

Promotional & Marketing Calendar



Building on Steps 1–7 in the Promotional Kit, this Promotional and Marketing Calendar helps you to deliver consistent, timely communication to your key audience. It's designed to integrate into your existing marketing activities and ongoing content planning.

All copy in this guide is ready to use. Simply copy and paste into your internal or external channels, including social media, newsletters, and websites. We encourage you to utilise the linked images and assets to maximise engagement and ensure a consistent look and feel across your Healthy Heads promotions.

Optional approach: Open or close with personalised copy stating your support for Healthy Heads
Eg: *As a partner of Healthy Heads in Trucks & Sheds, we're supporting the mental health and wellbeing of people across the transport and logistics industry by sharing practical support and resources across our networks.*

| MAY 2026 | JUNE 2026 |
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| <u>DOWNLOAD MAY RESOURCES</u> | <u>DOWNLOAD JUNE RESOURCES</u> |
| KEY DATES: 12 - <u>R U OK? in Trucks & Sheds Day of Action</u> 17 – 24 - <u>National Road Safety Week</u> 24 - <u>World Schizophrenia Awareness Day</u> | KEY DATES: 15 – 21 - <u>Men's Mental Health Week</u> |
| JULY 2026 | AUGUST 2026 |
| <u>DOWNLOAD JULY RESOURCES</u> | <u>DOWNLOAD AUGUST RESOURCES</u> |
| KEY DATES: 30 - <u>International Day of Friendship</u> | KEY DATES: 3 – 9 - <u>Loneliness Awareness Week</u> 17 – 21 - <u>Bullying No Way Week</u> |