



# 2024 Global Monthly Content Calendar

Optum Behavioral Health Solutions and Emotional Wellbeing Solutions

(Monthly toolkits distributed the first of each month on [optumwellbeing.com/newthismonth](https://optumwellbeing.com/newthismonth)).

U.S. campaigns indicated in blue. Global campaigns indicated in teal.



## JANUARY

Monthly Topic: Mind-body connection  
Mental Wellness Month



## FEBRUARY

Monthly Topic: Food & mental health  
U.S. Children's Mental Health Week  
U.S. Eating Disorders Awareness Week



## MARCH

Monthly Topic: Women's mental health  
International Women's Day (Mar. 8)



## APRIL

Monthly Topic: Managing stress  
U.S. Stress Awareness Month  
World Health Day (Apr. 7)  
World Health Day Campaign



## MAY

Monthly Topic: Mental health awareness  
Mental Health Awareness Month  
Mental Health Awareness Campaign



## JUNE

Monthly Topic: Celebrating our differences  
U.S. LGBTQ+ Pride Month  
U.S. Juneteenth  
LGBTQ+ Campaign



## JULY

Monthly Topic: Understanding anxiety & panic  
U.S. BIPOC Mental Health Month  
Cultural Awareness Mental Health Campaign



## AUGUST

Monthly Topic: Youth mental health  
International Youth Day (Aug. 12)



## SEPTEMBER

Monthly Topic: Suicide prevention and recovery  
World Suicide Prevention Day (Sep. 10)  
U.S. Recovery Month  
Suicide Prevention & SUD/Recovery Campaigns



## OCTOBER

Monthly Topic: Parenting & caregiving  
World Mental Health Day (Oct. 10)  
World Mental Health Day Campaign



## NOVEMBER

Monthly Topic: Gratitude  
U.S. Family Caregivers Month  
World Kindness Day (Nov. 13)



## DECEMBER

Monthly Topic: Prep and reset for the new year  
U.S. Stress-Free Family Holidays Month

\*Content and campaign availability may differ based on region and language.

\*Optum Emotional Wellbeing Solutions is known as Employee Assistance Program (EAP) in California.

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