Dental Assistants Recognition Week 2027



What is the ADAA's favorite week of the year? The first full week of March, of course! March 7-13, 2027 is officially Dental Assistants Recognition Week (DARW) and at ADAA we have a few new surprises up our sleeves to celebrate. For one, everyone should be on the watch for ADAA's DARW Spirit contest. We can't wait to see which dental practice, which dental assisting program, and which dental assistant can truly show their DARW spirit.

This year ADAA unveiled a new DARW logo and tag line that celebrates the true spirit of the Dental Assisting: ***Our Profession...Our Voice...Our Future*** On top of that, ADAA is launching their new online store now so you can start stocking up on your DARW and ADAA gear. We have some new apparel and other useful items that should be worn and used proudly all year long. **ADAA DARW STORE**

ADAA - The Voice of Dental Assisting

The American Dental Assistants Association (ADAA) is proud to proclaim March 7-13, 2027 as Dental Assistants Recognition Week (DARW.) ADAA has been the recognized voice of dental assisting for more than 100 years and remains committed to promoting quality dental health care to the public by educating, elevating, and empowering dental assistants and the dental assisting profession.

Celebrating All Dental Assistants

ADAA Celebrates all Dental Assistants: those vital team members working in the front lines of every dental setting. These include clinical assistants, business assistants, laboratory assistants, educators, and students. They are found in public and private dental practices and clinics, in college and university settings, in government sponsored health clinics, and serving in various branches of the U.S. Military assuring optimal oral health for U.S. service men and women.

Celebrating the Contributions of Dental Assistants

Dental Assistants highly contribute to the overall safety, efficiency, and productivity of the practice, performing many tasks and functions that serve the needs of the dentist and the patient. From image acquisition to appliance construction, the duties and skills of a clinical dental assistant are numerous. Dental Assistants are the infection control specialists of the dental practice, assuring the safe delivery of dentistry for all. Many dental assistants assume the role of business management specialists. Others share their skill and knowledge as educators in preparing the next generation of dental assistants to serve. All dental assistants bring immense value to modern dentistry as they remain laser focused in delivering quality service to assure optimal care is provided to each patient.

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