

## ABOUT WORLD SINUS HEALTH AWARENESS DAY

### What Is World Sinus Health Awareness Day?

This public education campaign is designed to inform and educate patients around the world about the causes of their nasal and sinus symptoms as well as how they can improve these and when they should seek additional specialized care.



Materials will include posters, patient information (digital and print), social media campaigns, webinars and podcasts with experts in otolaryngology answering patient questions, media outreach, and more.

**Who Is Sponsoring World Sinus Health Awareness Day?** The American Academy of Otolaryngology-Head and Neck Surgery (AAO-HNS) is sponsoring the inaugural “World Sinus Health Awareness Day” in collaboration with founding corporate partner Intersect ENT, Inc.

**When Is World Sinus Health Awareness Day?** In 2021, the day will be recognized on September 29. *Please note this observance will take place in September annually with the dates adjusted as needed.*

**Why Was World Sinus Health Awareness Day Created?** One of the major goals of the World Sinus Health Awareness Day inaugural education campaign is to delineate [common ailments](#) of the nose and sinus such as allergic and non-allergic rhinitis and acute and chronic rhinosinusitis (CRS) from COVID-19-related symptoms by comparing and differentiating the symptoms of each based on data-driven clinical information in patient friendly terminology. It also will be important to separate evidence-informed treatment for CRS and chronic rhinitis from that of COVID-19-related difficulties and to help patients understand the reasonable expectations for relief of their symptoms.

**Where Can I Get More Information?** Information for medical professionals who want to participate can be found at [www.entnet.org/WSHAD](http://www.entnet.org/WSHAD). Information for patients can be found at [www.ENThealth.org/SinusDay](http://www.ENThealth.org/SinusDay) and [www.MySinusitis.com](http://www.MySinusitis.com).

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### About the American Academy of Otolaryngology-Head and Neck Surgery (AAO-HNS)

AAO-HNS, with approximately 13,000 members, is one of the world’s largest organizations representing specialists who treat the ears, nose, throat, and related structures of the head and neck. Otolaryngologist-head and neck surgeons diagnose and treat medical disorders that are among the most common affecting patients of all ages in the United States and around the world.

### About ENThealth.org

ENThealth.org, developed by AAO-HNS, offers a roadmap for consumers seeking health-related information about the ear, nose, throat, and head and neck.

### About Intersect ENT

Intersect ENT, a global ear, nose and throat (“ENT”) medical technology leader dedicated to transforming patient care, is focused on providing innovative technologies to help address the unmet need of people suffering from chronic rhinosinusitis. It is Intersect ENT’s commitment to support the millions of patients and their ENT physicians to have access to meaningful, clinically proven solutions for chronic rhinosinusitis symptoms.

### About MySinusitis.com

MySinusitis.com is an educational resource for people struggling with various sinus issues, including chronic rhinosinusitis, nasal polyps and other persistent sinus diseases. The goal of the website is to not only raise awareness of sinus health, but to also provide information and increase access to different treatment options.