



# Health & wellness observances

Let us promote health & wellness together



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.

# January

## ● National Blood Donor Month

National Blood Donor Month is meant to honor voluntary blood donors and to encourage more people to give blood at a time when more blood is needed.

## ● National Pharmacists Day

Is a day to honor the incredible work pharmacists do for their patients in hospitals and throughout the community all year round.



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# February

## ● American Heart Month

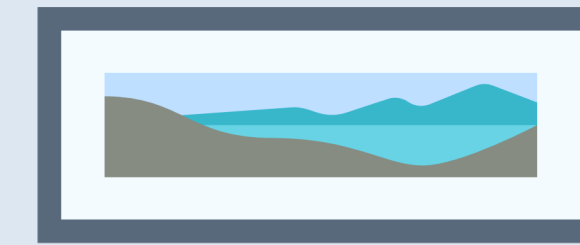
American Heart Month shines a light on cardiovascular health and raises awareness around healthy habits to reduce the risk of heart disease.

## ● World Cancer Day

World Cancer Day encourages working together to create a cancer-free world and recognises the ongoing work to close the gap in global healthcare inequalities.

## ● National Caregivers Day

On the third Friday of the month, we honour individuals both paid and unpaid who devote their time and effort to taking care of vulnerable people in society.



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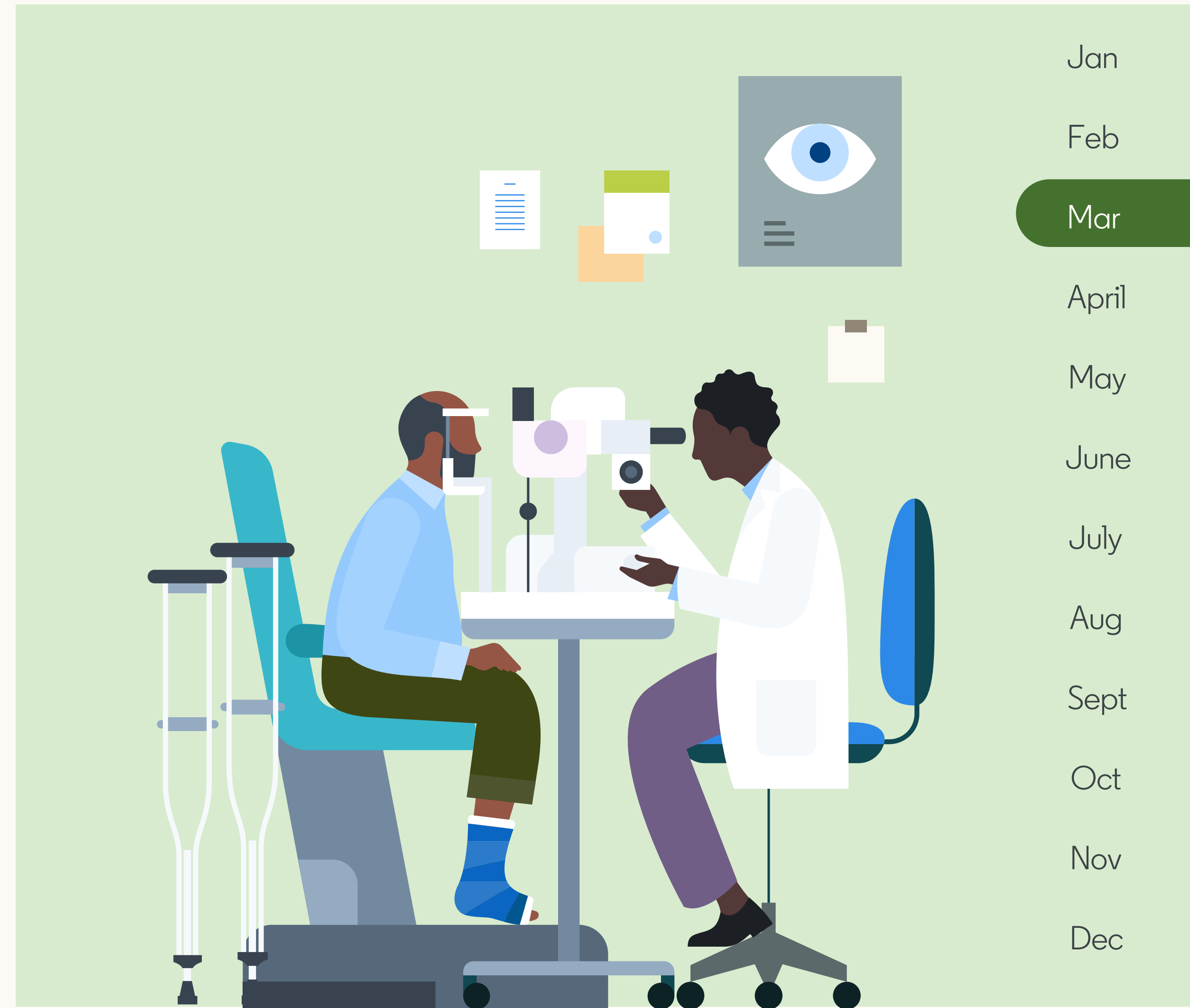
# March

## ● Certified Nurses Day

Certified Nurses Day is an annual recognition and celebration of nurses worldwide who contribute to better patient outcomes.

## ● National Doctors Day

National Doctors Day celebrates all physicians, surgeons, and doctors and recognises all the hard work they do.



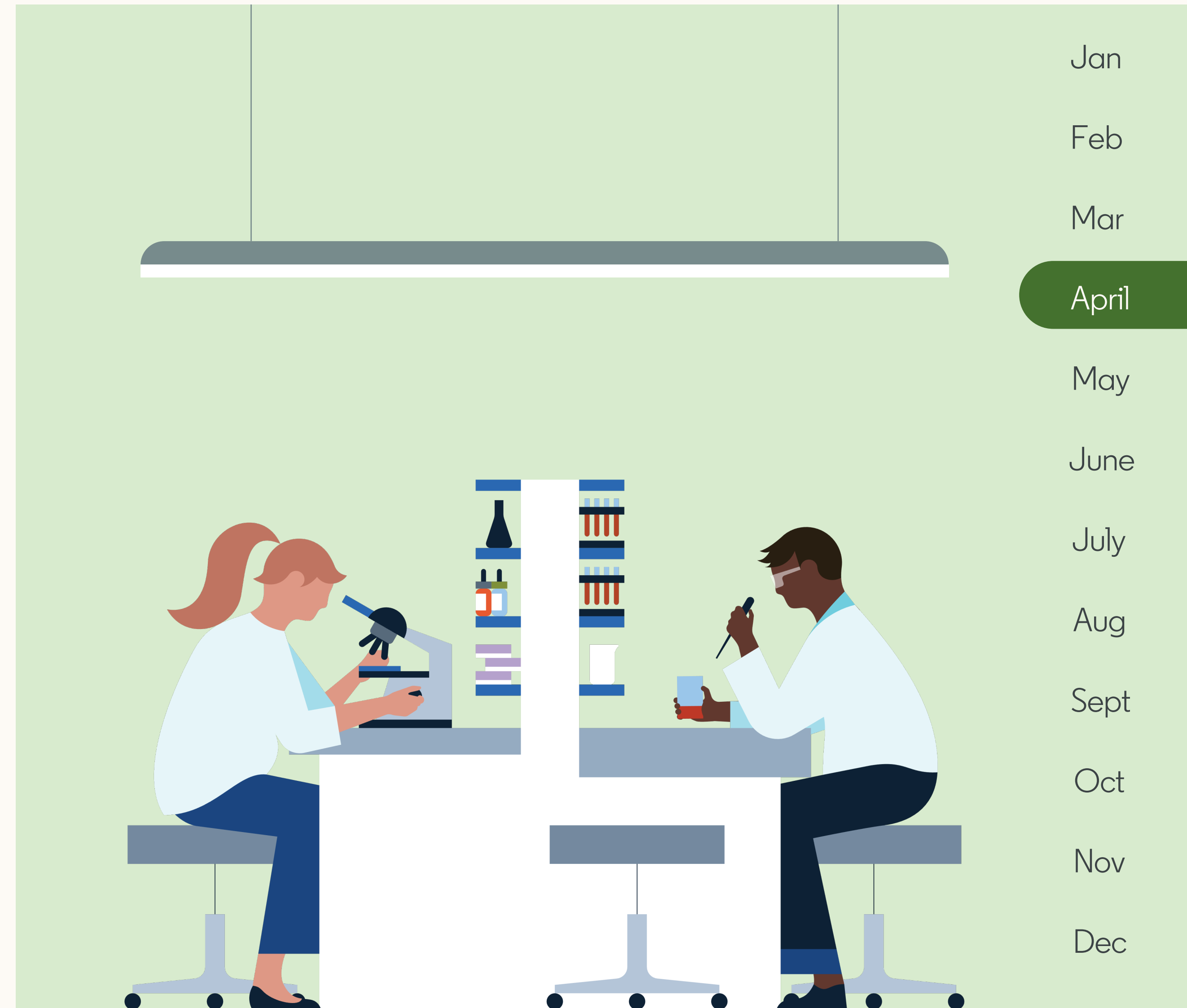
# April

## ● World Health Day

Since 1948, the World Health Organization has celebrated World Health Day as a way to draw attention to global health issues.

## ● World Haemophilia Day

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



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# May

## ● National Mental Health Awareness Month

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

## ● National Nurses Month

According to the American Nurses Association, National Nurses Month is a time “to recognize the vast contributions and positive impact of America’s 4 million registered nurses.”

## ● Women's Health Week

National Women's Health Week aims to raise awareness about manageable steps women can take to improve their health.



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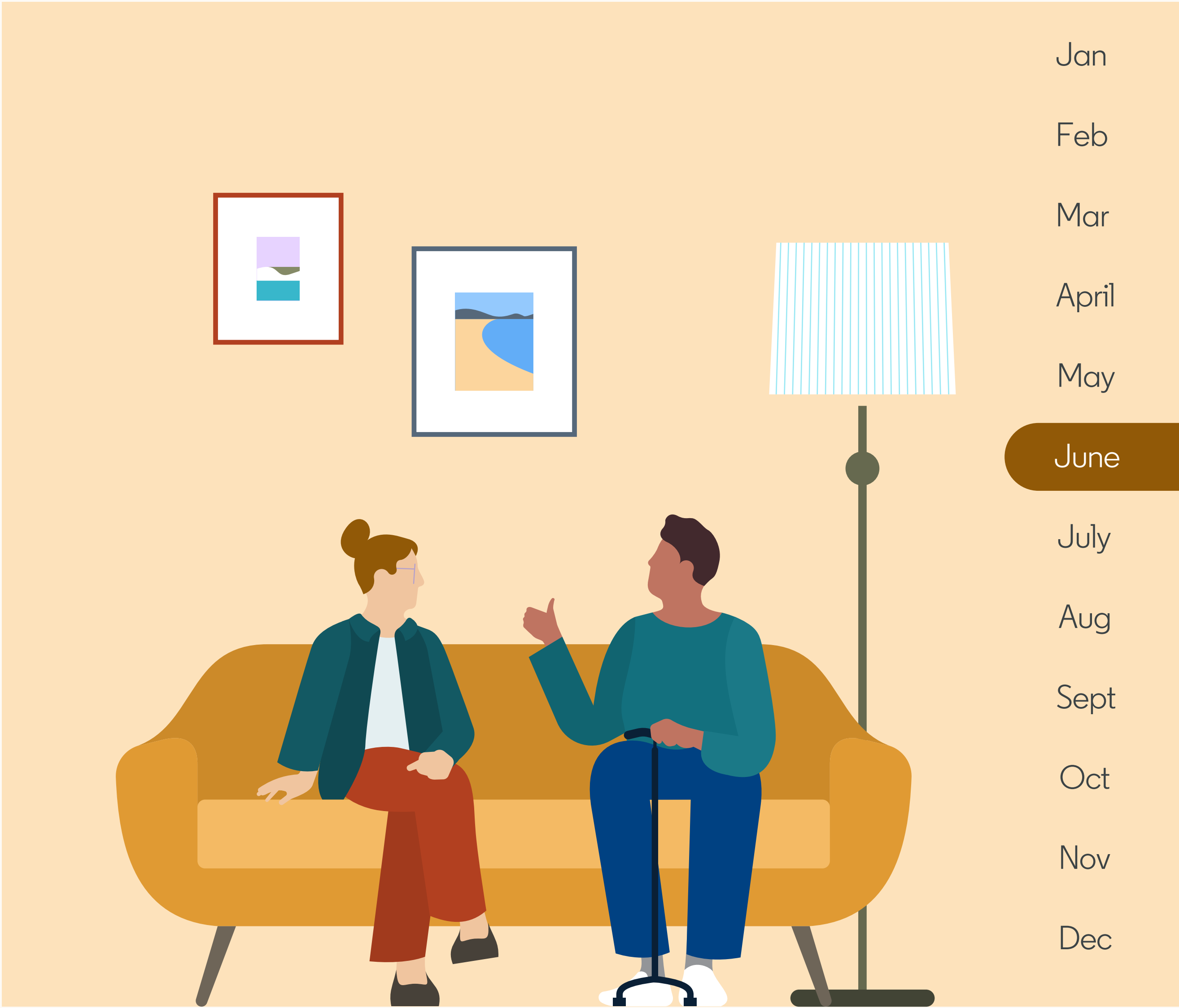
# June

- National Cancer Survivors Day

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

- Men's Health Week

Men’s Health Week is celebrated to bring awareness to the health issues all men face.



# July

## ● 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.



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# August

## ● Immunization Awareness Month

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

## ● 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.

## ● 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.



# September

## ● 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.

## ● 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 Alzheimer's Month

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

## ● 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.

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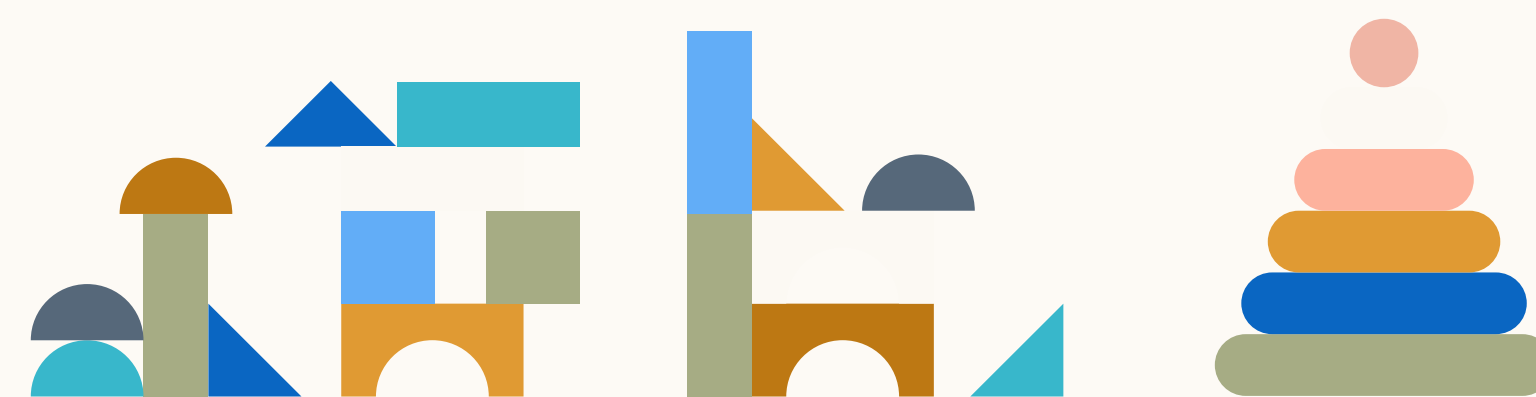
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# October

## 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.

## 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.

## 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.



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# November

## ● American Diabetes Month

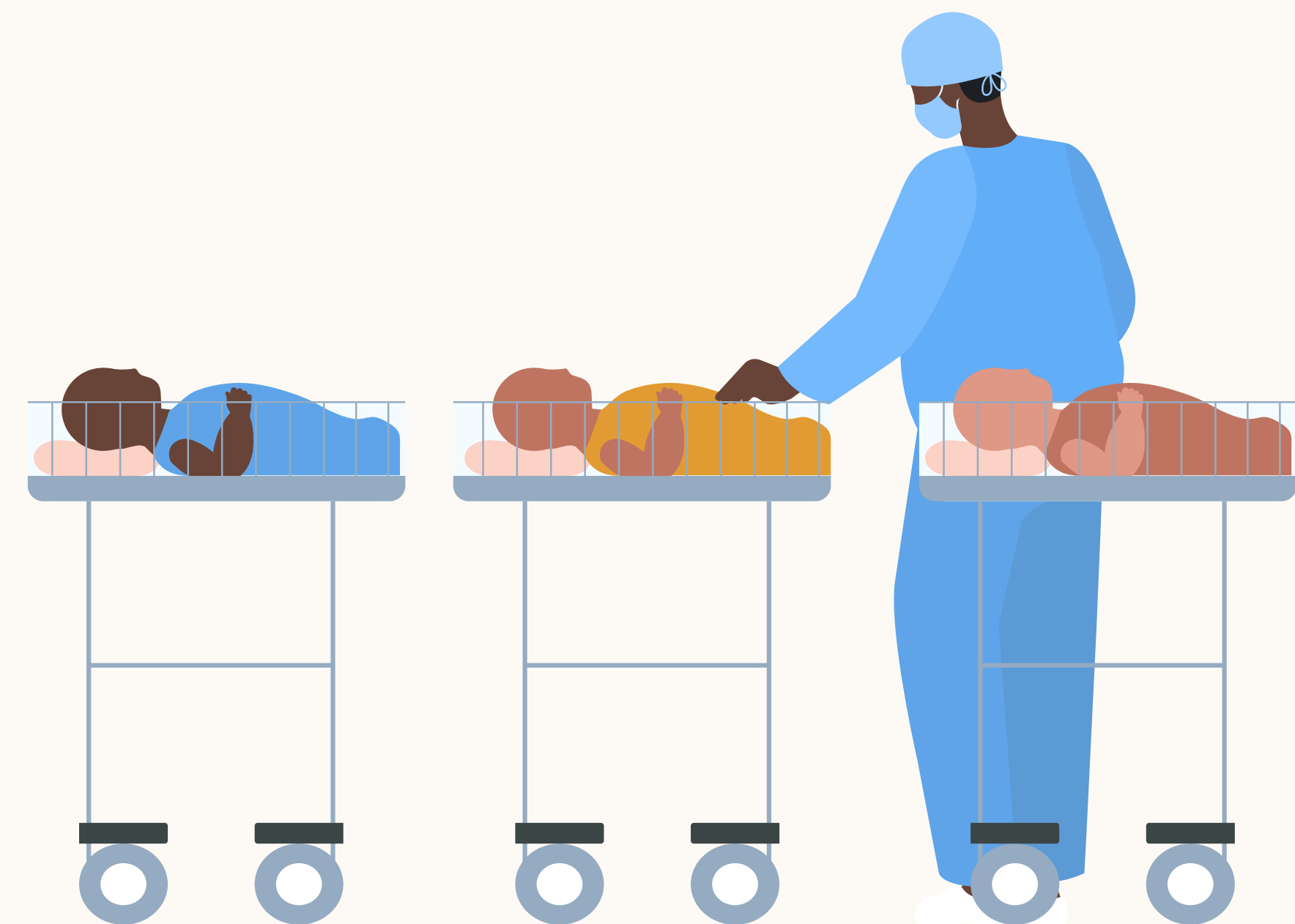
American Diabetes Month raises awareness of the signs and symptoms of diabetes to increase earlier detection and reduce the risks of serious health problems like nerve damage, kidney failure, and heart disease.

## ● 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.



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# December



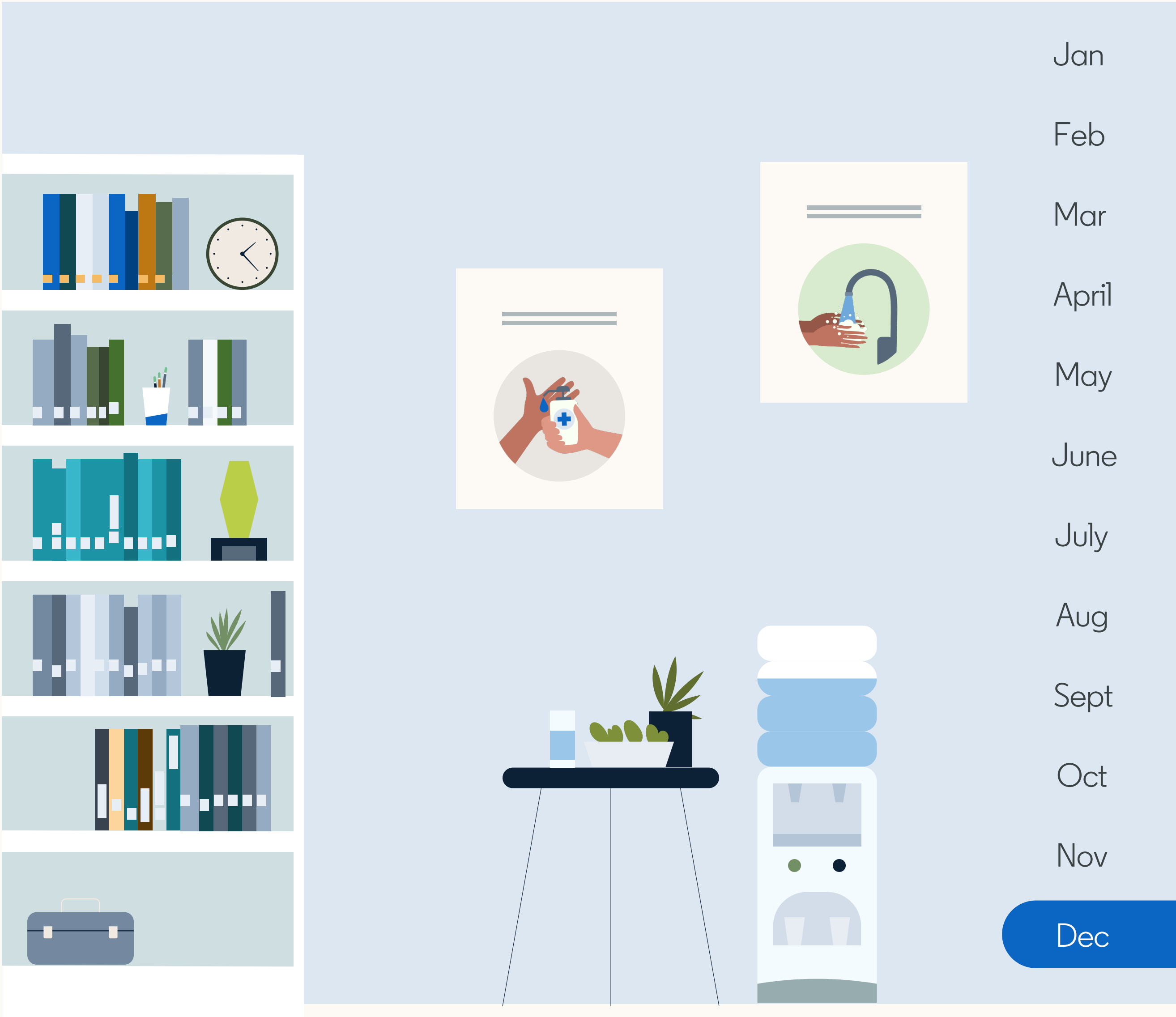
## World AIDS Day

World Aids Day, held in December every year since 1988, is an international day dedicated to raising awareness of Aids and HIV and remembering 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