

For Immediate Release

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World Sinus Health Awareness Day September 28, 2022

September 6, 2022 Alexandria, Virginia— World Sinus Health Awareness Day 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. The American Academy of Otolaryngology–Head and Neck Surgery (AAO-HNS), in collaboration with the American Rhinologic Society (ARS) and corporate partner Medtronic, is providing accessible public and patient information that will assist individuals in understanding their own individual journey to better sinus health.

“Understanding the options for nasal and sinus symptom treatments can be overwhelming, so we initiated this public service campaign in 2021 as a way to reach patients around the world with reliable information that not only helps them more fully and better understand their symptoms, but also helps them decide when it is time to see a physician,” said James C. Denny III, MD, AAO-HNS Executive Vice President and CEO.

Nasal congestion is a very common complaint and can have many different causes, including inflammation inside the nose due to allergies, or structural abnormalities such as a deviated nasal septum, turbinate blockage, or nasal polyps. Sinusitis, also called rhinosinusitis because the symptoms involve both the nose and the sinuses, affects about one in eight adults annually. Because sinusitis simply means inflammation of the sinuses, the word alone includes a variety of similar problems. Acute sinusitis is when the symptoms occur for less than four weeks. A diagnosis of chronic sinusitis requires that the symptoms last longer than 12 weeks. Sometimes these are caused by the same thing, but often chronic and acute sinusitis are very different from each other.

“Otolaryngologists are well-positioned to treat nasal and sinus issues both medically and surgically if necessary, and the American Rhinologic Society is proud to partner with the American Academy of Otolaryngology–Head and Neck Surgery on this important initiative, which will help educate patients so they can access the best care,” said Michael G. Stewart, MD, ARS Executive Vice President.

Bringing attention to the impact of

Materials developed for this campaign include posters, patient information (digital and print), social media content, webinars, podcasts,