

20
26

Health & Awareness Calendar:

Key Observances to Spark Authentic Engagement

20 26 | JANUARY

Monthly & Weekly Observances

- *National Blood Donor Month*
- *Poverty in America Awareness Month*
- *Cervical Health Awareness Month*
- *National Glaucoma Awareness Month*
- *National Stalking Awareness Month*
- *Mental Wellness Month*
- *Human Trafficking Awareness Month*
- *Substance Use Disorder Treatment Month*
- *National Healthy Weight Week (Jan 19-25)*

SUN	MON	TUE	WED	THU	FRI	SAT
				1  New Year's Day		2  National Mind-Body Wellness Day
4  World Braille Day	5	6	7  Orthodox Christmas	8	9  Law Enforcement Appreciation Day	10
11  National Human Trafficking Day	12	13	14	15	16	17
18	19  Martin Luther King, Jr. Day	20	21	22  Celebration of Life Day	23  Women's Healthy Weight Day Maternal Health Awareness Day	24  National Compliment Day
25	26	27	28  Data Privacy Day	29	30	31

💡 Pro Tip:

Reintroduce Your Mission in a Fresh Way

Start the year by reminding your audience why your work matters. Reintroduce your mission using a short, inspiring video or carousel that highlights your impact areas, values, or community focus. Consider refreshing your pinned posts, profile bio, and highlight covers to align with the new year. Include staff or client voices to create a strong emotional connection and set the tone for the year. Also, include posts centered on how to access services for people who are new to the organization and eligibility to obtain those services.

20 26 | FEBRUARY

Monthly & Weekly Observances

- *Black History Month*
- *National Cancer Prevention Month*
- *Teen Dating Violence Awareness Month*
- *American Heart Month*
- *National Burn Awareness Week (Feb 2-8)*
- *School Counseling Week (Feb 3-7)*
- *Random Acts of Kindness Week (Feb 15-20)*
- *National Eating Disorders Week (Feb 23-Mar 1)*

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4 World Cancer Day	5	6 National Black HIV/AIDS Awareness Day	7 National Wear Red Day
 8 Super Bowl Sunday	9	10	11	12	13	 14 Valentine's Day National Donor Day
15	 16 President's Day	 17 Chinese New Year Ramadan Begins (At Sunset) Random Acts of Kindness Day	18	19	 20 World Day of Social Justice	21
22	23	24	25	26	27	 28 Rare Disease Day

💡 Pro Tip:

Strengthen Reach with Themed Hashtags and Timely Trends

Continue pairing your posts with relevant awareness month hashtags, but also explore seasonal or trending formats that authentically align with your brand's tone. Avoid trends that feel gimmicky. Instead choose ones that allow your mission and message to shine. Strategic use of awareness-driven and culturally relevant content can boost engagement and discoverability.

20
26 | MARCH

Monthly & Weekly Observances

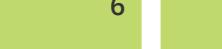
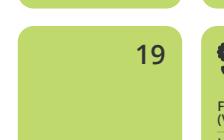
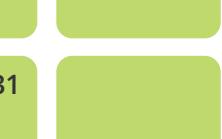
- *National MS Education Awareness Month*
- *National Nutrition Month*
- *Brain Injury Awareness Month*
- *Developmental Disabilities Awareness Month*
- *Child Life Month*
- *National Kidney Month*
- *National Colon Cancer Awareness Month*
- *Social Work Month*
- *National Women's History Month*
- *Problem Gambling Awareness Month*
- *MS Awareness Week (Mar 9-15)*
- *Sleep Awareness Week (Mar 8-14)*
- *National LGBTQ Health Awareness Week (Mar 14-20)*
- *National Drug & Alcohol Facts Week (Mar 25-Apr 1)*



Pro Tip:

Use Employee Spotlights to Inspire and Retain

Feature staff members to celebrate their contributions, but add a professional development angle. Share quotes or career milestones throughout the year to show how your organization invests in people. These posts not only build internal morale but also highlight your organization as a meaningful place to work and grow.

SUN	MON	TUE	WED	THU	FRI	SAT
 1 Self-Injury Awareness Day	 2 World Teen Mental Wellness Day	 3	 4	 5	 6	7
 8 Daylight Saving Time Begins International Women's Day	 9	 10 Gambling Disorder Screening Day	 11	 12 World Kidney Day	 13 Employee Appreciation Day	14
 15	 16	 17	 18 Ramadan Ends (At Sunset)	 19	 20 First Day of Spring (Vernal Equinox) International Day of Happiness	21 World Down Syndrome Day World Poetry Day
 22	 23	 24	 25	 26	 27	28
 29 World Bipolar Day National Doctors' Day	 30 Transgender Day of Visibility	 31				

20 26 | APRIL

Monthly & Weekly Observances

- *Autism Acceptance Month*
- *Global Volunteer Month / National Volunteer Month*
- *National Donate Life Month*
- *National Minority Health Month*
- *Sexual Assault Awareness & Prevention Month*
- *Alcohol Awareness Month*
- *National Child Abuse Prevention Month*
- *National Stress Awareness Month*
- *Testicular Cancer Awareness Month*
- *Parkinson's Awareness Month*
- *Financial Literacy Month*
- *National Counseling Awareness Month*
- *National Public Health Week (Apr 6-12)*
- *Black Maternal Health Week (Apr 11-17)*
- *National Volunteer Week (Apr 19 – 25)*
- *National Infertility Awareness Week (Apr 20-26)*

SUN	MON	TUE	WED	THU	FRI	SAT
				1  April Fool's Day  Passover Begins (At Sunset)  National Walking Day	2  World Autism Awareness Day	
 5 Easter		 6 World Health Day		8	 9 Passover Ends (At Nightfall) National Alcohol Screening Day	
12	13	14	15	16	17	18
19	20	21	 22 Earth Day Administrative Professionals Day	23	24	 25 DEA National Drug Take Back Day
26	27	28	29	30		

💡 Pro Tip:

Prioritize Accessibility in Your Content

Ensure your posts are inclusive by adding captions to videos, alt text to images, and using high-contrast colors in graphics. Accessible content helps everyone engage with your message and reflects your organization's commitment to equity and inclusion. Consider developing multilingual content when appropriate based on the populations and communities you serve. These small steps go a long way in broadening your reach.

20
26 | MAY

Monthly & Weekly Observances

- National Mental Health Month
- National Trauma Awareness Month
- National Nurses Month
- National Teen Pregnancy Prevention Month
- Skin Cancer Awareness Month
- National Stroke Awareness Month
- Lupus Awareness Month
- Asian American & Pacific Islander Heritage Month
- Foster Care Awareness Month
- Older Americans Month
- Global Employee Health & Fitness Month
- National Prom Graduation Safety Month
- Public Service Recognition Week (May 5-11)
- Maternal Mental Health Awareness Week (May 5-11)
- National Nurses Week (May 6-12)
- National Hospital Week (May 11-17)
- National Prevention Week (May 11-17)

SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
3	4	5 International Day of the Midwife	6 World Maternal Mental Health Day	7 Children's Mental Health Awareness Day	8 World Red Cross Day	9
10 Mother's Day	11	12	13	14	15	16
17	18 International Museum Day	19	20	21 World Meditation Day	22 World Preeclampsia Day	23
24 World Schizophrenia Day	25 Memorial Day	26	27	28	29	30 World MS Day
31						

💡 Pro Tip:

Humanize Your Impact with Real Voices

Create content buckets with themes to help humanize the brand. Things like "my why" from staff, "a moment that changed me" from clients, and "what community means to me" from partners. These types of content series will help create consistency and provide value at all three levels of your organization -- client, staff, and community.

20 26 | JUNE

Monthly & Weekly Observances

- *Alzheimer's & Brain Awareness Month*
- *Aphasia Awareness Month*
- *World Infertility Awareness Month*
- *PRIDE Month*
- *Men's Health Week (Jun 15-21)*
- *Community Health Improvement (CHI) Week (Jun 8-12)*

SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	 3 Global Running Day	4	5	6
 7 National Cancer Survivors Day	8	9	10	11	12	 13 World Blood Donor Day
 14 Father's Day	15	 16 World Elder Abuse Awareness Day Islamic New Year (Starts At Sunset)	17	18	 19 Juneteenth	20
 21 First Day of Summer (Estival Solstice)	22	23	24	25	26	 27 National PTSD Awareness Day National HIV Testing Day
28	29	30				

💡 Pro Tip:

Share Actionable Resources That Empower Your Audience

Consider tying resources to seasonal needs to get more meaningful content in front of viewers at opportune times which will help position the organization as an educator not just a service provider. Offer practical tools like checklists, guides, or quick tips that encourage wellness or awareness. To modernize your approach, share these as carousel slides, infographics, or downloadable PDFs linked in your bio or stories. Consider also posting extended versions of these resources on your website to support long-term searchability.

20
26 | JULY

Monthly & Weekly Observances

- *National Minority Mental Health Awareness Month*
- *Disability Pride Month*
- *Maternal & Child Health Month*
- *Social Wellness Month*
- *UV Awareness Month*

SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	 4 Independence Day
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	 28 World Hepatitis Day	29	 30 International Friendship Day National Intern Day	31	

💡 Pro Tip:

Celebrate Community Partnerships and Collective Wins

Summer is a great time to highlight collaboration. Showcase stories of community events, partner programs, or local initiatives where you made an impact together. These posts not only show your involvement but also position your organization as a connector within the community.

20 26 | AUGUST

Monthly & Weekly Observances

- *National Minority Donor Awareness Month*
- *National Wellness Month*

SUN	MON	TUE	WED	THU	FRI	SAT
						 1 World Lung Cancer Day
2	3	 4 National Night Out	5	6	7	8
 9 International Day of the World's Indigenous People	10	11	12	13	14	15
16	 17 Non-Profit Day	18	 19 World Humanitarian Day	20	 21 Senior Citizens Day	22
23	 24 Women's Equality Day	 25 National Got Checked Day	26	27	28	29
 30 Grief Awareness Day	 31 International Overdose Awareness Day					

💡 Pro Tip:

Incorporate User-Generated Content for Authenticity

Encourage your followers, volunteers, or program participants to share their own experiences or photos and tag your organization. Create templated questions to help guide and incentivize participation. Reposting this type of user-generated content (with permission) provides authentic storytelling while strengthening community engagement and visibility.

20 26 | SEPTEMBER

Monthly & Weekly Observances

- *Childhood Cancer Awareness Month*
- *Prostate Cancer Awareness Month*
- *National Food Safety Education Month*
- *National Suicide Prevention Month*
- *Blood Cancer Awareness Month*
- *National Recovery Month*
- *Thyroid Cancer Awareness Month*
- *Gynecologic Cancer Awareness Month (GCAM)*
- *Healthy Aging Month*
- *National Service Dog Month*
- *National Deaf Awareness Month*
- *Hunger Action Month*
- *National Preparedness Month*
- *National Suicide Prevention Week (September 7 - 13)*

SUN	MON	TUE	WED	THU	FRI	SAT
		1	2	3	4	 5 International Day of Charity
6	 7 Labor Day	8	9	 10 World Suicide Prevention Day	 11 Rosh Hashanah Begins (At Sunset) Patriot Day (9/11)	12
 13 Rosh Hashanah Ends (At Nightfall) National Grandparents Day	14	15	16	 17 World Patient Safety Day	18	19
 20 Yom Kippur Begins (At Sunset)	 21 Yom Kippur Ends (At Nightfall) World Alzheimer's Day World Gratitude Day	 22 First Day of Fall (Autumnal Equinox)	 23 International Day of Sign Languages	 24 Save A Life Day	25	26
27	28	29	30			

💡 Pro Tip:

Collaborate on Educational Campaigns with Partners

Go beyond single shared posts. Co-create educational series or social campaigns with partner organizations that align with your mission. Collaborative campaigns help expand your reach and establish your organization as a leader in coalition-based advocacy.

20 26 | OCTOBER

Monthly & Weekly Observances

- *Breast Cancer Awareness Month*
- *Domestic Violence Awareness Month*
- *National Disability Employment Awareness Month*
- *Down Syndrome Awareness Month*
- *ADHD Awareness Month*
- *SIDS, Pregnancy & Infant Loss Awareness Month*
- *National Substance Abuse Prevention Month*
- *National Physical Therapy Month*
- *World Blindness Awareness Month*
- *Bone & Joint Health Awareness Month*
- *National Bullying Prevention Month*
- *World Menopause Awareness Month*
- *Mental Illness Awareness Week (Oct 5-11)*
- *Red Ribbon Week (Oct 23-31)*

SUN	MON	TUE	WED	THU	FRI	SAT
				 1 National Depression Screening Day	 2 International Day of Non-Violence World Smile Day	3
4	 5 Child's Health Day	 6 World Cerebral Palsy Day		7	8	9
11	 12 Indigenous Peoples' Day	13	14	 15 Pregnancy & Infant Loss Remembrance Day	 16 Boss's Day National Mammography Day	17
 18 World Menopause Day	19	20	21	22	23	 24 Make a Difference Day
25	26	27	 28 First Responders Day	 29 World Stroke Day	30	 31 Halloween

💡 Pro Tip:

Turn Data Into Storytelling with Visuals

Use data storytelling to educate your audience during awareness months. Share statistics paired with visuals or infographics that clearly show your organization's impact or community need. Include client friendly takeaways from the data that demonstrates what it means for the people and communities you serve. Consider having a staff member voice what this data means through short videos. This type of visual storytelling transforms data into something memorable and persuasive.

20 26 | NOVEMBER

Monthly & Weekly Observances

- *Stomach Cancer Awareness Month*
- *National Hospice & Palliative Care Month*
- *American Diabetes Month*
- *Lung Cancer Awareness Month*
- *National Pancreatic Cancer Awareness Month*
- *National Alzheimer's Disease Awareness Month*
- *National Sexual Health Month*
- *National Family Caregivers Month*
- *Children's Grief Awareness Month*
- *National Homelessness Awareness Month*
- *International Stress Awareness Week (Nov 3-7)*
- *Hunger & Homelessness Awareness Week (Nov 14-22)*

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
 8 Diwali	9	10	 11 Veterans Day	12	 13 World Kindness Day	14
 15 Philanthropy Day	16	 17 World Prematurity Day	18	 19 Great American Smokeout	20	 21 National Survivors of Suicide Loss Day
22	23	24	25	 26 Thanksgiving Day	27	28
29	30					

💡 Pro Tip:

Use Video Storytelling to Drive Emotion and Action

Video remains the top-performing content format. Capture short, vertical clips that highlight personal stories or behind-the-scenes moments from your team. Authentic, documentary-style videos perform well across platforms and inspire meaningful engagement from viewers.

2026

2026 | DECEMBER

Monthly & Weekly Observances

- *Seasonal Affective Disorder Awareness Month*
- *Universal Human Rights Month*
- *National Safe Toys & Gifts Month*
- *Inclusive Schools Week (Dec 7-11)*

SUN	MON	TUE	WED	THU	FRI	SAT
		 1 Giving Tuesday World AIDS Day	2	 3 International Day of Persons with Disabilities	 4 Hanukkah Begins (At Nightfall)	 5 International Volunteer Day
6	7	8	9	 10 Human Rights Day	11	 12 Hanukkah Ends (At Nightfall)
13	14	15	16	17	18	19
20	 21 First Day of Winter (Hibernal Solstice)	22	23	 24 Christmas Eve	 25 Christmas Day	 26 Kwanzaa
27	28	29	30	 31 New Year's Eve		

💡 Pro Tip:

Express Gratitude, Highlight Your Impact, and Preview What's Next

End the year by celebrating your community and your impact. Pair a heartfelt “thank you” message or short recap video spotlighting this year’s key wins, milestones, or lives touched with a forward-looking note about what’s ahead. This blend of gratitude, impact, and anticipation keeps your audience connected and excited to continue the journey with you into the new year.