This guide will help you plan and promote activities each month and provide useful information to inspire your employees to be more fully engaged in their health. Please keep in mind, as the COVID-19 situation is continuously evolving, different issues may arise during 2021. Consequently, some of the topics listed here may need to be changed. Use this as a general guide—feel free to use some or all of the suggestions, switch up the activities or add your own! Plan your initiatives based on the greatest health needs of your organization.
## Activity Calendar 2021

### January
**Preventive Care Basics**

**Health Observances:**
- Blood Donor Month
- Healthy Weight Week

**Suggested Activities:**
- Arrange a blood donor sign-up
- Encourage employees to see their doctor for an annual physical exam
- Distribute flyers: Keep a Pulse on Your Health and Cervical Cancer: Take Steps to Protect Yourself
- Hang poster: Top Reasons to Call Health Advocate

### February
**Protect Your Heart**

**Health Observances:**
- Heart Health Month
- Wear Red Day
- World Cancer Day

**Suggested Activities:**
- Hold a Wear Red Day on February 7
- Encourage employees to have their blood pressure checked
- Remind employees that Health Advocate helps clarify diagnoses and obtain second opinions
- Distribute flyers: High Blood Pressure: Improvements with Simple Steps and High Cholesterol

### March
**Quick Ways to Improve Your Diet**

**Health Observances:**
- Nutrition Month
- Sleep Awareness Week

**Suggested Activities:**
- Hold a contest for the healthiest breakfast idea
- Host a nutrition presentation for busy people
- Distribute flyers: Healthy Eating Made Simple and Understanding Sleep Apnea

### April
**Reduce Routine Stress**

**Health Observances:**
- Stress Awareness
- Public Health Week
- Earth Day

**Suggested Activities:**
- Hold a contest for best ideas to do a "digital detox"
- Encourage participation in Earth Day activities; encourage a recycling program at work
- Hold a presentation on meditation with a practice session
- Distribute flyers: Take Charge of Stress

### May
**Reduce Strain at Your Workstation**

**Health Observances:**
- Employee Health and Fitness Month
- Women’s Health Week
- Mental Health Awareness

**Suggested Activities:**
- Designate a “walk on your break” day
- Survey employees on what they do daily to feel energized
- Distribute flyers: Tips to Reduce Back Strain and Supporting A Depressed Coworker

### June
**Stay Safe at Work**

**Health Observances:**
- Safety Month
- Men’s Health Week
- Family Health and Fitness Day

**Suggested Activities:**
- Suggest family fitness challenges—timed backyard obstacle courses, hula hoops, jump ropes, etc.
- Encourage employees to know about safety/emergency guidelines
- Distribute flyers: Stay Safe at Work and Top Men’s Health Tips
<table>
<thead>
<tr>
<th>Month</th>
<th>Theme</th>
<th>Health Observances:</th>
<th>Suggested Activities:</th>
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| July       | Avoid Summer Health Hazards | UV Safety Month                                                                     | • Refer employees to Health Advocate to locate in-network urgent care centers for non-life threatening health emergencies  
• Distribute flyer: Hitting the Highways This Summer? Stay Safe!  
• Hang poster: Proper Use of the ER  
• Blog post: Keep Your Skin Safe This Summer |
| August     | Use Medications Wisely     | Immunization Awareness Month  
Relaxation Day                                                                 | • Encourage employees to talk to their healthcare provider about needed immunizations for them and their family members  
• Host an onsite or virtual mindfulness meditation session  
• Distribute flyer: Quick Tips to Unwind  
• Blog post: Stock Your Medicine Cabinet |
| September  | Keep Your Memory Sharp     | Breast Cancer Awareness Month  
Get Smart About Credit Day  
Evaluate Your Life Day                                                   | • Survey employees for ways they switch up their fitness and nutrition for winter  
• Sponsor a fund-raising event for cancer research  
• Distribute flyer: Breast Health Affects Everyone  
• Blog post: Reduce Debt-Stress, Become Credit-Card Savvy |
| October    | Keeping Strong This Season |                                                     | • Hold virtual or onsite tasting contest for best harvest veggie dish  
• Remind employees that their parents and parents-in-law are eligible to use Health Advocate services  
• Distribute flyer: When Aging Parents Need Assistance |
| November   | Kindness Is the Best Medicine | Diabetes Awareness Month  
Great American Smokeout  
World Kindness Day                                                        | • Encourage coworkers to write notes of kindness to their colleagues to distribute on a designated day  
• Encourage employees to join a food drive  
• Distribute flyer: What Is Diabetes?  
• Blog post: Gift Someone with Kindness |
| December   | Wash Your Hands!           | Safe Toys and Gifts Month  
Handwashing Week  
Look on the Bright Side Week                                                | • Encourage donating safe toys to local charity groups  
• Distribute flyer: Handwashing  
• Hang poster: Healthy Handwashing  
• Blog post: Creative Ways to Ring In the New Year |
Stay Connected for Better Health

We’re here to help.  
Contact your Health Advocate team. We have many solutions, materials and resources to help you promote your initiatives and programs.  
866.799.2655  
info@HealthAdvocate.com

We did the research.  
Visit the Health Advocate blog each month for a comprehensive list of resources and articles from credible sources to help educate your employees and support your initiatives.  
Blog.HealthAdvocate.com

We have the tools.  
Your Health Advocate services include an enhanced member website and mobile app that provide employees with a wealth of information to support their total well-being. Encourage your employees to visit HealthAdvocate.com/members or download the mobile app from the App Store or Google Play.

We’re social!  
Follow us on your favorite social networks. We love sharing! Use and share our posts for even more inspiration.

Helpful Tips  
• Start planning early  
• Consider employees’ health needs, interests and your company culture  
• Communicate and promote through multiple channels such as posters, emails, social media, company intranet, and mailers  
• Ensure management demonstrates support for the program  
• Ask for employee feedback