasting impression on their patients' lives.

Selected stories will be featured and tagged on our social media platforms to honor RTs and their invaluable contributions to our community. Let's journey together and celebrate the forever impact our respiratory therapists make every day!

Future National Respiratory Care Weeks – Respiratory Care Week is always celebrated during the last full week of October (Sunday through Saturday).

Add a banner to
your email message!

[Link to banner
graphic here](#)



#RCWeek24

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]



#RCWeek24

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 (also 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.

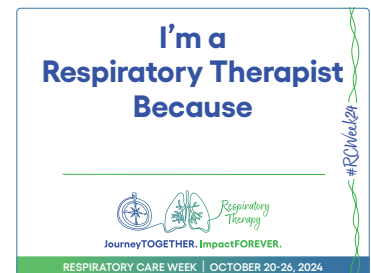
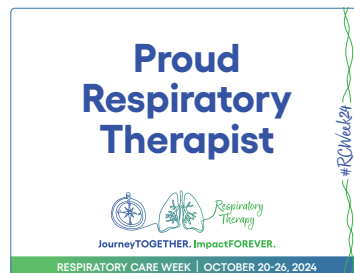
See how many people you can get in one photo holding signs!

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



Social media RC Week celebration signs

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



#RCWeek24

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: Indicate that you are an AARC member 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
RC WEEK STORE

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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

 #RCWeek24 

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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