

2024 Health Observance Calendar



Health observances are special days, weeks, or months dedicated to raising awareness about important health topics. To support your organizations well-being strategy and event planning, the CareFirst well-being team provides educational resources and distributes a monthly health observance newsletter, from well-being@carefirst.com.

Quarter	Month	Focus	Suggested Events	Educational Resources	Key Talking Points
Q1	January	Improving Quality of Life	<ul style="list-style-type: none"> Kickoff the New Year with a Steps Challenge! Lunch & Learn: Resolutions to Habits Weekly Series Achieving Your Goals Weekly Coach Chat 	<ul style="list-style-type: none"> CareFirst WellBeing One-On-One Health Coaching Flyer 	<ul style="list-style-type: none"> 3 Steps to Building a Healthy Habit (CDC) Work Life Balance (MHA) The Power of Connection: How it Can Improve Our Health (CDC)
	February	Heart Health	<ul style="list-style-type: none"> Virtual or Onsite Fitness Class Series Blood Pressure Screening Wear Red Day: Friday, February 2, 2024 	<ul style="list-style-type: none"> American Heart Month Outreach Toolkit (NIH) CareFirst WellBeing Craving to Quit Flyer 	<ul style="list-style-type: none"> Healthy lifestyle for heart health prevention (American Heart Association) What opportunities at work support heart health and healthy lifestyles? Know your numbers: Encourage measuring blood pressure and cholesterol levels to better assess heart disease risk (CDC)
	March	Colorectal Cancer	<ul style="list-style-type: none"> Dress in Blue Day: Friday, March 1, 2024 Post bulletins on colorectal cancer risk factors and preventive screenings 	<ul style="list-style-type: none"> CareFirst Colorectal Screening Member Flyer 	<ul style="list-style-type: none"> Colorectal cancer screenings- when, options, and how often (CDC) and prevention-reducing risk through healthy choices (NIH) Colorectal cancer disparities: risk by race and ethnicity Colorectal Cancer: Catching it Early Infographic (American Cancer Society)
Q2	April	Financial Well-Being	<ul style="list-style-type: none"> Lunch & Learn on Financial Wellness Financial well-being challenge: Passport to visit 3 opportunities and win a prize. Ask about your finance vendors' offerings. 	<ul style="list-style-type: none"> CareFirst WellBeing SmartDollar Flyer 	<ul style="list-style-type: none"> Financial wellbeing and overall health (Anthem) How does work play a role in the relationship between financial stress and health? How can the workplace support employees' financial well-being? Promote CareFirst WellBeing SmartDollar and Blue365 program.
	May	Mental Health	<ul style="list-style-type: none"> Lunch & Learn: Brain & Gut Health Wear Green Day Weekly meditation sessions to decompress and relax during the workday. 	<ul style="list-style-type: none"> Mental Health Month Toolkit (MHA) CareFirst Behavioral Health Digital Resource Flyer CareFirst WellBeing Inspirations 	<ul style="list-style-type: none"> Caring for your Mental Health (NIH) How can the workplace make time for employee's mental health during the workday? How are work-related stressors and burnout affecting employees? Promote CareFirst mental health resources: Behavioral Health Digital Resource, Inspirations, and Unwinding.
	June	Men's Health	<ul style="list-style-type: none"> Wear Blue Day on Friday before Father's Day Guest Speaker: Prevention & Early Detection Know Your Numbers Quiz on preventive screenings with a raffle for participants. 	<ul style="list-style-type: none"> Men's Health Month Toolkit (Men's Health Network) Men's Health Checklist (WHO) CareFirst Summary of Preventive Services Flyer 	<ul style="list-style-type: none"> Men's health prevalence and prevention: finding a primary care provider, getting key exams and screenings for men's health, reducing risky health behaviors. Discuss the importance of mental health and why seeking help is not a weakness! Men: Take Charge of Your Health (HHS)
Q3	July	Heat and Health	<ul style="list-style-type: none"> Hydration Station Onsite Health Booth Lunch & Learn: Sun Safety & Heat Exhaustion 100oz water challenge 	<ul style="list-style-type: none"> Extreme Heat Social Media Graphics (CDC) CareFirst Sun Safety Flyer 	<ul style="list-style-type: none"> Promote "beat the heat" behaviors at work (offer water stations or hydration breaks, send out warnings during air quality alerts, indoor meetings only during heat advisories). Warning Signs & Symptoms of Heat-Related Illness (CDC) UV Awareness Month: skin cancer prevention and importance of sunscreen (JHU)
	August	National Wellness Month	<ul style="list-style-type: none"> Weekly Employee Fitness Classes Wellness Jeopardy/Trivia Game 	<ul style="list-style-type: none"> CareFirst National/Regional Vaccine Flyer CareFirst WellBeing One-on-One Health Coaching 	<ul style="list-style-type: none"> Promote the various CareFirst WellBeing programs available. How to prioritize wellbeing at work by getting feedback from employees and providing wellness and health opportunities. Workplace Health Strategies (CDC)
	September	Healthy Aging	<ul style="list-style-type: none"> Healthy Aging Seminar/Webinar Interactive Health Education Booth: Brain Games to stay sharp 	<ul style="list-style-type: none"> Boost Your Health as You Age (NIH) 6 Tips for Healthy Aging (CDC) CareFirst WellBeing Inspirations Flyer 	<ul style="list-style-type: none"> Everyone is aging! How can we age in healthy ways throughout the lifespan? Consider how to make the workplace an all-ages-friendly environment and ways to promote collaboration across generations. What Do We Know About Healthy Aging? (NIH)
Q4	October	Breast Cancer Awareness	<ul style="list-style-type: none"> Think Pink Day! Choose a day to wear pink. All Things Pink Snack Break: Host a healthy snack break with a sampler of pink fruits. Webinar on breast self-awareness 	<ul style="list-style-type: none"> Breast Cancer Shareables (CDC) CareFirst Mammogram Flyer 	<ul style="list-style-type: none"> Anyone can get breast cancer. What are the signs and symptoms (CDC)? Breast cancer prevention (NIH): what are the risk factors you can control? Early Detection of Breast Cancer Recommendations (American Cancer Society)
	November	Diabetes Awareness	<ul style="list-style-type: none"> Diabetes Preventive Care weekly webinar series Blue Circle Selfie Day on World Diabetes Day: November 14, 2024 	<ul style="list-style-type: none"> CareFirst WellBeing Nook and Eat Right Now Flyers CareFirst Blood Pressure & Cholesterol Health Education Flyers 	<ul style="list-style-type: none"> Prediabetes - Your Chance to Prevent Type 2 Diabetes (CDC) Living with Diabetes (CDC) 4 tips for preventing chronic diseases across the lifespan (CDC): don't smoke, eat healthy, be active, limit drinking
	December	Stress and Self-Care	<ul style="list-style-type: none"> Weekly mindfulness, relaxation, stretch break, or yoga sessions Mental Health & the Holidays Guest Speaker: stress, coping mechanisms, self-care 	<ul style="list-style-type: none"> Coping with Stress (CDC) I'm So Stressed Out! (NIMH) CareFirst WellBeing Inspirations 	<ul style="list-style-type: none"> What are ways to express self-care, and how the workplace can make time for them? How and Why to Practice Self-care (Mental Health First Aid) Seven Ways to Cope with Holiday Stress (American Psychiatric Association) How can stress at the workplace be mitigated? Engage in wellness conversations and how to best prioritize employees' well-being during busy times.