

# Health & Wellness Observances

Let us promote health & wellness together





# Turning observances into marketing opportunities

When it comes to health, prevention is better than cure. Knowledge can save lives. Our calendar will help your brand raise awareness on key Healthcare observances – and connect with consumers at the right moments in the year ahead.

Health and wellness issues are all year round with a few seasonal spikes, so it's important to think ahead to ensure your campaigns are reaching the right audiences with the right messages at the right time.

Adding Healthcare awareness and recognition dates to your marketing calendar provides a perfect opportunity to promote important causes, build good will for your brand and put your products and services in front of targeted audiences.

LinkedIn users are a great fit for purpose-driven messaging around observances. They are:

1.2x

more likely to like  
receiving health and  
wellness information from  
**healthcare companies.**

1.3x

more likely to **look up  
health symptoms.**

**To help you plan ahead, we've compiled a  
calendar of key dates for your marketing runway.**

Source: 2020 Healthcare Playbook: Turning challenge into opportunity, LMS





## World Health Day

Since 1948, the World Health Organization has celebrated World Health Day on April 7<sup>th</sup> as a way to draw attention to global health issues.



## World Hemophilia Day

World Hemophilia Day is an observance day to raise awareness about Hemophilia and other bleeding disorders.





May 2022

April

May



## National Mental Health Month

Led by Mental Health America, National Mental Health Month aims to raise awareness about mental health issues and address the stigma around mental health and treatment in the US.

June

July

Aug

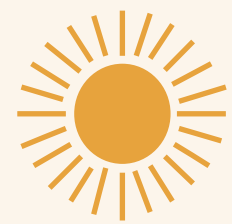
Sept

Oct

Nov

Dec





June 2022

April

May

June

July

Aug

Sept

Oct

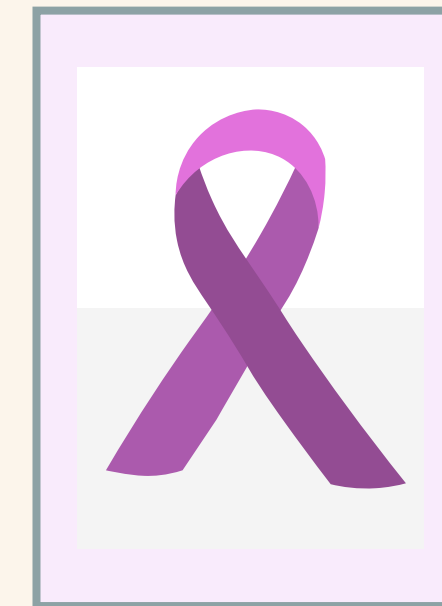
Nov

Dec



## National Cancer Survivors Day

National Cancer Survivors Day is an annual celebration held on the first Sunday in June for those who have survived cancer and to uplift those who have been diagnosed with cancer.





July 2022



## World Hepatitis Day

World Hepatitis Day aims to raise global awareness of hepatitis – a group of infectious diseases known as Hepatitis A, B, C, D, and E – and encourage prevention, diagnosis and treatment.



April

May

June

July

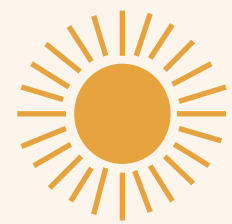
Aug

Sept

Oct

Nov

Dec



August 2022

April

May

June

July

Aug

Sept

Oct

Nov

Dec



## Immunization Awareness Month

National Immunization Awareness Month (NIAM) is an annual observance to highlight the importance of vaccination for people of all ages.



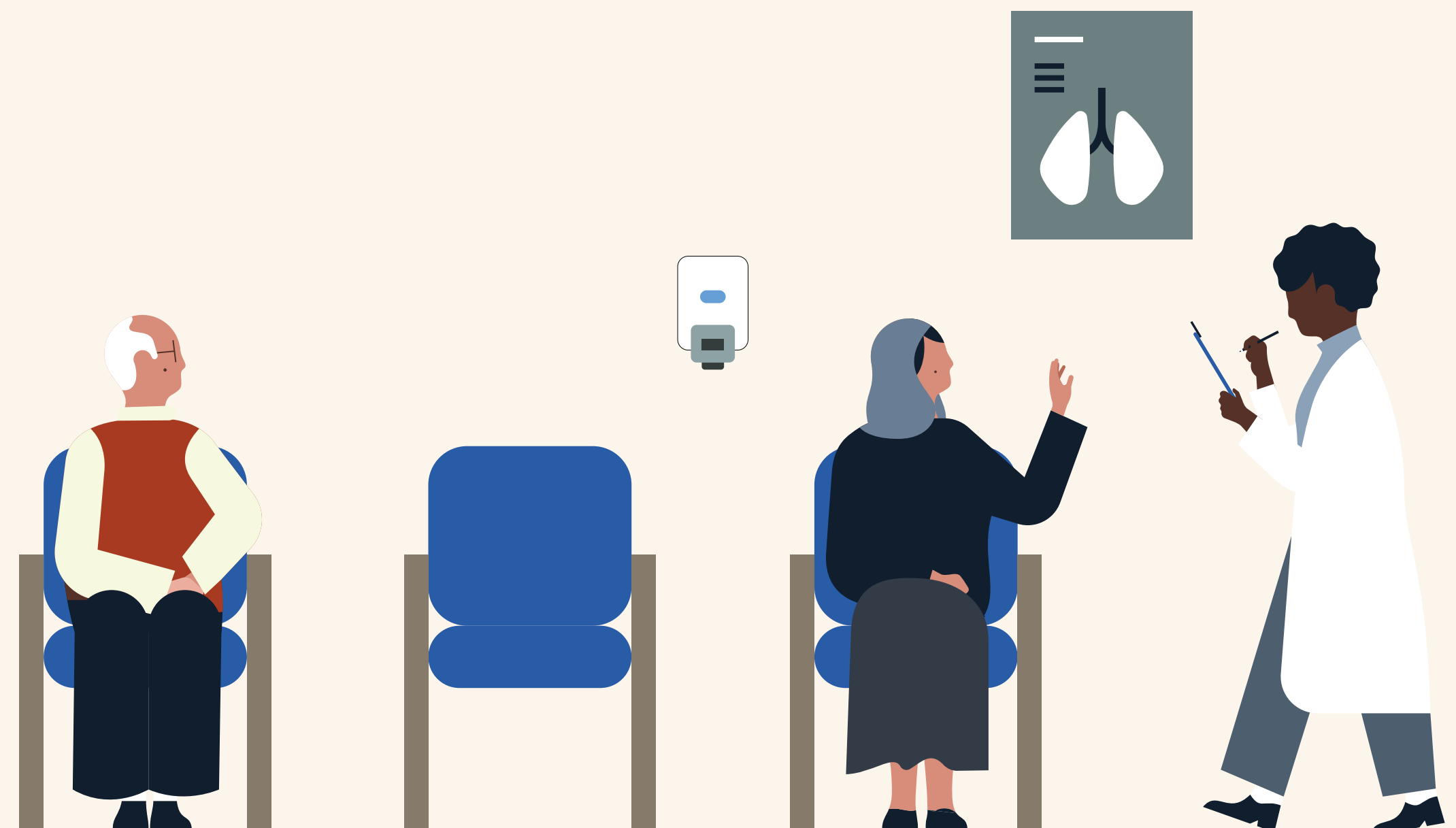
## World Breastfeeding Week

World Breastfeeding week is a global campaign to improve the health of babies around the world, raising awareness and galvanising action on key themes related to breastfeeding.

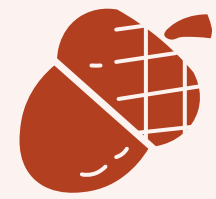


## World Lung Cancer Day

World Lung Cancer Day provides an annual opportunity for the public health community to raise awareness of the risk factors for lung cancer and offer solutions on prevention, early detection, and improved patient outcomes.







## Baby Safety Month

Each year, the Juvenile Products Manufacturers Association (JPMA) hosts Baby Safety month to remind consumers of the importance of baby safety and purchasing safe products, offering toolkits to manufacturers, retailers, doctors, and others to educate them about child safety.



## World Alzheimer's Month

World Alzheimer's Month is the international campaign every September to raise awareness and challenge the stigma that surrounds dementia.



## Malnutrition Awareness Week

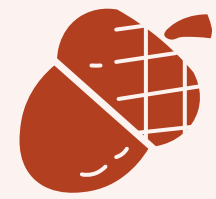
Malnutrition Awareness Week is an annual, multi-organizational campaign created by ASPEN to educate healthcare professionals about early detection and treatment of malnutrition and inform consumers/patients on the importance of discussing their nutritional status with healthcare professionals.



## World Heart Day

Created by the World Heart Federation, World Heart Day informs people around the globe that CVD, including heart disease and stroke, is the world's leading cause of death claiming 17.9 million lives each year, and highlights the actions that individuals can take to prevent and control CVD.





October 2022

April

May



## Breast Cancer Awareness Month

Breast Cancer Awareness Month is an annual international health campaign organized by major breast cancer charities every October to increase awareness of the disease and to raise funds for research into its cause, prevention, diagnosis, treatment and cure.



## Healthcare Quality Week

Healthcare Quality Week (HQW), organized by NAHQ, is dedicated to celebrating the contributions professionals have made to improve healthcare quality to bring greater awareness to the profession of healthcare quality.

June

July

Aug



## Child Health Day

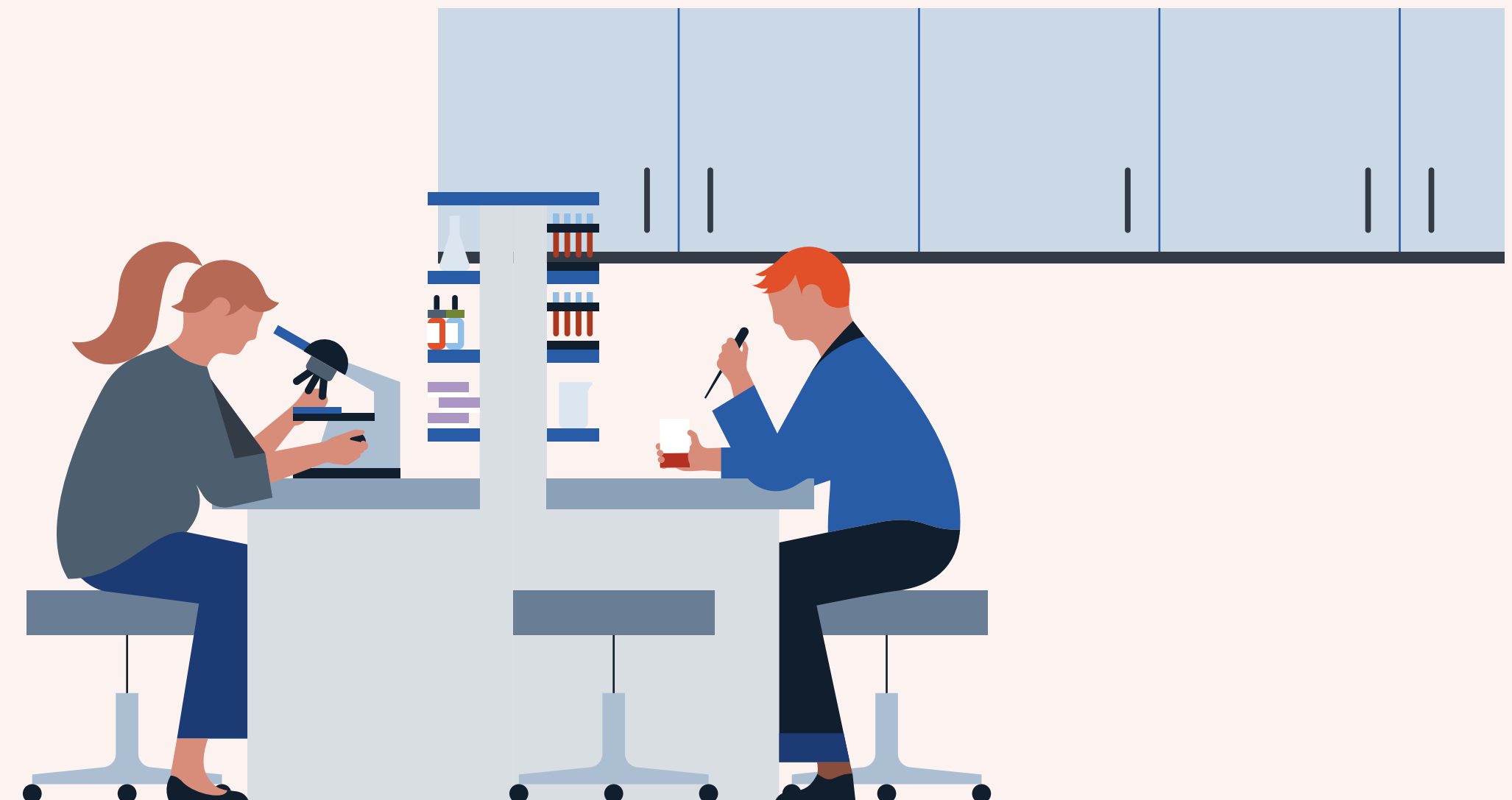
Child Health Day is a United States Federal Observance Day to learn and focus on the health of children. It raises awareness of what parents and other adults can do to help improve the health of their children.

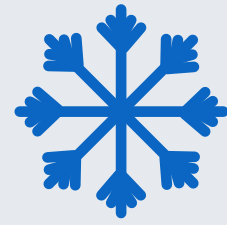
Sept

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## American Diabetes Month

American Diabetes Month raises awareness of the signs and symptoms of diabetes to increase earlier detection and reduce the risks of serious health problems like nerve damage, kidney failure, and heart disease.



## World Diabetes Day

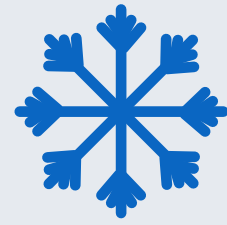
Led by the International Diabetes Federation and the World Health Organization (WHO) in response to the rapid rise of diabetes around the world, World Diabetes Day has grown from humble beginnings to become a globally celebrated event which increases awareness on the condition.



## World Prematurity Day

World Prematurity Day is a global movement to raise awareness of premature birth, the concerns of preterm babies and the sometimes devastating impact it can have on families.





## World AIDS Day

World AIDS Day, designated on December 1st every year since 1988, is an international day dedicated to raising awareness of the AIDS pandemic caused by the spread of HIV infection and mourning those who have died of the disease.



## National Handwashing Awareness Week

National Handwashing Awareness Week focuses on one of the most important steps we can take to avoid getting sick and spreading germs to others, with guidance for effective handwashing and use of hand sanitizer.



We hope this calendar inspires  
additional engagements!

Get started

**LinkedIn** Marketing Solutions