

**AWARENESS DAYS
COMMUNICATIONS
CALENDAR**

We would love for you to make use of this calendar to plan ahead and shape some of your social media and email content this year.

2024



January

2024

SUN	MON	TUE	WED	THU	FRI	SAT
	1 New Year's Day	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25 Burns Night (Scottish festival)	26	27
28	29	30	31			

 **Navigating the New Year nonsense- All January**

Our New Year campaign will be running throughout the month. Please engage and share the content.

[Find out more here.](#)

Veganuary - All January

A chance to promote ways to have a healthy vegan diet.

Please share our [Food Fact Sheet](#).

You might have some great recipes to share too.

Dry January - All January

BDA resources you might consider sharing:

- [Alcohol consumption in students](#)
- [Alcohol myths](#)

Brew Monday - 15

Our Work Ready programme will be promoting the importance of hydration/ having a break and chatting with colleagues - feel free to share! #BrewMonday

See [The Samaritans](#) for more info.

NOTES

Tips for groups and branches

Look ahead and decide which awareness days are relevant to your group or branch members. Share BDA resources but also think about what partners and relevant charities are doing too. You might consider speaking to our Editor about putting an article together for Dietetics Today. We've put some ideas in for you to consider or if you've missed the deadline then there's always an opportunity to write for the BDA website.

Speak to our comms team if you'd like some advice!

February

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SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3
LGBT+ History Month - All February We hope to have a new article to share - link to follow!	Heart Month - All February Please share our Food Fact Sheet Also check out Heart UK and the British Heart Foundation for supporting materials.		Fibre February - All February Keep an eye out for our fibre social graphics which we will be sharing. Also take a look at our Fibre Food Fact Sheet			
4		6	7		9	10
World Cancer Day - 4 Please share our resource on cancer myths.	National Apprenticeship Week - 5-11 We're hoping to share experiences of practice-based learning (placements) as well as promote new apprenticeship programmes.		Our Work Ready programme will also be sharing things during the month. Check out UK Flour Millers for more information.		Time to Talk Day - 1 Mind has some useful resources all around opening up the conversation about mental health, you might consider sharing.	Chinese New Year
11	12	13	14	15	16	17
		Janet Day	Valentine's Day			
Heart Unions Week - 12-18 Please show some love for your BDA Trade Union this week! We'll be promoting its work and how it supports you.			Student Volunteering Week- 12-18 This is what we did in 2023 - please put your brilliant student members forward for this year's campaign			
19	20		21	22	23	24
25	26	27	28	29		
	Eating Disorders Awareness Week - 26-3 Mar Beat run the campaign and this year's theme is ARFID. Here's our statement.					

NOTES

Oncology Specialist Group - could you develop an article for World Cancer Day on an emerging topic?

We'd love to speak to some apprentices about their experiences of practice-based learning (placement) - does anyone come to mind that you can put us in touch with?

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March

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SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
Obesity Day - 4 The 2024 theme is all about challenging misconceptions so it's a great opportunity to highlight our Weight Stigma Guidelines . Members have also written lots of useful articles that you might like to refer to. Check out the BDA website.	4	National Careers Week - 4-9 Help us share our careers resources !	6	7	International Women's Day - 8 We plan to cover the brilliant work by women trade unionists to support workers' rights.	9
	11		12	13		14
	Ramadan starts (date subject to change - Muslim festival)	Nutrition & Hydration Week - 11-17 Please share the Older People Specialist Group's new resource - Eating, Drinking and Ageing Well . We'll also have items to share from Work Ready about staying hydrated at work.	World Kidney Day - 14 The theme is Kidney Health for All. Don't forget to promote our Renal Dietitian video too!		Swallowing Awareness Day - 15 We'd like to look at how speech and language therapists work with dietitians - can you help?	23
17	18		20	21		22
Neurodiversity Celebration Week - 18-24 More details from the organisers here . You might also consider sharing this member article about ADHD.	25	26	27	28	29	30
						31 Easter Sunday (Christian festival)

NOTES

Don't forget to highlight Ramadan - [here's an interesting member article about colleagues fasting](#).

Obesity Specialist Group - Let the BDA team know if there is anything you particularly want highlighting.

Renal Nutrition Specialist Group - We'd love you to lead on activity for World Kidney Day. Could you write an article around this year's theme?

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April

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SUN	MON	TUE	WED	THU	FRI	SAT
31 Easter Sunday (Christian festival)	1	2	3	4	5	6
7	IBS Month - All April Check out and share this helpful BDA resource about IBS. You may also find some useful information on the Guts UK website.		10 Eid-al-Fitr Tentative date (Muslim festival)	Bowel Cancer Month - All April Bowel Cancer UK has resources.		13 Vaisakhi (Sikh festival)
14	15	16	17	18	19	20
Greener AHP Week - 22-26 For members working in the NHS in England - we will be supporting the campaign with sharing all the good work AHPs in the NHS are doing in this area. More here.		22 Earth Day - 22	24	25	26	27
	29	30				

NOTES

Oncology Specialist Group - Can you take the lead on Bowel Cancer Month - is there a potential article here?

Gastroenterology Specialist Group - Could you look at getting a case study of someone with IBS that has worked with a dietitian that we could promote?

Tips for groups and branches

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May

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SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4
Stroke Awareness Month - All May A number of our Food Fact Sheets reference strokes including our Stanols and Sterols and Cholesterol ones . You might also like to highlight the work of neuroscience dietitians . More info on the Stroke Association website .			8	9	10	11
		Salt Awareness Week - 13-19 More information about the Action on Salt campaign is available here . We'll have some graphics you can share too!		15	16	17
19	20	Coeliac Awareness Week - 13-19 Find out more on the Coeliac UK website . We also have a number of useful articles for you to refer to including our Food Fact Sheet and this member article on what's new in dietetic provision for adults with coeliac disease .	22	23	Hypertension Day - 17 Please share our updated Food Fact Sheet .	25
					International Day against Homophobia, Biphobia and Transphobia - 17 Our trade union will be sharing resources.	
Dementia Action Week - 20-26 Resources available from the Alzheimer's Society .						
26	27	28	29	30	31	
				World Digestive Health Day - 29 Keep an eye out for the 2024 theme.		

NOTES

Neurosciences Specialist Group - Could you let us know about your link with the Stroke Association? (We'd like to link up our activity)

Gastroenterology Specialist Group - Could you plan some new activity for Digestive Health Day - perhaps with a new article?

Older People Specialist Group - Let us know if there is anything for Dementia Action Week you want us to highlight.

Tips for groups and branches

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June

The BDA Parenteral & Enteral Nutrition Specialist Group are celebrating their 40th birthday this month

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						1
Pride - All June How are you recognising and celebrating Pride? Tell us at pr@bda.uk.com See our campaign page here.		Dietitians Week - 3-7 Let's celebrate your specialism and branch. We'll have lots for you to get involved with including a bit of baking!			Growing for Wellbeing Week - 3-9 Our Work Ready team will be sharing resources. Also check out our seasonal fruit and vegetable page .	
	3		BDA Awards Ceremony			8
Men's Health Week - 10-17 If you have any male case studies take this opportunity to promote your work supporting men's health. Work Ready will also be sharing materials.		Diabetes Week - 10-16 Take a look at and share our Food Fact Sheets on Type 1 and Type 2 Diabetes. More from Diabetes UK .	BNF Healthy Eating Week - 10-14 Read more here.	13	14	15
	Eid-al-Adha Tentative date (Muslim festival)		19	20	21	22
23	24	25	National Breastfeeding Celebration Week - Date TBC Check out our policy statement on breastfeeding .	26	27	
					Windrush Day - 22 An opportunity to thank the Windrush generation for their contribution to the creation of NHS. Look out for materials from the NHS.	

NOTES

It's Dietitians Week 3-7 June - Please share our resources and support across all your channels.

Diabetes Specialist Group - Can you take the lead on activity for Diabetes Week, is there an opportunity for a new article?

Maternal and Fertility Specialist Group - Do you plan on highlighting World Breastfeeding Awareness Week in August or the one this month?

Tips for groups and branches

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July

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	1	2	3	4	5	6
7 Islamic New Year	<p>South Asian Heritage Month - Month long (18 July - 17 August)</p> <p>This is an opportunity to celebrate the cooking and culture of South Asia.</p> <p>We have lots of recipes on Let's Get Cooking for you to share</p>		9	10	11	12
14	15	16	17	18	19	20
21	22	23	24	<p>Olympics - Start 26 July</p> <p>We'd love to promote the work of dietitians working with athletes. Let us know if you have any in your group or branch pr@bda.uk.com</p>		27
28	29	30	31			

NOTES

In celebration of South Asian Heritage month, could you create a video exploring your favourite recipes and cooking tips? Or perhaps you'd like to look at the history of some of your favourite dishes?

Sports Nutrition Specialist Group - Do you have plans for an article around sports nutrition and the Olympics?

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August

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				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

A- Level Results Day - 15
[Share our careers resources](#)

GCSE Exam Results - 22
[Share our careers resources](#)

NOTES

A quieter month for obvious reasons but could you support our careers campaign by sharing what a dietitian in your sector does? For branches, perhaps you can promote courses in your area?

Tips for groups and branches

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September

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1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

Sustainable September - All September

What sustainable practices are you embedding in your practice? Let us know at pr@bda.uk.com

Students starting Uni - Throughout September/October

Consider promoting your group or branch to students over the next few months. Do you have any useful tips for dietetic students that you could share?

Know Your Numbers! Week (blood pressure) - Date TBC

Take a look at our [Hypertension Food Fact Sheet](#). Also visit [Blood Pressure UK](#) for resources.

Alzheimer's Day - 21

Resources available from the [Alzheimer's Society](#)

National Inclusion Week - 23-29

Our trade union will be sharing resources.

NOTES

Older People Specialist Group - Is there any dietetic guidance/support we can highlight for Alzheimer's Day?

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October

2024

SUN	MON	TUE	WED	THU	FRI	SAT
		1	2	3	4	5
Black History Month - All October We'll be highlighting the work and experiences of Black dietitians, support workers and students. Please get involved!	Cholesterol Awareness Month - All October Take a look at our Cholesterol and Plant Stanols and Sterols Food Fact Sheets . Find out more at Heart UK	International Day of Older Persons - 1 Please share the Older People Specialist Group's new resource - Eating, Drinking and Ageing Well . We'll also have items to share from Work Ready including their Eat Well Age Well workshops.		Rosh Hashanah begins (Jewish festival)		
				10	11	12
				Mental Health Day - 10 Share some important messaging around food and mood with our Food Fact Sheet .		Yom Kippur (Jewish festival)
13	14	15			18	19
	AHPs' Day - 14 (Members in England in the NHS) Promote your roles within the NHS community. More info here.					
20		22	World Stroke Day - 29 A number of our Food Fact Sheets reference strokes including our Stanols and Sterols and Cholesterol ones. More info on the Stroke Association website .		24	
Osteoporosis Day - 20 (part of Bone and Joint Week) Please share our Osteoporosis Food Fact Sheet .					Menopause Day - 18 We'll be looking at what to eat during the perimenopause - can you help? Also see our Food Fact Sheet .	
	28	29		31		26
				Halloween		

NOTES

If you would like to contribute to our Black History Month activity please email pr@bda.uk.com

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November

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SUN	MON	TUE	WED	THU	FRI	SAT
					1 Diwali Hindu/ Sikh festival	2
November - All November We'll be sharing details of our men's health Work Ready workshop. More details about November here.	4	5	6	7	8	9
10 Remembrance Sunday	11	12	13	14	15	16
17		19	20			23
	25	26	27	28	29	30

NOTES

Neonatal Specialist Sub-Group - Can you lead on communications around World Prematurity Day and we can amplify? Is there a potential article here?

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December

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1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25 Christmas Day (Christian festival)	26 First day of Hanukkah (ends 2 Jan - Jewish festival)	27	28
29	30	31 New Year's Eve				

NOTES

HIV Care Specialist Group - could you look at creating an article for World Aids Day?

World Aids Day - 1

An opportunity to promote what dietitians working in HIV care do and their brilliant work with patients.

International Volunteer Day - 5

Every year we celebrate the work of all our volunteers on this day. Please support.

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