

# Promote Your Brand Throughout the Year



Your trusted partner for branded merchandise.

## 2026 HEALTHCARE OBSERVANCES

Aligning promotional products with holidays and observances throughout the year enhances brand visibility, drives sales, and fosters lasting relationships.

### January

New Year, New Gear  
Preventative Health & Wellness  
National Pharmacist Day (1/12)  
Healthy Weight Week (1/18-1/24)

### February

American Heart Health Month  
Prepare for Open Enrollment  
National Wear Red Day (2/6)

### March

National Nutrition Month  
Women's History Month  
National Employee Appreciation Day (3/6)  
International Day of Happiness (3/20)  
Physicians Week (3/25-3/31)  
National Doctor's Day (3/30)

### April

Celebrate Diversity Month  
Global Volunteer Month  
Stress Awareness Month  
World Health Day (4/7)  
National Volunteer Week (4/19-4/25)  
National Public Health Week (4/6-4/12)  
World Day for Safety and Health at Work (4/28)

### May

National Mental Health Awareness Month  
Global Employee Health & Fitness Month™  
Women's Health Month  
Nurses Week (5/6-5/12)  
Hospital Week (5/10-5/16)  
EMS Week (5/17-5/23)

### June

LGBTQ+ Pride Month  
National Safety Month  
Men's Health Month  
Global Wellness Day (6/13)

### July

UV Safety Month

### August

National Immunization Month  
National Wellness Month  
World Breastfeeding Week (8/1-8/7)  
National Health Center Week (8/3-8/9)  
Women's Equality Day (8/26)

### September

Healthy Aging® Month  
National Self-Care Awareness Month  
Suicide Prevention Month  
World Gratitude Day (9/21)  
World Pharmacist Day (9/25)  
NTL Family Health & Fitness Day (9/26)

### October

American Pharmacists Month  
Breast Cancer Awareness Month  
Cybersecurity Awareness Month  
Patient-Centered Care Awareness Month  
Customer Service Week (10/5-10/9)  
World Mental Health Day (10/10)  
Emergency Nurses Week (10/11-10/17)  
Emergency Nurses Day (10/14)

### November

National Gratitude Month  
National Stress Awareness Day (11/4)

### December

2027 Planning  
Holiday Gifting  
International Human Rights Day (12/10)  
National Influenza Vaccination Week (12/5-12/11)

January	February	March	April	May	June
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