

Year-Round Corporate Health Engagement Calendar



American Heart Association.
Heart Challenge™

JANUARY

Mission Focus: [Prevention](#)

Engagement Focus: Community Conversation & New Year's Resolutions

Campaign Focus: Begin Heart Walk Coach Recruitment

ANNUAL
PLANNING

FEBRUARY

Mission Focus: [Heart Month](#)

Engagement Focus: [Women's Heart Health & Wear Red Day Campaign](#)

Campaign Focus: Women's Heart Month

HEART MONTH

MARCH

Mission Focus: [Nutrition Month](#)

Engagement Focus: [Healthy Workplace Toolkit](#) & Simple Cooking with Heart

Campaign Focus: Heart Ball Digital Experience – March 25

NUTRITION

APRIL

Mission Focus: [Physical Activity](#)

Engagement Focus: [Move More Month](#)

Campaign Focus: Move More Step Challenge

MOVE MORE
MONTH

MAY

Mission Focus: [Stroke Prevention & Blood Pressure Control](#)

Engagement Focus: Brain Health, F.A.S.T. Warning Signs of Stroke

Campaign Focus: Heart's Delight – May 6

STROKE MONTH

JUNE

Mission Focus: [CPR Awareness](#)

Engagement Focus: CPR Awareness Week & AHA's 97th Birthday

Campaign Focus: [CPR Awareness Week](#)

CPR AWARENESS

JULY

Mission Focus: [Healthy Habits](#)

Engagement Focus: [Summer Workout Tips & Outdoor Activities](#)

Campaign Focus: Heart Walk Team Coach Recruitment

HEALTHY LIVING

AUGUST

Mission Focus: [Family Activities](#)

Engagement Focus: Back-to-School & Childhood Obesity Awareness

Campaign Focus: Heart Walk Team Coach Kickoff

FAMILY HEALTH

SEPTEMBER

Mission Focus: [Healthy Eating](#)

Engagement Focus: Eat Smart Month

Campaign Focus: Walker Recruitment Rally Day

EAT
SMART MONTH

OCTOBER

Mission Focus: [Brain Health](#)

Engagement Focus: [Cool Weather Fitness](#) & [World Stroke Day](#)

Campaign Focus: [30 Day Activity Challenge](#)

ACTIVITY
CHALLENGE

NOVEMBER

Mission Focus: [Mental Health](#)

Engagement Focus: Gratitude Challenge

Campaign Focus: [DC Heart Walk Experience](#) – Nov. 5-7

MENTAL
WELLBEING

DECEMBER

Mission Focus: [Healthy Holidays](#)

Engagement Focus: Giving Tuesday

Campaign Focus: Year-End Giving

HEALTHY
HOLIDAYS