

2026 Healthcare Marketing Calendar

Nurturing strong relationships with your staff and patients is an ongoing effort that requires consistent engagement and thoughtful planning. Whether you're a small practice or a large healthcare system, staying organized and informed is crucial for success.

Use this calendar to stay on top of important health observances, seasonal health topics, and marketing opportunities throughout the year, helping you connect with your community, enhance patient care, and grow your practice.



January

Monthly Themes

- National Blood Donor Month
- National Glaucoma Awareness Month
- National Thyroid Awareness Month
- National Winter Sports Traumatic Brain Injury Awareness Month
- Cervical Cancer Prevention Month

Content Ideas

- Tips for maintaining healthy vision during the winter months
- The importance of thyroid health and how to maintain it
- How to prevent sports-related injuries
- The impact of cervical cancer on women's health

Notes

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1 New Year's Day	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19 Martin Luther King, Jr. Day	20	21	22	23	24 National Compliment Day
25	26	27	28 Data Privacy Day	29	30	31

Monthly Themes

National Nutrition Month

National Kidney Month

Brain Injury Awareness Month

National Colorectal Cancer Awareness Month

National Developmental Disabilities Awareness Month

Content Ideas

Nutrition tips for kidney health

The importance of brain injury awareness and prevention

How to prepare for colorectal cancer screening

Strategies for managing developmental disabilities

Notes

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2 Purim	3	4 Holi	5	6	7
8 Daylight Savings Day	9 National Sleep Awareness Week (9-15)	10	11	12 World Kidney Day	13	14
15	16	17 St. Patrick's Day	18	19	20 Spring Equinox	21
22	23	24	25 National Cerebral Palsy Awareness Day	26	27	28
29 Palm Sunday	30	31				

Monthly Themes

- Men's Health Month
- National Safety Month
- PTSD Awareness Month

Content Ideas

- Men's health tips and advice
- Safety tips for men and families
- PTSD awareness and support resources
- Cancer survivorship stories and advice

Notes

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5	6
7 National Cancer Survivors Day	8	9	10	11	12 World Day Against Child Labor	13
14 Flag Day	15	16	17	18	19 Juneteenth	20
21 Father's Day	22	23	24	25	26	27 National PTSD Awareness Day
28	29	30				

Monthly Themes

National Minority Mental Health Awareness Month

Sarcoma Awareness Month

UV Safety Month

Content Ideas

Minority mental health resources and support

Sarcoma awareness and treatment options

UV safety tips for summer

World Hepatitis Day awareness and prevention

Notes

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4 Independence Day
5	6	7	8	9	10	11
12 National Therapeutic Recreation Week (12-18)	13	14	15	16	17	18
19	20	21	22 World Brain Day	23	24	25
26	27	28 World Hepatitis Day	29	30	31	

September

Monthly Themes

Healthy Aging Month

National Cholesterol Education Month

National Sickle Cell Awareness Month

National Prostate Cancer Awareness Month

National Preparedness Month

Content Ideas

Healthy aging tips and advice

Cholesterol management strategies

Sickle cell disease awareness and support

Prostate cancer awareness and screening

Notes

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5
6	7 Labor Day	8	9	10	11 Rosh Hashanah	12
13	14	15 National Hispanic Heritage Month (Sept 15 - Oct 15)	16 Mexican Independence Day	17	18	19
20 Yom Kippur	21	22 Fall Equinox	23	24	25	26 World Contraception Day
27	28	29 World Heart Day	30			

October

Monthly Themes

- Breast Cancer Awareness Month
- National Dental Hygiene Month
- National Physical Therapy Month
- Sudden Infant Death Syndrome (SIDS) Awareness Month

Content Ideas

- Breast cancer awareness and screening
- Dental hygiene tips and advice
- Physical therapy benefits and success stories
- Primary care week importance and resources

Notes

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
4	5	6 National Primary Care Week (6-10)	7	8	9	10 World Mental Health Day
11	12 Indigenous Peoples' Day	13 Metastatic Breast Cancer Awareness Day	14	15	16 World Food Day	17 International Day for the Eradication of Poverty
18	19 National Health Education Week (19-23)	20	21	22	23	24
25	26	27	28	29 World Stroke Day	30	31 Halloween

November

Monthly Themes

American Diabetes Month

National Alzheimer's Disease Awareness Month

National Hospice and Palliative Care Month

Content Ideas

Diabetes management and prevention

Alzheimer's disease awareness and support

Hospice and palliative care resources

The Great American Smokeout tips and advice

Notes

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Daylight Saving Time Ends 1 All Saints' Day	2	3	4	5	6	7
8 Diwali	9	10	11 Veterans Day	12	13	14 World Diabetes Day
15	16	17	18	19 The Great American Smokeout	20	21
22	23	24	25	26 Thanksgiving	27	28
29	30					

December

Monthly Themes

Seasonal Affective Disorder (SAD) Awareness

Safe Toys and Gifts Month

Content Ideas

Handwashing techniques and importance

Influenza vaccination benefits and schedules

Winter health tips and advice

Notes

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1 World AIDS Day	2	3	4 Hanukkah Begins	5
6 National Handwashing Awareness Week (6-12)	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21 Winter Solstice	22	23	24 Christmas Eve	25 Christmas	26 Boxing Day Kwanzaa Begins
27	28	29	30	31 New Year's Eve		