

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
- Alzheimer's Awareness Month
- Tobacco Reduction 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	20	21	22	23	24 National Compliment Day
25	26	27	28 Data Privacy Day	29	30	31

March

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

- National Stress Awareness Month
- National Autism Acceptance Month
- National Parkinson's Awareness Month
- National Cancer Control Month

Content Ideas

- Stress management techniques for healthcare professionals
- The importance of public health initiatives
- How to improve patient experience in healthcare settings
- Autism acceptance and support strategies

Notes

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1 April Fool's Day	2	3 Good Friday (Nationwide except QC)	4
	5 Easter	6 Easter Monday (QC) National Public Health Week (6-12)	7 World Health Day	8	9	10
11						
12	13	14	15	16	17	18
19	20 National Volunteer Week Begins	21	22 Earth Day	23 St. George's Day (NL)	24	25
26	27 Patient Experience Week (27-01)	28	29	30		

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
World Blood Donor Day Men's Health Week (14-20) 14 Flag Day	15	16	17	18	19 Dragon Boat Festival	20
National Indigenous Peoples Day (NT, YK) Summer Solstice 21 Father's Day	22	23	24 Discovery Day (NL) Fête Nationale (St. Jean Baptiste Day) (QC)	25	26	27 Canadian Multiculturalism Day National PTSD Awareness Day
28	29	30				

September

Monthly Themes

Healthy Aging Month

National Cholesterol Education Month

National Sickle Cell Awareness Month

National Prostate Cancer Awareness 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	16	17	18	19
Terry Fox Run 20 Yom Kippur	21	22 Fall Equinox	23	24	25	World Contraception Day 26
27	28	29 World Heart Day	30 National Day for Truth and Reconciliation			

October

Monthly Themes

- Breast Cancer Awareness Month
- National Dental Hygiene Month
- National Physical Therapy Month
- Sudden Infant Death Syndrome (SIDS) Awareness Month
- Crohn's & Colitis Awareness Month
- Lung Cancer Awareness Month
- Pancreatic Cancer 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 National Seniors Day	2	3
4 National Day of Action for Missing and Murdered Indigenous Women and Girls	5	6 National Primary Care Week (6-10)	7	8	9	10 World Mental Health Day
11	12 Thanksgiving	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

National Alzheimer's Disease Awareness Month

National Hospice and Palliative Care Month

Canadian Diabetes Awareness Month

Content Ideas

Diabetes management and prevention

Alzheimer's disease awareness and support

Hospice and palliative care resources

Notes

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

