



# Campaigns Calendar 2025

This resource will help you find out about national health and wellbeing campaigns and awareness days for both early years children and staff and parents at your setting, helping you to plan events and raise awareness.

Campaign	Date	More Information
<b>Dry January</b>	January 2025	Challenging you to go alcohol free for 31 days and aims to raise awareness of the effects of alcohol.  <a href="#">Alcohol Change</a>
<b>Fizz Free February</b>	February 2025	Take action this February to reduce your sugar intake by kicking out fizzy drinks.  <a href="https://www.sugarsmartuk.org/news/jan22-fizz-free-february/">https://www.sugarsmartuk.org/news/jan22-fizz-free-february/</a>
<b>LGBT+ History Month</b>	February 2025	To promote equality and diversity for the benefit of the public.  <a href="#">LGBT+ History Month</a>
<b>Time to Talk Day</b>	6th Feb 2025	Time to Talk Day is the perfect opportunity to start a conversation about mental health.  <a href="https://timetotalkday.co.uk/">https://timetotalkday.co.uk/</a> and <a href="https://www.startaconversation.co.uk/">https://www.startaconversation.co.uk/</a>
<b>National Apprenticeship Week</b>	10th - 16th Feb 2025	Annual week-long celebration of apprenticeships to shine a light on the amazing work being done by employers and apprentices across the country.  <a href="#">Apprenticeships</a>
<b>Eating Disorder Awareness Week</b>	24th Feb - 2nd March 2025	An international awareness event, fighting the myths and misunderstandings that surround eating disorders.  <a href="#">Beat Eating Disorders</a>
<b>International Women's Day</b>	8th March 2025	A global holiday celebrated annually to commemorate the cultural, political, and socioeconomic achievements of women.  <a href="#">International Women's Day</a>
<b>Safer Sleep Week</b>	10th - 16th March 2025	Safer Sleep Week is The Lullaby Trust's national awareness campaign targeting anyone looking after a young baby.  <a href="https://www.lullabytrust.org.uk/about-us/safer-sleep-week/">https://www.lullabytrust.org.uk/about-us/safer-sleep-week/</a>
<b>No Smoking Day</b>	12th March 2025	Help encourage as many smokers as possible to quit on No Smoking Day by organising your own event.  <a href="https://www.nhs.uk/better-health/quit-smoking/">https://www.nhs.uk/better-health/quit-smoking/</a>

<b>Nutrition &amp; Hydration Week</b>	17th - 23rd March 2025	A shared objective to highlight, promote and celebrate improvements in the provision of nutrition and hydration locally, nationally and globally.  <a href="#">Nutrition and Hydration Week</a>
<b>Stress Awareness Month</b>	April 2025	Increasing public awareness about both the causes and cures for our modern stress epidemic.  <a href="#">Stress Management Society</a>
<b>Maternal Mental Health Awareness Week</b>	5th - 11th May 2025	A week-long campaign dedicated to talking about mental health problems before, during and after pregnancy.  <a href="https://maternalmentalhealthalliance.org/">https://maternalmentalhealthalliance.org/</a>
<b>National Walking Month</b>	May 2025	Encourages people to walk more throughout May.  <a href="#">Living Streets</a>
<b>Sun Awareness Week</b>	12th - 18th May 2025	Get involved in raising awareness across the UK by ordering free posters and leaflets from the Sun Awareness range.  <a href="#">British Association of Dermatologists</a>
<b>Deaf Awareness Week</b>	5th - 11th May 2025	The aim of Deaf Awareness Week is to raise awareness of hearing loss in the UK and its impact on people's lives.  <a href="#">Deaf Council</a>
<b>National Smile Month</b>	12th May - 12th June 2025	Join the nation's biggest oral health campaign and help bring a smile to millions of people.  <a href="https://www.dentalhealth.org/national-smile-month">https://www.dentalhealth.org/national-smile-month</a>
<b>Mental Health Awareness Week</b>	12th May - 18th May 2025	A UK event supported by the Mental Health Foundation. .  <a href="#">Mental Health Foundation</a>
<b>Bike Week</b>	9th - 15th June 2025	Encouraging people to get out cycling and switch to cycling as the best way to get around.  <a href="#">Cycling Week</a>
<b>National Carers Week</b>	9th - 15th June 2025	Raising awareness of caring by highlighting the challenges that carers face and recognise the contribution they make.  <a href="#">Carers Week</a>

<b>Healthy Eating Week</b>	12th - 16th June 2025	Encouraging everyone, including early years settings, schools, workplaces and community groups, to 'Give it a go' this Healthy Eating Week.  <a href="#">British Nutrition Foundation</a>
<b>National Clean Air Day</b>	20th June 2025	A chance for the whole country to come together and improve air quality through collective action.  <a href="#">Clean Air Day</a>
<b>Learning Disability Week</b>	16th - 22nd June 2025	Raising awareness about the issues that are important to people with a learning disability and their families and carers.  <a href="#">Mencap</a>
<b>Alcohol Awareness Week</b>	7th - 13th July 2025	Opportunity for charities, local authorities, GP surgeries, businesses and more to think and talk about alcohol harm with their communities.  <a href="https://alcoholchange.org.uk/">https://alcoholchange.org.uk/</a>
<b>Breastfeeding Awareness Week</b>	1st - 7th August 2025	World Breastfeeding Week (WBW) is a global campaign to raise awareness and galvanise action on themes related to breastfeeding.  <a href="https://waba.org.my/wbw/">https://waba.org.my/wbw/</a>
<b>Cycle to Work Day</b>	7th August 2025	UK's biggest cycle commuting event.  <a href="#">Cycle to Work Day</a>
<b>World Suicide Prevention Day</b>	10th Sept 2025	Promoting worldwide commitment and action to prevent suicides.  <a href="https://www.samaritans.org/">https://www.samaritans.org/</a> and <a href="https://www.startaconversation.co.uk/">https://www.startaconversation.co.uk/</a>
<b>International Day of Sign Languages</b>	23rd Sept 2025	Celebrated annually across the world on 23 September every year along with International Week of the Deaf.  <a href="#">The UN</a>
<b>National Fitness Day</b>	17th Sept 2025	Make this the most active day of the year.  <a href="#">National Fitness Day</a>
<b>World's Biggest Coffee Morning</b>	26th Sept 2025	Support Macmillan by hosting your own coffee morning to raise awareness.  <a href="#">Macmillan</a>
<b>Stoptober</b>	October 2025	When you quit smoking, good things start to happen — you can begin to see almost immediate improvements to your health.

<b>Sober October</b>	October 2025	<p><a href="https://www.nhs.uk/better-health/quit-smoking/">https://www.nhs.uk/better-health/quit-smoking/</a></p> <p>Get involved in Sober October by going alcohol-free in October to raise money for people with cancer.</p> <p><a href="https://www.gosober.org.uk/">https://www.gosober.org.uk/</a></p>
<b>Black History Month</b>	October 2025	<p>A nationwide celebration of Black History, Arts and Culture throughout the UK.</p> <p><a href="#">Black History Month</a></p>
<b>World Mental Health Day</b>	10th Oct 2025	<p>An opportunity to raise awareness and advocacy against mental health stigma.</p> <p><a href="#">World Mental Health Day</a></p>
<b>Coming Out Day</b>	11th Oct 2025	<p>An awareness day for LGBTQ+ people to celebrate being their authentic selves.</p> <p><a href="#">Coming Out Day</a></p>
<b>Restart a Heart Day</b>	16th Oct 2025	<p>Increase public awareness of cardiac arrests and increase the number of people trained in life saving CPR and defibrillator use.</p> <p><a href="#">Restart a Heart Day</a></p>
<b>National Stress Awareness Day</b>	5th Nov 2025	<p>Raise awareness, publicity and profile of stress and its impact, and reduce stigma while promoting the importance of wellbeing and stress reduction.</p> <p><a href="https://isma.org.uk/isma-international-stress-awareness-week">https://isma.org.uk/isma-international-stress-awareness-week</a></p>
<b>Trans Awareness Week</b>	13th - 19th Nov 2025	<p>This week helps raise the visibility of transgender people and address issues members of the community face.</p> <p><a href="#">GLAAD</a></p>
<b>International Men's Day</b>	19th Nov 2025	<p>Making a positive difference to the wellbeing and lives of men and boys.</p> <p><a href="#">UK Men's Day</a></p>
<b>National Grief Awareness Week</b>	2nd - 8th Dec 2025	<p>To raise awareness of the impact of grief.</p> <p><a href="#">The Good Grief Trust</a></p>

**Other national days of interest:**

- **Shrove Tuesday** – 4th March 2025
- **Valentines Day** – 14th February 2025
- **World Book Day** – 6th March 2025 – <https://www.worldbookday.com/>
- **Comic Relief (Red Nose Day)** – 21st March 2025 – [www.comicrelief.com](http://www.comicrelief.com)
- **Easter Sunday** – 20th April 2025
- **National Numeracy Day** – 21st May 2025 – Led by National Numeracy, this day encourages everyone to build their confidence with numbers - <https://www.nationalnumeracy.org.uk/numeracyday>
- **BBC Children in Need** – 15th November 2025 - <https://www.bbcchildreninneed.co.uk/>