

Doctor's Day – March 30

March 30 is **Doctor's Day** each year. Doctors spend their lives helping and healing others. In 1990, Congress passed and President George H. Bush signed a bill into law proclaiming March 30 National Doctors' Day. Celebration of this day has grown from simply expressing our gratitude to our physician spouses to using this day as an opportunity to receive positive publicity for the medical profession. Service to the community such as blood banks, health projects, contributions to schools, libraries, and hospitals in honor of physicians are examples of programs.

Some ideas for celebrating our doctors' dedication, compassion, and hard work include:

- Hold a blood drive and having donors send a card to their doctor wishing him/her a happy doctors day and saying that the donor gave blood in the doctor's honor.
- Hold a Doctor's Day Gala or cocktail party with physicians and spouses attending to celebrate the day. Some Alliances award a Doctor of the Year Award that day or recognize retiring physicians.
- Network with your local hospitals and medical school to hold a breakfast or other activity in honor of Doctor's Day.
- Make a donation of health related books to your local library. Include a placard that says it was donated by the Alliance as a Doctor's Day project.
- Share some of your Alliance project created health educational materials with your local libraries, schools or day cares. The library is happy is put them in their vertical files.
- Tape a free PSA or paid ad for the radio or television to run the week of Doctor's Day.
- Send a news release to your local media. Or, take out an ad in the newspaper. Highlight all the physicians sitting on health related boards or the Alliance projects done to support the physicians and the Medical Society. Sangamon County worked with the newspaper by sending a press release that the newspaper made into an ad. Then, they got paid ads from hospitals, nursing homes, pharmacies, etc and make a 2 page spread on Doctor's Day. This approach benefitted both the Alliance and the newspaper.
- Highlight the ISMSA President's theme with a special program for Doctor's Day. For example, in 2016 Alliance could network with the Medical Society and local hospitals to present a health literacy program.