

2014 Pharmacy Marketing Opportunities

from Smart Retailing Rx

January

National Birth Defects Month
Thyroid Awareness Month
National Blood Donor Month
National Folic Acid Awareness Week (Jan 5–11)

1 New Year's Day

20 Martin Luther King Day

February

American Heart Month
National Children's Dental Health Month
National Wear Red Day (Feb 7)

14 Valentine's Day

17 Presidents' Day

March

National Nutrition Month
Patient Safety Awareness Week (Mar 2–8)
American Diabetes Alert Day (Mar 25)

17 St. Patrick's Day

April

Stress Awareness Month
National Autism Awareness Month
World Meningitis Day (Apr 24)

22 Earth Day

May

National Allergy & Asthma Awareness Month
Melanoma Detection & Prevention Month
National Stroke Awareness Month
Celiac Awareness Month
National Mental Health Month
National Women's Health Week (May 11–17)
National Senior Health & Fitness Day (May 28)

11 Mother's Day

26 Memorial Day

June

Men's Health Week (Jun 9–15)
National Cancer Survivors Day (Jun 1)
Men's Health Month

15 Father's Day

July

Juvenile Arthritis Awareness Month
World Hepatitis Day (Jul 28)

4 Independence Day

August

National Immunization Awareness Month
National Breastfeeding Month
National Psoriasis Awareness Month

September

National Cholesterol Education Month
National Childhood Obesity Awareness Month
National Preparedness Month

1 Labor Day

7 Grandparents' Day

October

American Pharmacists Month!
National Breast Cancer Awareness Month
Medicare Part D Open Enrollment (begins Oct 15)

31 Halloween

November

American Diabetes Month
Family Caregivers Month
Great American Smokeout (Nov 20)
Medicare Part D Open Enrollment

11 Veterans Day

27 Thanksgiving

December

Safe Toys and Gifts Month
World AIDS Day (Dec 1)
National Handwashing Awareness Week (Dec 7–13)
Medicare Part D Open Enrollment (ends Dec 7)

25 Christmas Day

31 New Year's Eve

Visit SmartRetailingRx.com for additional marketing ideas to promote your pharmacy.