



2025 Global Monthly Content Calendar

Optum Behavioral Health Solutions and Emotional Wellbeing Solutions

(Monthly toolkits distributed the first of each month on optumwellbeing.com/newthismonth).

U.S. campaigns indicated in blue. Global campaigns indicated in teal.



JANUARY

Topic: Mind-body wellness connection

U.S. Mental Wellness Month



FEBRUARY

Topic: Food & mental health

U.S. Children's Mental Health Week
U.S. Eating Disorders Awareness Week



MARCH

Topic: Women's mental health
International Women's Day (8th)



APRIL

Topic: Managing stress, anxiety & panic

U.S. Stress Awareness Month
World Health Day (7th)
World Health Day Campaign



MAY

Topic: Mental health awareness
U.S. Mental Health Awareness Month
U.S. Foster Care Awareness Month
Mental Health Awareness Campaign



JUNE

Topic: Celebrating & understanding differences
U.S. LGBTQ+ Pride Month
U.S. Juneteenth
LGBTQ+ Campaign



JULY

Topic: Welcoming your uniqueness
U.S. BIPOC Mental Health Month
Cultural Awareness Mental Health Campaign



AUGUST

Topic: Youth mental health
International Youth Day (12th)



SEPTEMBER

Topic: Suicide prevention and recovery
U.S. 988 Day (8th)
World Suicide Prevention Day (10th)
U.S. Recovery Month
Suicide Prevention & SUD/Recovery Campaigns



OCTOBER

Topic: World Mental Health
World Mental Health Day (10th)
World Mental Health Day Campaign



NOVEMBER

Topic: Men's mental health
U.S. Family Caregivers Month
World Kindness Day (13th)
International Men's Day (19th)



DECEMBER

Topic: Being present
U.S. Stress-Free Family Holidays Month

*Content and campaign availability may differ based on region and language.

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