**2017 SmartHealth Health Observances**

**Instructions**

SmartHealth features activity tiles promoting health observances. Follow these steps to integrate SmartHealth into your health observance wellness campaign.

1. Review the SmartHealth Health Observances.
2. Choose an activity you want to promote as a wellness campaign.
3. Go to the activity to copy and paste content and resources you can use for your communications.
4. Promote your semi-customized SmartHealth activity.

**List for 2017**

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|  | | |  |  | | --- | --- | | CHALLENGE TITLE: | **American Heart Month** | | POINTS: | 100 | | TRACKING DETAILS: | One-Time To complete this, Start a New Healthy Behavior | | DEVICE-ENABLED: |  | | DATES: | 02/01/17 – 02/28/17 | | TARGETING: | Example: Demographic tag: [Demographic tag value] | | LEADERBOARD: | N/A  Demographic tag:  Subgroup: | | 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** | | POINTS: | 200 | | TRACKING DETAILS: | One-Time To complete this, get screened or encourage others | | DEVICE-ENABLED: |  | | DATES: | 03/01/17 – 03/31/17 | | TARGETING: | Example: Demographic tag: [Demographic tag value] | | LEADERBOARD: | N/A  Demographic tag:  Subgroup: | | 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.](http://www.cdc.gov/physicalactivity/) * Maintain a [healthy weight.](http://www.cdc.gov/healthyweight/) * Don’t drink too much [alcohol.](http://www.cdc.gov/alcohol/faqs.htm) * [Don’t smoke.](http://smokefree.gov/)  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,](http://www.cdc.gov/cancer/colorectal/basic_info/symptoms.htm) 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.   * Some people are at a [higher risk](http://www.cdc.gov/cancer/colorectal/basic_info/risk_factors.htm) than others for developing colorectal cancer. If you think you may be at high risk, talk to your doctor about when and how often to get tested. * There are several [screening test options.](http://www.cdc.gov/cancer/colorectal/basic_info/screening/tests.htm) [Talk with your doctor](http://www.cdc.gov/cancer/colorectal/basic_info/screening/questions.htm) about which is right for you.   + Colonoscopy (every 10 years).   + High-sensitivity fecal occult blood test (FOBT), stool test, or fecal immunochemical test (FIT) (every year).   + Sigmoidoscopy (every 5 years, with FOBT every three years). | | |  |
|  | | |  |  | | --- | --- | | CHALLENGE TITLE: | **National Distracted Driving Awareness** | | POINTS: | 100 | | TRACKING DETAILS: | One-Time To complete this, take the pledge | | DEVICE-ENABLED: |  | | DATES: | 04/01/17 – 04/30/17 | | TARGETING: | Example: Demographic tag: [Demographic tag value] | | LEADERBOARD: | N/A  Demographic tag:  Subgroup: | | 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, dictate texts or emails and update social media while driving – all actions that are proven to increase crash risk. The National Safety Council 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](http://nsc.org/pledge). | | Long Description (2,000 char limit): | What can you do?  Take the **Focused Driver Challenge**and [pledge to drive cell free](http://nsc.org/pledge).  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.   **Do you have a story of your own?**  Join our network of survivor advocates and use your story to impact change.  Check out a variety of videos, infographics, and reports to help spread the word that distracted driving is dangerous with these [Distracted Driving Resources](http://www.nsc.org/learn/NSC-Initiatives/Pages/distracted-driving-awareness-month.aspx) . | | |  |
|  | | |  |  | | --- | --- | | CHALLENGE TITLE: | **National Stroke Awareness** | | POINTS: | 250 | | TRACKING DETAILS: | Tracking Weekly, Numeric To complete this challenge, track at least 3 kick starts each week | | DEVICE-ENABLED: |  | | DATES: | 05/01/17 – 05/31/17 | | TARGETING: | Example: Demographic tag: [Demographic tag value] | | LEADERBOARD: | N/A  Demographic tag:  Subgroup: | | INCLUDE TOPIC DIMENSIONS? | Energy Level; Healthy Blood Sugar; Healthy Weight; Heart Health; Nutrition | | Image (or URL)  1000 x 500 px | Stroke%20Awareness.jpeg | | 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 that you get your kick start to a healthy summer by gradually increasing your physical activity and monitoring and reducing sodium in your diet, you’ll earn 50 SmartHealth points. 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%.  High intake of sodium is associated with elevated blood pressure, which increases the risk of heart disease and stroke. More than 75% of sodium consumption is from processed, prepackaged, and restaurant foods. Making simple changes to lower sodium items can help achieve daily recommendations (see “Sodium Dietary Guidelines” in the resources below). Resources   * [Sodium Reduction Resources](http://www.heart.org/HEARTORG/Affiliate/Sodium-Reduction-Resources_UCM_471293_SubHomePage.jsp) (AHA) * [Sodium Dietary Guidelines](http://www.cdc.gov/salt/pdfs/Sodium_Dietary_Guidelines.pdf) (CDC) * [Tips to Reduce Sodium](http://www.cdc.gov/salt/reduce_sodium_tips.htm) (CDC) * [Physical Activity Guidelines for Adults](http://www.cdc.gov/physicalactivity/everyone/guidelines/adults.html) (CDC) |  |  |  | | --- | --- | | CHALLENGE TITLE: | **May is Bike to Work Month** | | POINTS: | 100 | | TRACKING DETAILS: | Tracking by End Date, Numeric To complete this challenge, bike at least 10 miles each week | | DEVICE-ENABLED: | Yes | | DATES: | 05/01/17 – 05/31/17 | | TARGETING: | Example: Demographic tag: [Demographic tag value] | | LEADERBOARD: | N/A  Demographic tag:  Subgroup: | | 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 100 pts/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.   **Want to know more about the growth of bike commuting?** [Check out this info-graphic!](http://bikeleague.org/sites/default/files/Bike_Commuting_Growth_2015_final.pdf) Check out the [WSDOT Bicycle Commuter Guide for safety tips](http://www.wsdot.wa.gov/Bike/default.htm).  **Did You Know?**  Cycling is a great way to get fit and lose weight by burning an average of 540 calories per hour.  **Resources:**   * Use [mapmyride.com](http://www.mapmyride.com/) to find popular routes on your commute and view elevation changes along the way. * Use [Google Maps](https://maps.google.com/) to see a comprehensive overview of bike trails and bike-friendly roads in your area (just switch your directions from driving to cycling | | |  |
|  | | |  |  | | --- | --- | | CHALLENGE TITLE: | **Men's Health Month** | | POINTS: | 50 | | TRACKING DETAILS: | One-Time To complete this, wear BLUE | | DEVICE-ENABLED: |  | | DATES: | 06/01/17 – 06/30/17 | | TARGETING: | Example: Demographic tag: [Demographic tag value] | | LEADERBOARD: | N/A  Demographic tag:  Subgroup: | | INCLUDE TOPIC DIMENSIONS? | Healthy Weight | | Image (or URL)  1000 x 500 px |  | | Short Description (300 char limit): | There is a silent health crisis in America…it's the fact that 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. June is Men's Health Month.  Let’s take this opportunity to raise awareness and money for education about men's need to seek regular checkups, or testicular cancer education, prostate cancer education, or other health issues that affect men. | | Long Description (2,000 char limit): | Wear BLUE on Friday June 16th to raise awareness about the importance of male health and to encourage men to live longer and healthier lives, and give women an opportunity to encourage them to do so. | | |  |
|  | | |  |  | | --- | --- | | CHALLENGE TITLE: | **National Breastfeeding Awareness** | | POINTS: | 100 | | TRACKING DETAILS: | One-Time To complete this, breastfeed or offer support | | DEVICE-ENABLED: |  | | DATES: | 08/01/17 – 08/31/17 | | TARGETING: | Example: Demographic tag: [Demographic tag value] | | LEADERBOARD: | N/A  Demographic tag:  Subgroup: | | 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 to be successful at breastfeeding. The purpose of Breastfeeding Awareness month is to empower women to commit to breastfeeding by highlighting new research showing 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. | | Long Description (2,000 char limit): | **The Support You Need**  [Breastfeeding 101](http://www.fitpregnancy.com/yournewlife/724?subsection=breastfeeding)From the proper latch to the perfect nursing bra--everything you need to know to make breastfeeding work for you and your baby.  **The Benefits of Breastfeeding**  [20 Surprising Reasons to Breastfeed](http://www.fitpregnancy.com/baby/breastfeeding/liquid-assets) The abundance of good things in mother's milk offers your baby lifelong benefits.  **Breastfeeding On-the-Go**  [Express Yourself](http://www.fitpregnancy.com/yournewlife/274?subsection=breastfeeding)The nuts and bolts of pumping breast milk for your baby  **Real Mothers Share Their Stories**  [Need Some Tips on Breastfeeding?](http://www.fitpregnancy.com/yournewlife/747?subsection=breastfeeding) The best tricks often come from moms who've been there.  [Adventures in Breastfeeding](http://www.fitpregnancy.com/yournewlife/175?subsection=breastfeeding)From short nipples to pumping in public, some surprising nursing challenges and how five women overcame them. | | |  |
|  | | |  |  | | --- | --- | | CHALLENGE TITLE: | **Fruits and Veggies - More Matters** | | POINTS: | 75 | | TRACKING DETAILS: | One-Time To complete this, eat 75 servings | | DEVICE-ENABLED: |  | | DATES: | 09/01/17 – 09/30/17 | | TARGETING: | Example: Demographic tag: [Demographic tag value] | | LEADERBOARD: | N/A  Demographic tag:  Subgroup: | | INCLUDE TOPIC DIMENSIONS? | Healthy Blood Sugar; Healthy Weight; Heart Health; Nutrition | | Image (or URL)  1000 x 500 px |  | | Short Description (300 char limit): | Who needs junk food when you’re deep into the season of fresh fruits and veggies? Eat plenty of produce this month, and you’ll earn 75 points. Simply eat and track 75 servings of fruits and vegetables during June — that’s about five servings for 15 days. | | Long Description (2,000 char limit): | September Is Fruits & Veggies–More Matters Month - **Fruits & Veggies—More Matters is here to help you**focus your attention on eating MORE fruits and vegetables! Add one more. Try something new. Educate yourself. Teach the kids. Try a new recipe.  **The Facts** More than 90 percent of both adults and children do not eat the amount of fruits and vegetables recommended by the latest [Dietary Guidelines for Americans](http://www.fruitsandveggiesmorematters.org/?page_id=52) and the [MyPlate](http://www.fruitsandveggiesmorematters.org/?page_id=58) nutrition guide. **But just remember two (2) things** …fill half your plate with fruits and veggies at every eating occasion (including snacks) AND all forms … [fresh, frozen, canned, dried  and 100% juice](http://www.fruitsandveggiesmorematters.org/?page_id=47) … count toward your daily intake!  **What You Can Do**  **Fruit & Veggie Happenings in Your Local Community** Things are happening in **your local schools and grocery stores** to help increase fruit and vegetable consumption and address childhood obesity and public health in general. [Search by Zip](http://www.fruitsandveggiesmorematters.org/fruits-veggie-happenings-in-your-local-community) to see what’s happening in your local community.  **Fruit & Vegetable News** Check out the latest in **fruit & veggie news**. Read about everything from headliners and rumors … to research and policies that could affect you and your family. **We’re your ‘go-to’ source for fruit and vegetable information and news.** [Go to In the News](http://www.fruitsandveggiesmorematters.org/?page_id=9171) **Ways to Add More Fruits & Veggies to Your Day** Everyone can benefit from eating [just one more serving of fruits or veggies](http://www.fruitsandveggiesmorematters.org/?page_id=56).  **We can help …**   |  |  |  | | --- | --- | --- | | **Learn More** | **Teach the Kids** | | | [Fruit & Veggie Nutrition](http://www.fruitsandveggiesmorematters.org/?page_id=115) | [Our Kids’ Website](http://www.fruitsandveggiesmorematters.org/?page_id=1423) | | | [Healthy Meal Planning](http://www.fruitsandveggiesmorematters.org/?page_id=1635) | [Kids in the Kitchen](http://www.fruitsandveggiesmorematters.org/?page_id=83)  [Kids’ Recipes](http://www.fruitsandveggiesmorematters.org/?page_id=102) | | |  | | | [What’s In Season](http://www.fruitsandveggiesmorematters.org/?page_id=674) |  | | |  |  | | | **Recipes & Menus** | **Videos** | | | [Over 1,000 Recipes!](http://www.fruitsandveggiesmorematters.org/?page_id=10) | [Seasonal Cooking](http://www.fruitsandveggiesmorematters.org/video/VideoCenter.php?Auto=1&start=0&Video=313&SubCategoryID=102) | | | [Healthy Seasonal Menus](http://www.fruitsandveggiesmorematters.org/?page_id=13143) | [Save $$ w/Fruits & Veggies](http://www.fruitsandveggiesmorematters.org/video/VideoCenter.php?Auto=1&start=0&Video=248&CategoryID=12) | | |  |  | | | | |  |
|  | | |  |  | | --- | --- | | CHALLENGE TITLE: | **National Breast Cancer Awareness Month** | | POINTS: | 200 | | TRACKING DETAILS: | One-Time To complete this, get screened or encourage others | | DEVICE-ENABLED: |  | | DATES: | 10/01/17 – 10/31/17 | | TARGETING: | Example: Demographic tag: [Demographic tag value] | | LEADERBOARD: | N/A  Demographic tag:  Subgroup: | | 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 at some point. The good news is that many women can survive breast cancer if it’s found and treated early. A mammogram – the screening test for breast cancer – can help find breast cancer early when it’s easier to treat. | | 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 and encourage communities, organizations, families, and individuals to get involved.  [Find out how you can help](http://www.nationalbreastcancer.org/breast-cancer-awareness-month) and get your FREE Breast Health Book! | | |  |
|  | | |  |  | | --- | --- | | CHALLENGE TITLE: | **American Diabetes Month** | | POINTS: | 100 | | TRACKING DETAILS: | One-Time To complete this, take the quiz | | DEVICE-ENABLED: |  | | DATES: | 11/01/17 – 11/30/17 | | TARGETING: | Example: Demographic tag: [Demographic tag value] | | LEADERBOARD: | N/A  Demographic tag:  Subgroup: | | 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 [quiz](http://www.diabetes.org/are-you-at-risk/diabetes-risk-test/) from the American Diabetes Association. | | Long Description (2,000 char limit): | Diabetes affects nearly 26 million adults and kids in the U.S. - that’s over 8 percent 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 [quiz](http://www.diabetes.org/are-you-at-risk/diabetes-risk-test/) from the American Diabetes Association.  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. | | |  |