

Health Promotion Calendar 2018

Health promotion activities in the general practice setting can promote patient proactivity towards their health care management. Health promotion activities can include:

- Awareness raising on specific health areas using the Practice Assist Health Promotion Calendar for health topic ideas. For example, the first week of September every year is National Asthma Week. Promote this as the time for your Asthma patients to come in for a Chronic Disease Management Plan (CDMP) or a CDMP review (if applicable).
- Contact relevant organisations for resources and promotional materials – These are usually provided free of charge. Post this information on waiting room walls or community pin up boards – Partner with your local Shire Council or Community Resources Centre.
- ‘Theme’ the practice – For example, red balloons for World Heart Day; yellow for Daffodil Day (Cancer Council); or pink for breast cancer awareness.
- Get patients and the community involved – For example, partner with your local primary school/s to encourage the Heart Foundation of Australia Jump Rope for Kids (active all year ‘round’).
- Contact your Primary Health Liaison (PHL) at your Primary Health Network (PHN) to find out what programs and resources they may have on offer.

Dates	Event	Organisation	Coverage
February	Don't Wait Until It's Too Late	Bowel Cancer Australia	National
February	Ovarian Cancer Awareness Month	Ovarian Cancer Australia	National
4 February	World Cancer Day	Union for International Cancer Control	International
12 – 18 February	Smart Eating Week	Dietitians Association of Australia	National
14 February	National Wear Red for Heart Research Day	Heart Research Australia	National
25 February – 3 March	Hearing Awareness Week	Deafness Forum of Australia	National
28 February	Teal Ribbon Day	Ovarian Cancer Australia	National
March	Epilepsy Awareness Month	Epilepsy Australia	National
March	Melanoma March	Melanoma Institute Australia	National
5 – 11 March	Kidney Health Week	Kidney Health Australia	National
8 March	World Kidney Day	Kidney Health Australia	International
9 – 11 March	World's Greatest Shave	Leukemia Foundation	National
15 March	Close the Gap Day	Oxfam	National
21 March	World Down Syndrome Day	United Nations	International
2 April	World Autism Awareness Day	United Nations	International

Dates	Event	Organisation	Coverage
4 April	World Parkinson's Day	Parkinson's Australia	International
7 April	World Health Day	World Health Organisation	International
20 – 22 April	Ride to Cure Diabetes	Juvenile Diabetes Research Foundation	National
24 – 30 April	World Immunisation Week	World Health Organisation	International
1 May	World Asthma Day	Global Initiative for Asthma	International
8 May	World Ovarian Cancer Day	Ovarian Cancer Day Organisation	International
10 May	World Lupus Day	The World Lupus Federation	International
25 May	Australia's Biggest Morning Tea	Cancer Council	National
29 May	Wear White at Work	White Wreathe Association – Action against suicide	National
31 May	World No Tobacco Day	World Health Organisation	International
June	Bowel Cancer Awareness Month	Bowel Cancer Australia	National
14 June	World Blood Donor Day	United Nations	International
11 – 17 June	International Men's Health Week	Men's Health Information and Resource Centre	National
23 June	Purple Bra Day	Breast Cancer Care WA	Western Australia
30 June	Red Nose Day	Red Nose	National
28 July	World Hepatitis Day	World Health Organisation	International
August	MS Readathon	Multiple Sclerosis Australia	National
Friday 5 August	Daffodil Day	Cancer Council	National
September	Prostate Cancer Awareness Month	Prostate Cancer Foundation of Australia	National
September	Dementia Awareness Month	Alzheimer's Australia	National
September	National Stroke Week	National Stroke Foundation	National
September	National Asthma Week	National Asthma Council of Australia	National
3 – 7 September	Women's Health Week	Jean Hailes for Women's Health	National
29 September	World Heart Day	United Nations	National
October	Breast Cancer Awareness Month	Cancer Australia	National
14 – 20 October	National Nutrition Week	Nutrition Australia	National
20 October	World Osteoporosis Day	International Osteoporosis Foundation	International
November	Lung Cancer Awareness Month	Lung Foundation Australia	National
November	Movember	Movember Foundation	International
14 November	World Diabetes Day	International Diabetes Federation	International
1 December	World AIDS Day	Australian Government Department of Health	International