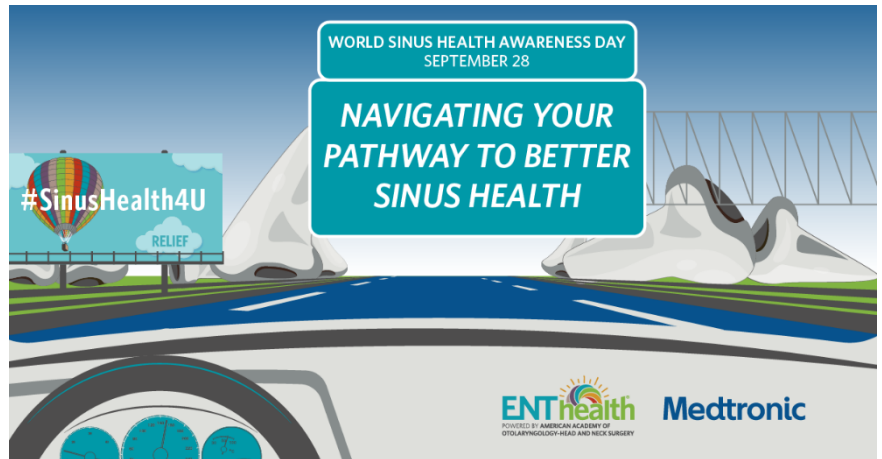


What Is World Sinus Health Awareness Day?

This important 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 various treatment options and when they should seek additional specialized care.

Materials include posters, patient information (digital and print), social media campaigns, webinars 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) sponsors World Sinus Health Awareness Day annually. In 2022 this sponsorship is being done in collaboration with the American Rhinologic Society and corporate partner Medtronic.

When Is World Sinus Health Awareness Day? In 2022, the day will be recognized on September 28. *Please note this observance will take place in September annually with the dates adjusted as needed.*

What is the 2022 World Sinus Health Awareness Theme?

"Navigating Your Pathway to Better Sinus Health" is the 2022 World Sinus Health Awareness Day theme. Understanding the options for nasal and sinus symptom treatments can be overwhelming. The focus of this year's education campaign is to provide accurate and reliable information about different treatment options for the spectrum of nasal symptoms, disorders, and diseases. It is the goal of this campaign to provide accessible public and patient information that will assist individuals in understanding their own individual journey to better sinus health.

Where Can I Get More Information? Information for medical professionals who want to participate will be available in early September at www.entnet.org/WSHAD. Information for patients specific to the 2022 campaign will be available at www.ENThealth.org/SinusDay and www.MySinusitis.com.

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 Medtronic

Medtronic is a leading global healthcare technology company that attacks the most challenging health problems facing humanity by searching out and finding solutions. Our Mission — to alleviate pain, restore health, and extend life — unites a global team of 90,000+ passionate people across 150 countries. The Ear, Nose, and Throat Operating Unit specializes in products that enable physicians to treat patients suffering from ENT conditions like chronic rhinosinusitis and head and neck tumors. With more than 20 years of dedication to ENT surgeons, Medtronic is the global market leader in the areas of powered surgical instruments, intraoperative nerve monitoring, and surgical navigation. Expect more from us as we empower insight-driven care, experiences that put people first, and better outcomes for our world. In everything we do, we are engineering the extraordinary.

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.