

health information & resource service

Our local health information service within NHS Shetland provides a wide range of materials and resources to support you with your health related campaigns and activities.

To order resources email: info@healthyshetland.com

Telephone: 01595 743330

You can also source information and support materials by visiting the national website addresses.

Campaign Best Practice

We are currently developing Best Practice Guidance to support you in the development and implementation of Health Campaigns and will share further information in due course.

Note: These dates and events may be moved or changed throughout the year. You may wish to check the website before planning a campaign.

Health Campaigns Calendar 2024

January

Dry January
www.alcoholchange.org.uk/get-involved/campaigns/dry-january
National Obesity Awareness
<https://www.noaw2014.org.uk/>
22nd - Cervical Cancer Prevention
www.jostrust.org.uk
2025 Health Information Week
<https://bit.ly/3GB6uPO>

February

National Heart Month
www.bhf.org.uk
Love to Ride Spring Campaign
www.lovetoride.net/shetland
1st - Time to Talk Day
www.seemescotland.org
4th - World Cancer Day
www.worldcancerday.org
5th - Children's Mental Health Week
www.childrensmentalhealthweek.org.uk
26th - Eating Disorders Awareness Week
www.beateatingdisorders.org.uk

March

Ovarian Cancer Awareness
<https://ocam.org.uk>
Prostate Cancer Awareness
<https://prostatecanceruk.org/>
1st - Self Harm Awareness Day
www.papyrus-uk.org
4th - World Obesity Day
www.worldobesityday.org/
8th - International Women's Day
www.internationalwomensday.com
9th - World Kidney Day
www.worldkidneyday.org
13th - No Smoking Day
www.ashscotland.org.uk/
20th - World Oral Health Day
www.worldoralhealthday.org/

April

Bowel Cancer Awareness
www.getcheckedearly.org
Stress Awareness Month
www.stress.org.uk
2nd - World Autism Awareness Day
www.autism.org.uk
7th - World Health Day
<https://bit.ly/38ViqzE>
24th - Intergenerational Week
<https://bit.ly/3Y10oT>
25th - On Your Feet Day
<http://onyourfeetday.com>

May

National Walking Month
<https://bit.ly/3NIQsWq>
Stroke Awareness Month
www.stroke.org.uk
Bike Month May
www.lovetoride.net/shetland
1st - Family Safety Awareness
www.rospa.com
6th - Screen Free Week
<https://bit.ly/393uZZv>
6th - Sun Awareness Week
www.britishskinfoundation.org.uk
13th - National Smile Month
www.dentalhealth.org
13th - Mental Health Awareness
www.mentalhealth.org.uk
15th - Dementia Awareness
www.alzscot.org

June

10th - Bike Week
www.cyclinguk.org/bikeweek/
10th - Diabetes Week
www.diabetes.org.uk
10th - BNF Healthy Eating Week
www.nutrition.org.uk/
13th - Men's Health Week
www.menshealthforum.org.uk/mhw
17th - Cervical Screening Awareness Week
www.jostrust.org.uk
12th - Loneliness Awareness
www.marmaladetrust.org/
17th - Learning Disability Week
<https://www.mencap.org.uk/>

July

What's on Shetland
<https://www.shetland.org>
1Shetland Pride
www.shetlandpride.uk
Alcohol Awareness Week
<https://alcoholchange.org.uk>
28th World Hepatitis Day
<https://www.worldhepatitisday.org>

August

1st - World Breastfeeding Week
<https://worldbreastfeedingweek.org>
7th - Play Day
www.playday.org.uk
31st - International Overdose Day
<https://www.overdoseday.com/>

September

Recovery Month
www.samhsa.gov/recovery-month
Cycle September
www.lovetoride.net/shetland
10th - World Suicide Prevention Day
www.samaritans.org
13th - World Sepsis Day
www.worldsepsisday.org/
16th - Male Cancer Week
<https://orchid-cancer.org.uk/>
20th - National Fitness Day
www.nationalfitnessday.com/
21st World Alzheimers Day
www.alzheimers.org.uk
23rd - National Eye Health Awareness Week
www.visionmatters.org.uk/

October

Stoptober
www.nhs.uk
Breast Cancer Awareness Month
<https://breastcancernow.org>
Health Literacy Month
<https://healthliteracymonth.org/>
tbc - Challenge Poverty Week
www.povertyalliance.org
2nd - Back Care Awareness Wk
<https://backcare.org.uk/>
7th - National Work Life Week
<https://workingfamilies.org.uk>
9th - Baby Loss Awareness Wk
<https://babyloss-awareness.org>
10th - World Mental Health Day
www.who.int
18th - World Menopause Day
www.imsociety.org

November

November Mens Health
<https://uk.movember.com>
International Stress Awareness
<https://isma.org.uk>
Mouth Cancer Action Month
www.dentalhealth.org/mouthcancer
4th - Talk Money Week
<https://maps.org.uk/talk-money-week/>
11th - Anti-bullying Week
<https://anti-bullyingalliance.org.uk>
14th - Diabetes Day
www.diabetes.org.uk/get_involved/world-diabetes-day
tbc - Self Care Week
www.selfcareforum.org/events/self-care-week/
25th - 16 Days of Action Against Domestic Violence
<https://idas.org.uk/16-days/>

December

Get Ready Scotland
<https://ready.scot>
Internet Safety
www.cybersafetyscotland.org
Safety at Christmas in the Home
www.rospa.com/home-safety/advice/christmas-safety
1st - World AIDS Day
www.worldaidsday.org
3rd - Fuel Poverty Awareness
www.nea.org.uk
7th - Christmas Jumper Day
www.savethechildren.org.uk/christmas-jumper-day

Public Health Priorities for Scotland

Our aim is to improve health and reduce inequalities. Six priorities - as shown in the diagram - have been agreed as the most important things Scotland as a whole must focus on over the next decade to improve the health of the population. In Shetland, we will build on progress made, and work with our partners to take further action to address these priority areas.



Priority 1

A Scotland where we live vibrant, healthy and safe places and communities



Priority 2

AA Scotland where we flourish in our early years



Priority 3

A Scotland where we have good mental wellbeing



Priority 4

A Scotland where we reduce the risk of and harm from alcohol, tobacco and other drugs



Priority 2

A Scotland where we have a sustainable, inclusive economy with equality of outcomes for all



Priority 6

A Scotland where we eat well, have a healthy weight and are physically active