**Health Observances (2018)**

SmartHealth features health observances you can promote. Here is how:

1. Review the list below.
2. Choose a health observance activity.
3. Use the activity content to create promotional material.
4. Promote.

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|  | |  |  | | --- | --- | | CHALLENGE TITLE: | **American Heart Month** | | POINTS: | 150 | | TRACKING DETAILS: | One-Time To complete this, Start a New Healthy Behavior | | DATES: | 02/01/18 – 02/28/18 | | INCLUDE TOPIC DIMENSIONS? | Heart Health | | Image (or URL)  1000 x 500 px |  | | Short Description (300 char limit): | Heart disease is the leading cause of death for men and women in the United States. Every year, 1 in 4 deaths are caused by heart disease. The good news? Heart disease can often be prevented when people make healthy choices and manage their health conditions. Communities, health professionals, and families can work together to create opportunities for people to make healthier choices. | | Long Description (2,000 char limit): | This February, during American Heart Month, your challenge is to start one, new heart-healthy behavior. Simple changes can make a big difference!  Here are some ideas for getting started:   * Talk to your doctor about ways to control high blood pressure. * Add physical activity to your daily routine. * Make heathy eating swaps, such as using fresh or dried herbs and spices instead of salt. * Quit smoking.   Visit <http://www.heart.org/HEARTORG/> for more resources and ideas on how you can improve your heart health! |  |  |  | | --- | --- | | CHALLENGE TITLE: | **National Colorectal Cancer Awareness Month** | | POINTS: | 150 | | TRACKING DETAILS: | One-Time To complete this, get screened or encourage others | | DATES: | 03/01/18 – 03/31/18 | | INCLUDE TOPIC DIMENSIONS? | Self-Care | | Image (or URL)  1000 x 500 px |  | | Short Description (300 char limit): | Among cancers that affect both men and women, [*colorectal cancer*](http://www.cdc.gov/cancer/colorectal/index.htm) (cancer of the colon or rectum) is the second leading cause of cancer deaths in the United States. Every year, about 140,000 Americans are diagnosed with colorectal cancer, and more than 50,000 people die from it. But this disease is highly preventable, by getting screened beginning at age 50. | | Long Description (2,000 char limit): | What You Can Do  * If you’re aged 50 to 75, get [screened](http://www.cdc.gov/cancer/colorectal/basic_info/screening/index.htm) for colorectal cancer regularly. Screening tests help prevent colorectal cancer by finding precancerous polyps (abnormal growths) so they can be removed. Screening also finds this cancer early, when treatment can be most effective. * Be physically active. * Maintain a healthy weight. * Don’t drink too much alcohol. * Don’t smoke.  Fast Facts  * Risk increases with age. More than 90% of colorectal cancers occur in people aged 50 and older. * Precancerous polyps and colorectal cancer don’t always cause symptoms, especially at first. You could have polyps or colorectal cancer and not know it. That is why having a screening test is so important. If you have symptoms, they may include:   + Blood in or on the stool (bowel movement).   + Stomach pain, aches, or cramps that do not go away.   + Losing weight and you don’t know why.   These symptoms may be caused by something other than cancer. If you have any of them, see your doctor. |  |  |  | | --- | --- | | CHALLENGE TITLE: | **National Distracted Driving Awareness Month** | | POINTS: | 150 | | TRACKING DETAILS: | One-Time To complete this, take the pledge | | DATES: | 04/01/18 – 04/30/18 | | INCLUDE TOPIC DIMENSIONS? | Concern for Others | | Image (or URL)  1000 x 500 px |  | | Short Description (300 char limit): | Thousands have died in car crashes involving cell phone use. New technology allows us to make phone calls, text, email, and update social media while driving – all actions that are proven to increase crash risk. The National Safety Council (NSC) observes April as Distracted Driving Awareness Month to draw attention to this epidemic. NSC wants to empower you to put safety first and Take Back Your Drive. Take the **Focused Driver Challenge**and [pledge to drive cell free.](https://forms.nsc.org/distracteddriving_pledge.aspx) | | Long Description (2,000 char limit): | What can you do? Take the **Focused Driver Challenge**and [pledge to drive cell free.](https://forms.nsc.org/distracteddriving_pledge.aspx)  You can pledge to your children or other loved ones that you will be an attentive driver.   * Share your pledge on social media if you'd like. * Check out stories of those affected. Countless lives have been touched by cell phone distracted driving crashes. |  |  |  | | --- | --- | | CHALLENGE TITLE: | **National Stroke Awareness Month** | | POINTS: | 50 / week | | TRACKING DETAILS: | Tracking Weekly, Numeric To complete this challenge, track at least 3 kick starts each week | | DATES: | 05/01/18 – 05/31/18 | | INCLUDE TOPIC DIMENSIONS? | Energy Level; Healthy Blood Sugar; Healthy Weight; Heart Health; Nutrition | | Image (or URL)  1000 x 500 px | ChallengeTile_2016_0000s_0026_iStock_000049734450_Small.jpg | | Short Description (300 char limit): | May is National Stroke Awareness Month and National Physical Fitness and Sports Month. You can participate in both by combining physical activity with a healthful diet, which can have enormous impacts on both physical and mental health. | | Long Description (2,000 char limit): | Each week, “kick start” to a healthy summer by gradually increasing your physical activity and monitoring and reducing sodium in your diet:  So, what does it mean to get your “kick start”?   * Week 1: Complete 3, 30-minute activity sessions AND check 5 nutrition labels for sodium content. * Week 2: Complete 3, 30-minute activity sessions AND check 5 nutrition labels for sugar content. * Week 3: Complete 3, 30-minute activity sessions AND look for 3 lower sodium products and/or recipes. * Week 4: Complete 3, 30-minute activity sessions AND swap one or more products/recipes for lower sodium options. * Week 5: Complete 3, 30-minute activity sessions AND swap one or more products/recipes for lower sugar options.   Regular physical activity is one of the most important things you can do for your health.  It has been shown to reduce the risk of developing chronic diseases such as heart disease, stroke, diabetes, and colon cancer, and helps you manage your weight, reduce stress, boost creativity, and even impact mood.  Studies show that doing 30 minutes of moderate activity (exercise that gets your heart rate up, makes it more difficult to talk between breaths, and makes you sweat) or an hour of vigorous activity every week can reduce your risk of coronary heart disease by 30%. |  |  |  | | --- | --- | | CHALLENGE TITLE: | **National Bike Month** | | POINTS: | 50 / week | | TRACKING DETAILS: | Tracking by End Date, Numeric To complete this challenge, bike at least 10 miles each week | | DATES: | 05/01/18 – 05/31/18 | | INCLUDE TOPIC DIMENSIONS? | Concern for the Environment; Energy Level; Exercise & Fitness; Feeling Energized; Heart Health | | Image (or URL)  1000 x 500 px |  | | Short Description (300 char limit): | May is [National Bike Month](http://bikeleague.org/bikemonth)! Whether you bike to work or bike for fun, join the crowd this month to celebrate National Bike Month. Ride 10 miles on the road (outside!) per week for 50 points per week during the month of May. | | Long Description (2,000 char limit): | [National Bike Month](http://bikeleague.org/bikemonth) is sponsored by the League of American Bicyclists and celebrated in communities from coast to coast. Established in 1956, National Bike Month is a chance to showcase the many benefits of bicycling — and encourage more folks to give biking a try.   Whether you bike to work or school; ride to save money or time; pump those pedals to preserve your health or the environment; or simply to explore your community, National Bike Month is an opportunity to celebrate the unique power of the bicycle and the many reasons we ride.  Check out the [WSDOT Bicycle Commuter Guide for safety tips](http://www.wsdot.wa.gov/Bike/default.htm). |  |  |  | | --- | --- | | CHALLENGE TITLE: | **Men's Health Month** | | POINTS: | 150 | | TRACKING DETAILS: | One-Time To complete this, wear BLUE | | DATES: | 06/01/18 – 06/30/18 | | INCLUDE TOPIC DIMENSIONS? | Healthy Weight | | Image (or URL)  1000 x 500 px |  | | Short Description (300 char limit): | June is [Men's Health Month](http://www.menshealthmonth.org/). Wear BLUE on June 15 to heighten the awareness of preventable health problems and encourage early detection and treatment of disease among men and boys | | Long Description (2,000 char limit): | There is a silent health crisis in America: on average, American men die younger than American women.  Men die at higher rates than women from the top 10 causes of death and are the victims of over 92% of workplace deaths.  Wear blue on June 15th to celebrate [Men's Health Month](http://www.menshealthmonth.org/) to encourage men to seek regular checkups, get educated on testicular cancer and prostate cancer, and to find out more about any of the other health issues that affect men. |  |  |  | | --- | --- | | CHALLENGE TITLE: | **National Breastfeeding Awareness Month** | | POINTS: | 150 | | TRACKING DETAILS: | One-Time To complete this, breastfeed or offer support | | DATES: | 08/01/18 – 08/31/18 | | INCLUDE TOPIC DIMENSIONS? | Belief in Your Abilities | | Image (or URL)  1000 x 500 px |  | | Short Description (300 char limit): | In celebration of Breastfeeding Awareness Month check out [these resources for information and support](https://www.fitpregnancy.com/baby/breastfeeding) on how to be successful at breastfeeding. | | Long Description (2,000 char limit): | Breastfeeding is a proven primary prevention strategy, protecting both infants and mothers from a host of chronic and acute diseases and conditions and building a foundation for life-long health and wellness.  New research shows that babies who are exclusively breastfed for six months are less likely to develop ear infections, diarrhea and respiratory illnesses, and may be less likely to develop childhood obesity. |  |  |  | | --- | --- | | CHALLENGE TITLE: | **National Childhood Obesity Awareness Month** | | POINTS: | 150 | | TRACKING DETAILS: | One-Time To complete this, try a new healthy habit below | | DATES: | 09/01/18 – 09/30/18 | | INCLUDE TOPIC DIMENSIONS? | Healthy Blood Sugar; Healthy Weight; Heart Health; Nutrition | | Image (or URL)  1000 x 500 px |  | | Short Description (300 char limit): | One in 3 children in the United States are overweight or obese. Childhood obesity puts kids at risk for health problems that were once seen only in adults, like type 2 diabetes, high blood pressure, and heart disease. Try one of the healthy changes below with your family this month. | | Long Description (2,000 char limit): | |  | | --- | | The good news is that childhood obesity can be prevented. In honor of [National Childhood Obesity Awareness Month](https://www.cdc.gov/features/childhoodobesity/index.html), **SmartHealth** encourages your family to make healthy changes together.   * **Get active outside**: Walk around the neighborhood, go on a bike ride, or play basketball at the park. * **Limit screen time**: Keep screen time (time spent on the computer, watching TV, or playing video games) to 2 hours or less a day. * **Make healthy meals**: Buy and serve more vegetables, fruits, and whole-grain foods. | |  |  |  | | --- | --- | | CHALLENGE TITLE: | **National Breast Cancer Awareness Month** | | POINTS: | 150 | | TRACKING DETAILS: | One-Time To complete this, get screened or encourage others | | DATES: | 10/01/18 – 10/31/18 | | INCLUDE TOPIC DIMENSIONS? | Self-Care | | Image (or URL)  1000 x 500 px |  | | Short Description (300 char limit): | Breast cancer is the second most common kind of cancer in women. About 1 in 8 women born today in the United States will get breast cancer. The good news is that many women can survive breast cancer if it’s found and treated early. Get screened, or encouraged a loved one to get screened. | | Long Description (2,000 char limit): | National Breast Cancer Awareness Month is a chance to raise awareness about the importance of early detection of breast cancer. Make a difference! Spread the word about mammograms - the screening test for breast cancer – and encourage communities, organizations, families, and individuals to get involved. |  |  |  | | --- | --- | | CHALLENGE TITLE: | **American Diabetes Month** | | POINTS: | 150 | | TRACKING DETAILS: | One-Time To complete this, take the quiz | | DATES: | 11/01/18 – 11/30/18 | | INCLUDE TOPIC DIMENSIONS? | Healthy Blood Sugar | | Image (or URL)  1000 x 500 px |  | | Short Description (300 char limit): | November is American Diabetes Awareness Month. Take this time to increase your diabetes awareness. Assess your risk by taking this brief [diabetes prevention risk quiz](https://www.hca.wa.gov/assets/program/dpp-quiz.pdf) from the [Diabetes Prevention Program](https://www.hca.wa.gov/public-employee-benefits/diabetes-prevention). | | Long Description (2,000 char limit): | Diabetes affects nearly 26 million adults and kids in the U.S. - that’s over 8% of the population. And it’s serious: diabetes is the leading cause of kidney failure, lower-limb amputations, and blindness. It is also a major cause of heart attack and stroke. Complete the following steps to boost your diabetes awareness:   * Assess your risk. Take this brief [diabetes prevention risk quiz](https://www.hca.wa.gov/assets/program/dpp-quiz.pdf) from the [Diabetes Prevention Program](https://www.hca.wa.gov/public-employee-benefits/diabetes-prevention). * Get the facts. [Read this article](http://www.diabetes.org/diabetes-basics/myths/?loc=db-slabnav) debunking common diabetes myths. Did you know?   Unless something changes, an estimated 1 out of 3 American adults will have diabetes by 2050. | |  |