



Promotional Campaign Calendar

Raising awareness into the effects of drugs, alcohol, gambling and tobacco.

January

Dry January

Dry January encourages people to give up alcohol for just 31 days. We emphasise the many benefits of joining the campaign, as well as tips to survive the month.

February

Money Management

Our *Money Management* campaign raises awareness of gambling addiction, the consequences of problem gambling, and ways to break the gambling habit.

March

No Smoking Day

To mark *No Smoking Day* on the second Wednesday of the month, we focus on the implications of smoking, the benefits of quitting, suggestions to help kick the habit and support that is available.

April

World Health Day

For our *World Health Day* campaign we focus on the impact alcohol and tobacco has on our wellbeing and ways we can keep ourselves healthy.

May

Mental Health Awareness

Mental health is just as important as physical health. To recognise *Mental Health Awareness* week we highlight the effect tobacco and alcohol can have on our emotional wellbeing.

June

Festival Safety

As festival season approaches our *Festival Safety* campaign highlights the dangers of drug use (including new psychoactive substances) as well as safety around alcohol.

July and August

Holiday Safety

During the summer months we focus on *Holiday Safety* with some simple advice to ensure you have fun in the sun.

September

Heart Health

It's vital to have a healthy heart and our September campaign addresses some of the key ways you can achieve *Heart Health*.

October

Stoptober

Stoptober, a month long campaign encouraging smokers to quit for 28 days, is an excellent opportunity to reap the physical, financial and social benefits of stopping smoking.

November

Alcohol on the Road

In recognition of both Alcohol Awareness Week and Road Safety Week, our *Alcohol on the Road* campaign advises on drink drive laws, the effect of alcohol on driving, and tips for safer driving the following day.

December

Christmas Drink and Drug Drive Awareness

The *Christmas Drink and Drug Drive* campaign aims to ensure your festive period is memorable for all the right reasons.

All display boards are available to loan completely *free of charge*, suitable for community and educational settings, as well as workplaces.

We can also develop bespoke boards to address any issues relating to drugs, alcohol, tobacco, and gambling.

Visit our website for more information.

Key Stage 1-2 Promotional Campaign Calendar

Our Key Stage 1-2 displays are an excellent way of introducing a variety of topics with a younger audience. Each display offers age-appropriate information and illustrations, designed to appeal to children aged 5-10.

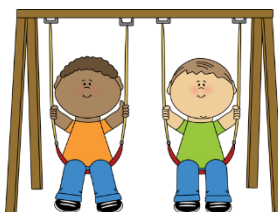
January and February

Money Management

To begin the year our Money Management campaign introduces the importance of keeping money safe by considering where money comes from, what we need it for, and what it enables us to do. It also presents the topic of gambling and how to look after money.

March and April

Healthier Lifestyles



need to do to live a happy, healthy life.

During March and April we acknowledge World Health Day with a campaign which focusses on what we

May and June

Wellbeing and Belonging

Our campaign for May and June reinforces that every child is important and makes a valuable contribution to their friends, family and society. However, it also sensitively explores that sometimes we may feel unhappy, and how we can deal with those emotions.

July and August

Holiday Safety



The summer holidays are one of the most enjoyable times of year for many children. Whether staying in the U.K. or holidaying abroad, our Holiday Safety campaign provides tips on how children can have fun in the sun but still stay safe.



September and October

Peer Pressure

Peer pressure is an inevitability of growing up, but knowing how to handle these pressures can be key. Our campaign for September and October offers practical advice on ways to resist the negative influences of other people.

November and December

Road Safety



In support of Road Safety Week, our campaign for November and December helps to teach children how to stay safe near the road, with suggestions for walking and cycling safety especially during the darker, winter months.