



# DENTAL ASSISTANTS RECOGNITION WEEK

## PROMOTIONAL TOOLKIT



**AMT**  
American Medical Technologists  
Certifying Excellence in Allied Health

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## Dental Assistant Recognition Week Promotion Guide

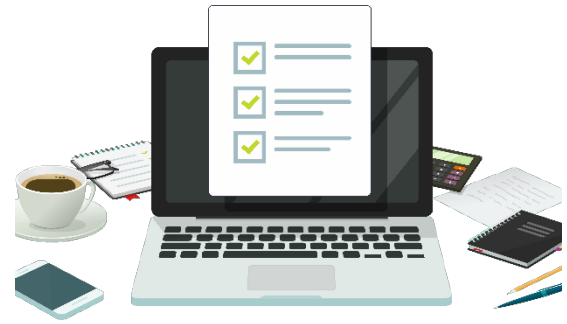
Registered Dental Assistants (RDA) and American Medical Technologists (AMT) will be celebrating Dental Assistants Recognition Week, March 3-9, 2024. Please join AMT in promoting and raising awareness for this important event that recognizes dental assistants' vital role and contributions. This step-by-step promotion guide includes:

- Suggested event timelines, tasks
- Ideas for games and contests
- Editable documents, such as press releases and proclamations

Thank you for joining AMT and dental assistants across the country in celebrating Dental Assistants Recognition Week. If you have any questions or special requests, please contact AMT at: [recognitionweeks@americanmedtech.org](mailto:recognitionweeks@americanmedtech.org).

## To-Do List

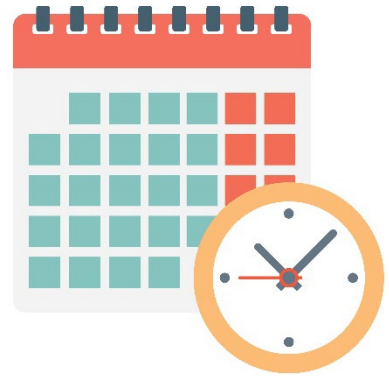
- Choose a coordinator/chair and two-three other individuals to help plan promotion/event activities at your workplace or school.
- Set-up planning meeting with professional recognition week committee members at least three months prior to event.
- Research and download AMT's resources for the recognition week such as logos, posters, and promotional items for purchase at <https://americanmedtech.org/Members/Member-Support/Recognition-Weeks#dental-tab>
- Decide how many and what kind of events/activities to plan. Promotion ideas/suggestions are included in this guide.
- Develop a budget for promotional materials, food, and space (if necessary.)
- 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, governor/mayor, local schools, and other healthcare providers, such as hospitals, laboratories, medical offices and clinics.
- Call the local hospitals, laboratories, clinics, doctor offices and schools in your area 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.
- Send out letters to the governor/mayor requesting a 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 neighborhood online event sites such as NextDoor.
- Develop and send out emails or postcards. The material should include a list of activities planned and contact information.
- AMT 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 local contacts.
- Let AMT know how you celebrated the event by emailing photos to [recognitionweeks@americanmedtech.org](mailto:recognitionweeks@americanmedtech.org). We may post them on our social media outlets and/or in *Pulse* magazine.
- Send thank you letters or emails to all individuals who helped with the events/activities.



# Sample Timeline

## December

- Choose a contact person/chair for the Dental Assistants Recognition Week.
- Form a committee of two to three people.
- Meet to begin planning. Review the promotional guide. Assign someone to contact the schools and other healthcare providers in the area before the next meeting to see what they are doing.
- Meet again to continue planning. Develop a budget and assign tasks, such as:
  1. Developing promotional material
  2. Contacting the media
  3. Sending out letters to the governor and mayor requesting a proclamation
  4. Sending out promotional material to local community newspapers and venues
  5. Ordering promotion items
  6. Planning each separate activity or event
  7. Picture taking at the events
  8. Writing the wrap-up and thank you notes



## January

- 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 “Calendar of Events” sections.
- Order promotional items (allow three-six weeks production time.)

## February

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

## March

- Make sure all promotional items have arrived.
- Confirm all events/activities and ensure volunteers know what to do.
- Get everyone excited 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 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 AMT any pictures from the event.

## Promotional Ideas

- Post information on the recognition week on your organization, school or employer website or provide information for internal newsletters, intranet and social media.
- Place banners, posters, etc. within your workplace/school in high-traffic areas to help celebrate the week.
- Order promotional items and have everyone wear them during the week.
- Develop a short quiz, crossword puzzle or other game and award prizes to the winners.
- Sponsor career information booths at local high schools or for the public (for example at your local library). Offer to visit high schools and promote the allied health career. Have posters or other promotional items, such as pens or stickers as souvenirs.
- Sponsor local high school students to shadow an allied health professional for a day at work.
- Celebrate with your colleagues/other students, your organization/school or others in the community by sponsoring a food-related function (picnic, potluck dinner, hot dog stand, ice cream social) or an activity (such as a softball or volleyball game).
- Email flyers/brochures to the local community and to other healthcare providers.
- Email press releases to the media, proclamation requests to the mayor/governor and listings to the local newspapers.
- With permission, take photos of events and tag on social media or send to your workplace or school contacts.



## Social Media Sample Posts

Use the social media messages below to congratulate your dental assisting students or recognize your employees/coworkers and educate your followers on the dental assistants' vital role in the health care profession.



### General

#### Facebook/Instagram

Dental Assistants Week, #DARW, is taking place March 3-9, 2024. Dental assistants play a vital role in maintaining patient health. #AMTDentalAssistants #DentalAssistantsWeek

#### LinkedIn

Dental Assistants Recognition Week is taking place March 3-9, 2024. Dental assistants play a vital role in maintaining patient health. #AMTDentalAssistants #DentalAssistantsWeek #DARW

### For Employers

#### Facebook/Instagram

Dental Assistants Recognition Week is taking place March 3-9, 2024. Dental assistants play a vital role in maintaining patient health. We want to take this opportunity to thank all the dental assistants that we work with daily and recognize the vital role they play in maintaining patient health. #AMTDentalAssistants #DentalAssistantsWeek #DARW



## **LinkedIn**

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## **For Schools**

### **Facebook/Instagram**

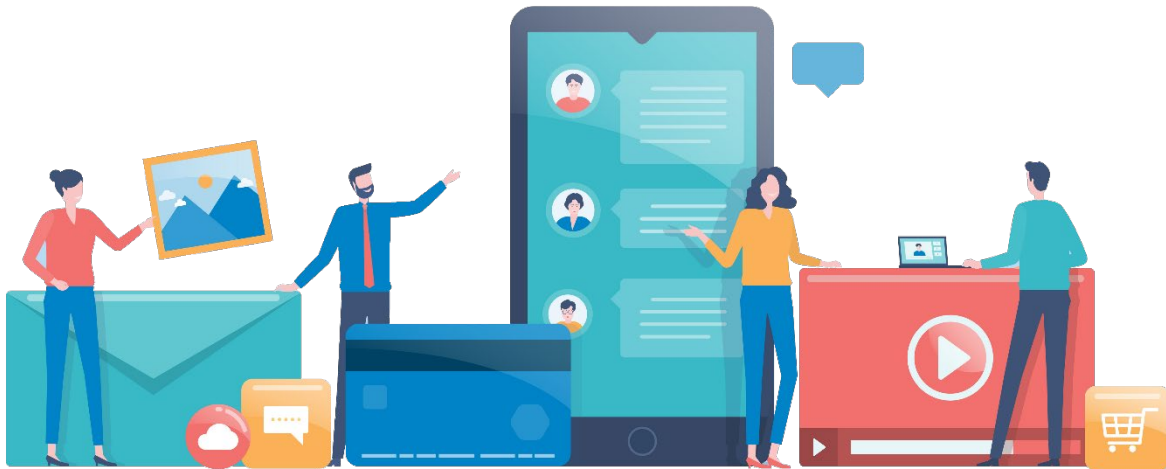
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## Tips for Working with the Media

- 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.



## 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: "Dental Assistants Recognition Week will be observed nationally, March 3-9, 2024. I would like to ask the (mayor/governor), to sign a proclamation designating that week as Dental Assistants 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 below.
- 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 NPRW 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 AMT at [recognitionweeks@americanmedtech.org](mailto:recognitionweeks@americanmedtech.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.

## Example of Proclamation Letter

Dear \_\_\_\_\_:

Dental Assistants Recognition Week will be observed nationally on March 3-9, 2024. This week recognizes the contributions of dental assistants whose efforts help give our nation the best possible health care.

I am the Dental Assistants Recognition Week Coordinator for (state/city/district). I am writing today to request the week of March 3-9, 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 clinical and administrative duties performed daily in the dentist office

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 dental assistants 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 March 3-9, 2024.

**as: Dental Assistants Recognition Week**

and urge all citizens to recognize and support the vital service provided by dental assistants 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.

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***(Name of Mayor/Governor)***

# Sample Press Release

## News Release

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### Contact Information:

Name, phone and email

**For Immediate Release**

### **Dental Assistants Recognition Week is celebrated**

March 3-9, 2024

**Date, your City, your State** – The (insert your group’s name/affiliation) along with the Registered Dental Assistants (RDA) of American Medical Technologists (AMT) will be observing Dental Assistants Recognition Week, March 3-9, 2024.

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 Dental Assistant Week activities headed by AMT and state societies, numerous hospitals, laboratories, clinics, physician offices and schools around the country will hold celebrations to benefit the general public.”)

“Dental assistants certified by AMT as RDAs must pass an exam and have the required education and experience to receive this professional certification. A dental assistant is a multi-skilled professional who combines clinical and administrative responsibilities to help maintain and prevent dental issues and improve patient health,” says Kathy Cilia, MLS(AMT), CAE, AMT Executive Director.

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American Medical Technologists (AMT) is a not-for-profit certification agency and professional membership association that is highly regarded by employers, educators, and allied healthcare professionals for its credentialing reputation and diverse membership affiliation benefits it provides to its more than 100,000 members. AMT's 12 allied health certifications in the medical, dental and laboratory fields are driven by integrity and practicality to ensure that student applicants and education programs meet employer expectations for competency and real-world healthcare skills. AMT continuously validates its certificants' knowledge and offers career advancement certification programs and continuing education to enhance members' versatility in the allied healthcare workplace. AMT is accredited by the National Commission for Certifying Agencies (NCCA). More information about AMT is available by visiting [americanmedtech.org](http://americanmedtech.org).