

FOR ADVOCACY ORGANIZATIONS AND PROFESSIONAL SOCIETIES

# Featured Partner *Toolkit.*

How AHIS awareness sites work, how to get your resources featured, and ready-to-post copy. Written for your communications team.



# Same patients. *Stronger together.*

AHIS runs 136 awareness sites across 16 care areas and oversees their social media promotion, paid for by sponsorships. Being featured is free. Patient organizations already do the work; we help more people find it.

## A partnership with AHIS is

- Free to join, be featured and be listed
- Credited to your organization, linked to you
- Reviewed so every resource puts patients first
- Named only after you approve how it appears
- At least one post, during your moment or ours

## A partnership with AHIS is not

- A sponsorship or a purchase
- An endorsement of products or positions
- A requirement to become a member
- A transfer of rights to your materials
- A say for sponsors in what is featured

## What AHIS does. *Three ways in.*

1

### Patients find your help

Your support line, guides and programs, featured and credited on AHIS awareness sites and in Advocacy Ahead.

2

### Patients learn from you

Your experts and educators on AHIS webinars and panels, and community events your organization leads.

3

### Patients reach you where they get care and work

We connect your programs with the health systems and employers in our network.



**Patients come first.** Featured resources point to the next step, such as screening, testing, vaccination or a clinician. AHIS is non-promotional and does not endorse therapies, products or providers.

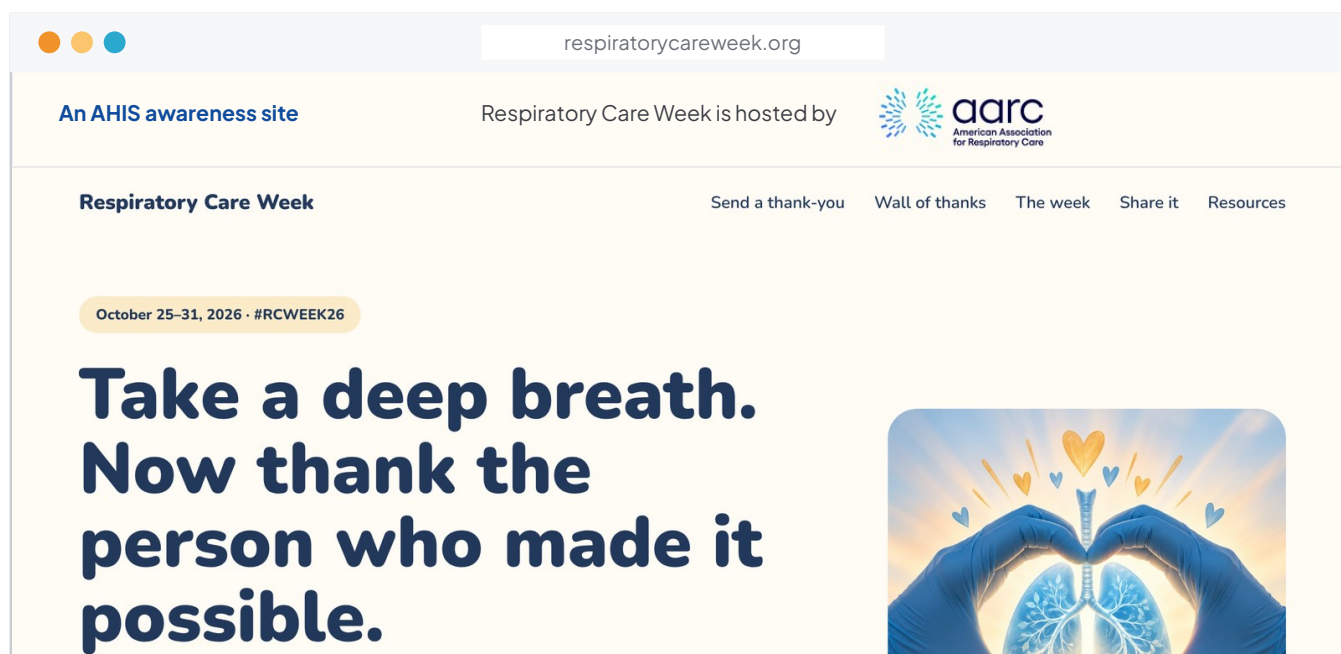


# Three roles. One clear credit.

Every AHIS awareness site has up to three kinds of credit, and each one means something different.

| Role             | What it means                                                                    | How it appears                                   |
|------------------|----------------------------------------------------------------------------------|--------------------------------------------------|
| Host             | The organization that started or owns the observance                             | <i>"Respiratory Care Week is hosted by AARC"</i> |
| Site             | Who runs the website and its social media promotion, and decides what goes on it | <i>"This site is run by AHIS"</i>                |
| Featured partner | An organization whose resources appear on a site by arrangement with AHIS        | <i>"Resources from [your organization]"</i>      |

How it looks: [respiratorycareweek.org](https://respiratorycareweek.org).



**AARC hosts. AHIS runs the site. You can be featured.** Featured partners are credited on the site where their resources appear, not on [ahis.org](https://ahis.org) or in the AHIS calendar. Hosts are always credited for their own observance.



# 136 awareness sites.

## Find yours.

Every site is run by AHIS and open to featured partners. Go straight to the address. Sites that aren't live yet open a page where you can get notified.

### ● Autoimmune 4

[autoimmuneawarenessmonth.org](http://autoimmuneawarenessmonth.org)  
[sclerodermaawarenessmonth.org](http://sclerodermaawarenessmonth.org)  
[sjogrensawarenessmonth.org](http://sjogrensawarenessmonth.org)  
[worldatopicczemaday.org](http://worldatopicczemaday.org)

### ● Bone & joint 6

[arthritisawarenessmonth.org](http://arthritisawarenessmonth.org)  
[boneandjointactionweek.org](http://boneandjointactionweek.org)  
[fibromyalgiaawarenessday.org](http://fibromyalgiaawarenessday.org)  
[juvenilearthritisawarenessmonth.org](http://juvenilearthritisawarenessmonth.org)  
[osteoporosisawarenessmonth.org](http://osteoporosisawarenessmonth.org)  
[painawarenessmonth.org](http://painawarenessmonth.org)

### ● Cardiometabolic 17

[americandiabetesassociationalertday.org](http://americandiabetesassociationalertday.org)  
[atrialfibrillationawarenessmonth.org](http://atrialfibrillationawarenessmonth.org)  
[childhoodobesityawarenessmonth.org](http://childhoodobesityawarenessmonth.org)  
[congenitalheartdefectawarenessweek.org](http://congenitalheartdefectawarenessweek.org)  
[cprandaedawarenessweek.org](http://cprandaedawarenessweek.org)  
[diabetesawarenessmonth.org](http://diabetesawarenessmonth.org)  
[heartawarenessmonth.org](http://heartawarenessmonth.org)  
[heartfailureawarenessweek.org](http://heartfailureawarenessweek.org)  
[nationalcholesteroleducationmonth.org](http://nationalcholesteroleducationmonth.org)  
[nationalhighbloodpressureeducationmonth.org](http://nationalhighbloodpressureeducationmonth.org)  
[nationalstrokeawarenessmonth.org](http://nationalstrokeawarenessmonth.org)  
[nationalwearredday.org](http://nationalwearredday.org)  
[obesityawarenessmonth.org](http://obesityawarenessmonth.org)  
[peripheralarterydiseaseawarenessmonth.org](http://peripheralarterydiseaseawarenessmonth.org)  
[suddencardiacarrestawarenessmonth.org](http://suddencardiacarrestawarenessmonth.org)  
[thyroidawarenessmonth.org](http://thyroidawarenessmonth.org)  
[worldhypertensionday.org](http://worldhypertensionday.org)

### ● Clinical research 2

[clinicaltrialsawarenessweek.org](http://clinicaltrialsawarenessweek.org)  
[worldclinicaltrialsday.org](http://worldclinicaltrialsday.org)

### ● Donation & transplant 2

[nationalblooddonormonth.org](http://nationalblooddonormonth.org)  
[nationaldonatelifemonth.org](http://nationaldonatelifemonth.org)

### ● Eye, ear & oral 6

[amdandlowvisionawarenessmonth.org](http://amdandlowvisionawarenessmonth.org)  
[betterhearingandspeechmonth.org](http://betterhearingandspeechmonth.org)  
[cataractawarenessmonth.org](http://cataractawarenessmonth.org)  
[diabeticeyediseaseawarenessmonth.org](http://diabeticeyediseaseawarenessmonth.org)  
[glaucomaawarenessmonth.org](http://glaucomaawarenessmonth.org)  
[nationalchildrensdentalhealthmonth.org](http://nationalchildrensdentalhealthmonth.org)

### ● Infectious disease 10

[hepatitisawarenessmonth.org](http://hepatitisawarenessmonth.org)  
[internationalinfectionpreventionweek.org](http://internationalinfectionpreventionweek.org)  
[lymediseaseawareness.org](http://lymediseaseawareness.org)  
[nationalblackhivaidawarenessday.org](http://nationalblackhivaidawarenessday.org)  
[nationalhivtestingday.org](http://nationalhivtestingday.org)  
[nationallatinxhivaidawarenessday.org](http://nationallatinxhivaidawarenessday.org)  
[stiawarenessmonth.org](http://stiawarenessmonth.org)  
[worldamrawarenessweek.org](http://worldamrawarenessweek.org)  
[worldhandhygieneday.org](http://worldhandhygieneday.org)  
[worldzoonosesday.org](http://worldzoonosesday.org)

### ● Kidney & digestive 7

[bladderhealthmonth.org](http://bladderhealthmonth.org)  
[crohnsandcolitisawarenessweek.org](http://crohnsandcolitisawarenessweek.org)  
[ibsawarenessmonth.org](http://ibsawarenessmonth.org)  
[kidneyawarenessmonth.org](http://kidneyawarenessmonth.org)  
[liverawarenessmonth.org](http://liverawarenessmonth.org)  
[urologyawarenessmonth.org](http://urologyawarenessmonth.org)  
[worlddigestivehealthday.org](http://worlddigestivehealthday.org)

### ● Mental & behavioral 9

[alcoholawarenessmonth.org](http://alcoholawarenessmonth.org)  
[minoritymentalhealthawarenessmonth.org](http://minoritymentalhealthawarenessmonth.org)  
[nationaldepressioncreeningday.org](http://nationaldepressioncreeningday.org)  
[nationaleatingdisordersawarenessweek.org](http://nationaleatingdisordersawarenessweek.org)  
[nationalprescriptiondrugtakebackday.org](http://nationalprescriptiondrugtakebackday.org)  
[nationalsubstanceabusepreventionmonth.org](http://nationalsubstanceabusepreventionmonth.org)  
[ptsdawarenessday.org](http://ptsdawarenessday.org)  
[suicidepreventionawarenessmonth.org](http://suicidepreventionawarenessmonth.org)  
[worldsuicidepreventionday.org](http://worldsuicidepreventionday.org)

### ● Neurological 14

[alsawarenessmonth.org](http://alsawarenessmonth.org)  
[alzheimersandbrainawarenessmonth.org](http://alzheimersandbrainawarenessmonth.org)  
[braininjuryawarenessmonth.org](http://braininjuryawarenessmonth.org)  
[cerebralpalsyawarenessmonth.org](http://cerebralpalsyawarenessmonth.org)  
[epilepsyawarenessmonth.org](http://epilepsyawarenessmonth.org)  
[globalalsmndawarenessday.org](http://globalalsmndawarenessday.org)  
[huntingtonsdiseaseawarenessmonth.org](http://huntingtonsdiseaseawarenessmonth.org)  
[migraineawarenessmonth.org](http://migraineawarenessmonth.org)  
[multiplesclerosisawarenessmonth.org](http://multiplesclerosisawarenessmonth.org)  
[myastheniagravisawarenessmonth.org](http://myastheniagravisawarenessmonth.org)  
[nationalalzheimersdiseaseawarenessmonth.org](http://nationalalzheimersdiseaseawarenessmonth.org)  
[parkinsonsawarenessmonth.org](http://parkinsonsawarenessmonth.org)  
[spinalcordinjuryawarenessmonth.org](http://spinalcordinjuryawarenessmonth.org)  
[worldbrainday.org](http://worldbrainday.org)

### ● Oncology 23

[biomarkertestingawarenessmonth.org](http://biomarkertestingawarenessmonth.org)  
[bladdercancerawarenessmonth.org](http://bladdercancerawarenessmonth.org)  
[braintumorawarenessmonth.org](http://braintumorawarenessmonth.org)  
[cancerpreventionmonth.org](http://cancerpreventionmonth.org)  
[cervicalhealthawarenessmonth.org](http://cervicalhealthawarenessmonth.org)  
[colorectalawarenessmonth.org](http://colorectalawarenessmonth.org)  
[esophagealcancerawarenessmonth.org](http://esophagealcancerawarenessmonth.org)  
[gynecologiccancerawarenessmonth.org](http://gynecologiccancerawarenessmonth.org)  
[headandneckcancerawarenessmonth.org](http://headandneckcancerawarenessmonth.org)  
[kidneycancerawarenessmonth.org](http://kidneycancerawarenessmonth.org)  
[metastaticbreastcancerawarenessday.org](http://metastaticbreastcancerawarenessday.org)  
[multiplemyelomaawarenessmonth.org](http://multiplemyelomaawarenessmonth.org)  
[nationalcancersurvivorsmonth.org](http://nationalcancersurvivorsmonth.org)  
[nationalchildhoodcancerawareness.org](http://nationalchildhoodcancerawareness.org)  
[nationalmammographyday.org](http://nationalmammographyday.org)  
[nationalminoritycancerawarenessmonth.org](http://nationalminoritycancerawarenessmonth.org)  
[oralcancerawarenessmonth.org](http://oralcancerawarenessmonth.org)  
[ovariancancerawarenessmonth.org](http://ovariancancerawarenessmonth.org)  
[pancreaticcancerawarenessmonth.org](http://pancreaticcancerawarenessmonth.org)  
[sarcomaawarenessmonth.org](http://sarcomaawarenessmonth.org)  
[skincancerawarenessmonth.org](http://skincancerawarenessmonth.org)  
[thyroidcancerawarenessmonth.org](http://thyroidcancerawarenessmonth.org)  
[worldlungcancerday.org](http://worldlungcancerday.org)

### ● Population health 3

[healthyagingmonth.org](http://healthyagingmonth.org)  
[minorityhealthawarenessmonth.org](http://minorityhealthawarenessmonth.org)  
[nationalpublichealthweek.org](http://nationalpublichealthweek.org)

### ● Rare disease 7

[cysticfibrosisawarenessmonth.org](http://cysticfibrosisawarenessmonth.org)  
[downsyndromeawarenessmonth.org](http://downsyndromeawarenessmonth.org)  
[fragilexawarenessmonth.org](http://fragilexawarenessmonth.org)  
[sicklecellawarenessmonth.org](http://sicklecellawarenessmonth.org)  
[spinalmuscularatrophyawarenessmonth.org](http://spinalmuscularatrophyawarenessmonth.org)  
[worldsicklecellday.org](http://worldsicklecellday.org)  
[worldthalassaemiaday.org](http://worldthalassaemiaday.org)

### ● Respiratory 11

[asthmaandallergyawarenessmonth.org](http://asthmaandallergyawarenessmonth.org)  
[copdawarenessmonth.org](http://copdawarenessmonth.org)  
[nationalradonactionmonth.org](http://nationalradonactionmonth.org)  
[pulmonaryfibrosisawarenessmonth.org](http://pulmonaryfibrosisawarenessmonth.org)  
[pulmonaryhypertensionawarenessmonth.org](http://pulmonaryhypertensionawarenessmonth.org)  
[respiratorycareweek.org](http://respiratorycareweek.org)  
[rsvawarenessmonth.org](http://rsvawarenessmonth.org)  
[sarcoidosisawarenessmonth.org](http://sarcoidosisawarenessmonth.org)  
[worldcopdday.org](http://worldcopdday.org)  
[worldlungday.org](http://worldlungday.org)  
[worldo2day.org](http://worldo2day.org)

### ● Vaccines 4

[immunizationawarenessmonth.org](http://immunizationawarenessmonth.org)  
[infantimmunizationweek.org](http://infantimmunizationweek.org)  
[influenzavaccinationweek.org](http://influenzavaccinationweek.org)  
[shinglesawarenessweek.org](http://shinglesawarenessweek.org)

### ● Women's & maternal 11

[birthdefectsawarenessmonth.org](http://birthdefectsawarenessmonth.org)  
[endometriosisawarenessmonth.org](http://endometriosisawarenessmonth.org)  
[menopauseawareness.org](http://menopauseawareness.org)  
[nationalbreastfeedingmonth.org](http://nationalbreastfeedingmonth.org)  
[nationalwomenshealthweek.org](http://nationalwomenshealthweek.org)  
[pregnancyandinfantlossawarenessmonth.org](http://pregnancyandinfantlossawarenessmonth.org)  
[pregnancyandinfantlossremembranceday.org](http://pregnancyandinfantlossremembranceday.org)  
[prematurityawarenessmonth.org](http://prematurityawarenessmonth.org)  
[sidsawarenessmonth.org](http://sidsawarenessmonth.org)  
[uterinefibroidsawarenessmonth.org](http://uterinefibroidsawarenessmonth.org)  
[worldmaternalmentalhealthday.org](http://worldmaternalmentalhealthday.org)

# Free to be featured. More as a member.

Any nonprofit or professional society can be featured. Members can be featured more often. Companies and industry trade associations\* are never featured, even as members.

| Your organization                                   | Not a member         | AHIS member                                        |
|-----------------------------------------------------|----------------------|----------------------------------------------------|
| ● <b>Patient advocacy or community organization</b> | Up to 2 sites a year | Any site that fits your focus. Membership is free. |
| ● <b>Professional society</b>                       | Up to 2 sites a year | Any site that fits your focus. \$2,500 a year.     |

*\*Trade associations are nonprofits whose members are companies, such as associations of drug, device or insurance companies. Like companies, they can sponsor AHIS campaigns but aren't featured. Professional societies, whose members are clinicians or patients, can be featured.*

*An observance counts as one site, however many domains it has.*

## Four steps. *Your approval at each one.*

- 1 Tell us**  
Which site, and what you'd like featured: a support line, guide, program, toolkit or event.
- 2 AHIS reviews it**  
Every resource is reviewed, whatever your status: non-promotional, evidence-based, patient-first.
- 3 You approve**  
How your organization's name and logo appear, before anything goes live.
- 4 It goes live**  
On that site, credited and linked to you.

### Want more placements?

**Free** for patient advocacy and community-based organizations.

**\$2,500 a year** for professional societies.

Members get more potential placements, not automatic approval.

[ahis.org/membership](https://ahis.org/membership)



**AHIS decides what fits each site.** Every resource is reviewed before it appears, whatever your organization's status. Membership earns more potential placements, never automatic approval.

# On our calendar. *In Advocacy Ahead.*

Leading an awareness day, week or month? Send it through the partner form and we'll list it on the AHIS calendar and in Advocacy Ahead, our three-month advocacy calendar published the 1st of every month.

## What to send

- The name of the day, week or month, and its dates
- The care area it covers
- A link to your website or toolkit
- How you'd like your organization named

**Timing:** send it three months ahead to appear in every edition of Advocacy Ahead that covers it.

## THE AHIS CALENDAR

### May 12 · Your awareness day

Led by [your organization] · Promoted by AHIS

Partner-led

### Oct 25–31 · Respiratory Care Week

respiratorycareweek.org · Hosted by AARC

AHIS site

## GROUND RULES

# Patient–first, *by design.*

### Non-promotional

Resources point to the next step, such as screening, testing, vaccination or a clinician, never a specific product.

### Your name, your approval

We name your organization only after you approve how it appears.

### Logos with permission

Used only with your permission, and only on the site it was approved for.

### You keep credit

Your materials stay credited to you and linked back to your site.

### Sponsors fund reach, not content

Sponsorships pay for AHIS's social media promotion of the sites. Sponsors never decide what is featured, and their materials aren't featured.

### No endorsement

Working together doesn't mean either of us endorses the other's products, services or positions.

# Copy, paste, *share.*

Use these as written or adapt them. Replace the bracketed text. Graphics for each awareness month are on that month's site.

## LINKEDIN

### Sharing an AHIS awareness month

[Month] is [Observance]. We're proud to work with the Alliance for Health Implementation Science to help patients and families find trusted information and take the next step in their care. Learn more and share: [site].org

## FACEBOOK OR INSTAGRAM

### Sharing an AHIS awareness month

It's [Observance]. Find trusted resources, including ours, and share them with someone who needs them today. [site].org

## ANY CHANNEL

### Your own awareness moment

[Your observance] is [dates]. It's now on the AHIS awareness calendar alongside other patient organizations' moments, so more people can find it. See what's coming up: [ahis.org/news](https://ahis.org/news)

## NEWSLETTER

### One line

We've partnered with the Alliance for Health Implementation Science on [Observance]. Our resources are featured at [site].org.

## Where

## Link

Awareness calendar

[ahis.org/news](https://ahis.org/news)

All AHIS awareness sites

[ahis.org/awareness](https://ahis.org/awareness)

Advocacy Ahead, the 1st of every month

[ahis.org/advocacy-ahead](https://ahis.org/advocacy-ahead)

Access Review, the 15th of every month

[ahis.org/access-review](https://ahis.org/access-review)

## Our next step: *one post.*

Tell us your awareness moment and the resources you'd like featured. Partnering is free.

[Start partnering](#)

[info@ahis.org](mailto:info@ahis.org)



Scan to start partnering