

LET'S  
GET  
MOVING

# HEALTH CAMPAIGNS CALENDAR

# JANUARY

## Dry January

Throughout January

Dry January is the UK's one-month alcohol-free challenge. It isn't about giving anything up. It's about getting something back. Get your fun back. Get your energy back. Get your calm back.

*Social Media Post Example:*

*January marks #DryJanuary! Can you challenge yourself to go a month without alcohol? 65% of people who have one alcohol free month notice improved overall health and 70% sleep better! Get something back this month.*

*#LetsGetMovingLLR*

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## Red January

Throughout January

RED January is a nationwide movement for mental wellbeing, led by the community, for the community. Join thousands of people this January by moving every day, to beat the winter blues away.

*Social Media Post Example:*

*Beat the winter blues this January with #RedJanuary! Challenge yourself to move a little each day to benefit your physical and mental health. The impact is huge! #LetsGetMoving with #RedJanuary*

[FIND OUT MORE](#)

## National Obesity Awareness Week

10th-16th

National obesity awareness week is about raising awareness of obesity and providing education and training on obesity management.

*Social Media Post Example:*

*This week is National #Obesity Awareness Week. The long-term impacts of obesity are significant. Regular exercise and eating a balanced diet can help you to maintain a healthy weight and support your mental health. #LetsGetMoving for your health!*

[FIND OUT MORE](#)

## Brew Monday

16th

The third Monday in January is sometimes referred to as 'the most difficult day of the year'. Reach out and connect with family, friends, colleagues and loved ones. We can always make time for a cuppa and a catch-up.

*Social Media Post Example:*

*Happy #BrewMonday! Today is often referred to as the most difficult day of the year. Connect with your friends and family today- there's always time for a cuppa and a catch up. Start a conversation today. #LetsGetMoving ☕*

[FIND OUT MORE](#)

## Other campaigns in January:

Throughout January- Veganuary - Find out more [here](#).