

Managing Marketing

ADA's Guidelines for Practice Success™ (GPS™)

SAMPLE CONTENT CALENDAR – DENTAL TOPICS

JANUARY	FEBRUARY	MARCH
National Birth Defects Awareness Month	National Children's Dental Health Month	National Nutrition Month
Cervical Health Awareness Month	American Heart Month	3/6 - Dentist's Day
National Blood Donor Month	National Give Kids A Smile® Day – first Friday of the month	Dental Assistants' Recognition Week – usually early in the month
	2/28 - National Tooth Fairy Day	Root Canal Awareness Week – usually in late March
APRIL	MAY	JUNE
National Facial Protection Month	National Sleep Month	Oral Health Month
National Autism Awareness Month	Lyme Disease Awareness Month	Home Safety Month
Stress Awareness Month	National Asthma/COPD/Allergy Month	7/14 - World Blood Donor Day
JULY	AUGUST	SEPTEMBER
National Cleft and Craniofacial Awareness and Prevention Month	8/22 - National Tooth Fairy Day	National Gum Care Month
National Fireworks Safety Month	National Immunization Awareness Month	National Cholesterol Education Month
UV Safety Month	National Health Center Week	Fruit and Veggie Month
OCTOBER	NOVEMBER	DECEMBER
National Dental Hygiene Month	National TMJ Awareness Month	International AIDS Awareness Month
Breast Cancer Awareness Month	National Diabetes Month	National Influenza Vaccine Week
Healthy Lung Month	Mouth Cancer Awareness Month	
	11/14 - World Diabetes Day	
	11/20 - Great American Smoke Out	

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