OptiMe

Calendar of National Campaigns 2024

January



Dry January Month long campaign

Encouraging individuals to embrace a 31-day alcohol-free challenge while raising awareness about the impact of alcohol consumption.

Parent Mental Health Day

27th January

This year's theme is #CreatingPositiveRelationships and offers an opportunity for parents and carers to acknowledge and discuss their struggles and share in their achievements of connecting positively with each other and their family.

February



Time to Talk Day

1st February

Encouraging mental health discussions to make impactful changes in lives.

World Cancer

4th February

Aims to save millions of preventable deaths each year by encouraging individuals to take action.

National Apprenticeship Week

5th - 11th February

A week-long celebration of apprenticeships to shine a light on the amazing work being done by UK employers and apprentices.

March



Zero Descrimination Day

1st March

Celebrated by the UN and international organisations, its goal is to foster equality across all member nations.

International Womens Day

8th March

Held annually to celebrate the cultural, political, and socioeconomic accomplishments of women.

World Sleep Day

15th March

Raising awareness of the significance of sleep and advocating for important issues related to sleep.

April



Stress Awareness Month

Month long campaign

Increasing public awareness about both the causes and cures for our modern stress epidemic.

World Autism Day

Emphasises the importance of enhancing the quality of life for individuals with autism, enabling them to fully participate and contribute meaningfully to society.

World Day for Safety and **Health at Work**

28th April

Advocates for global prevention of occupational accidents and diseases.

May



National Walking Month

Month long campaign National Walking Month in May promotes increased walking for better health and wellness.

Mental Health Awareness Week

13th - 19th May

Backed by the Mental Health Foundation, to raise awareness about mental health challenges and advocate for improved wellbeing.

Human Resources Day

A day to recognise the dedication of HR and people professionals worldwiide.

June



Pride Month

Month long campaign A month dedicated to celebrating LGBTQ+ communities all around the world.

Bike Week

10th - 16th June

Encouraging cycling as a way to stay active and get around efficiently.

Mens Health Week

10th - 16th June

Organised by the Men's Health Forum to increase awareness of preventable health concerns and encourage men and boys to seek professional advice for health-related issues.

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July



Alcohol Awareness Week

1st - 7th July

A week dedicated to raising awareness, advocating for change.

Love Parks Week

26th July - 2nd Aug

To get as many people as possible out into the great outdoors to take advantage of their local park.

Plastic Free July

Month long campaign

A worldwide initiative empowering millions to contribute to the solution for plastic pollution, fostering cleaner streets, oceans, and more vibrant communities.

August



Cycle to Work Day

6th August

Encouraging everyone to active with the UK's biggest cycle commuting event

Breast Feeding AwarenssWeek

1st - 7th August

The worldwide initiative striving to educate, involve, and mobilise action on breastfeeding and related issues.

National Dog Day

26th August

Founded by an animal welfare advocate to celebrate the nation's beloved dogs.

September



Know Your Numbers Week

9th - 15th September

Encouraging adults to know their blood pressure numbers and and maintain a healthy blood pressure.

World Suicide Prevention Day

10th September

Promoting worldwide commitment and action to prevent suicides.

National Fitness Day

20th September

Encouraging people of all ages, backgrounds and abilities to participate in a day of active challenges that aim to make people feel more positive about exercise and their bodies.

October



Stoptober

Month long campaign

Encouraging the nation's smokers to make an attempt to quit for the month of October and beyond.

Black History Month

Month long campaign

A nationwide celebration of Black History, Arts and Culture throughout the UK.

Mental Health Day

10th October

run by the World Federation for Mental Health. Mental Health Day is an opportunity to raise awareness and campaign against mental health stigma.

November



National Stress Awareness Day

2nd November

Raising awareness of stress and its impact, reducing the stigma, promoting wellbeing and stress management.

International Mens Day

19th November

Making a positive difference to the wellbeing and lives of men and boys.

Carers Rights Day

23rd November

A day to make carers and the wider public aware of the rights and support availible to carers.

December



National Grief Awareness Week

2nd - 8th December

Aimed at increasing awareness about grief and offering support to those who are experiencing it.

Human Rights Day

10th December

Dedicated to promoting and celebrating the fundamental rights and freedoms that all individuals are entitled to.

Christmas Jumper Day

13th December

A festive and charitable tradition that encourages people to wear their most vibrant and playful Christmas jumpers.