

Annual Public Health Key Campaigns

Month	Adult	Child
January	Quit well - drinks	
	Alcohol PHE: ONE YOU / Dry January Rachel Burns	Alcohol PHE: ONE YOU / Dry January Rachel Burns
February	Live well - Heart Health	
	CVD and Stroke PHE: Act Fast and NHS Health Check Joe Chidanyika & Becky James	PHE: C4L nutrition campaign Jo Bielby & Laura Kemp
March	Think well – sleep	
	(for all esp. shift workers) PHE: ONE YOU Joe Chidanyika	(for all esp. SIDS) Graeme Nicholson
April	Energise well – physical activity and nutrition	
	T2D Robin Bedford & Jo Bielby	Oral health Jo Russell
May	Think well – learning	
	Dementia Emma McInnes	School readiness, learning, exam revision, preparing for transition, depression Wendy Kelly & Jo Russell
June	Live well – cancer prevention	
	PHE: Be clear on cancer Reduce your risk Becky James	PHE: Be clear on cancer Reduce your risk Becky James
July	Energise well – physical activity and nutrition	
	PHE: One you Kelvin Hutton & Jo Bielby	PHE: C4L 10 min shake up Kelvin Hutton
August	Start well – pregnancy and breastfeeding	
	Start4Life & Breastfeeding Jo Bielby, Laura Kemp & Graeme Nicholson	Start4Life & Breastfeeding Jo Bielby, Laura Kemp & Graeme Nicholson
September	Think well – mental health, resilience & suicide prevention	
	WHO: Suicide prevention Joe Chidanyika	PHE / WHO: Improving emotional resilience Wendy Kelly
October	Quit well – smoking	
	PHE: Stoptober, smokefree, Rachel McIlvenna	PHE: Stoptober, smokefree, smoking in vehicles Rachel McIlvenna
November	Live well – stay well	
	Winter health (keeping warm) PHE: stay well this winter, NHS 111 Emma McInnes	Keeping safe / accident prevention Graeme Nicholson & Jo Russell
December	Live well – sexual health and relationships	
	World Aids Day Joe Chidanyika	World Aids Day Joe Chidanyika & Jo Russell

It is envisaged that BME, older people, men's health, carers etc. are themes that run through each month's campaign.

PHE: highlights links to national campaign materials produced and supplied by Public Health England.