

### AWARENESS CAMPAIGN 2014

Month	Awareness Topic	Objective	Theme
January	Healthy Kick start	To encourage people to visit their doctors regularly to keep tabs of their health	Jumpstart your year with healthy attitude
February	Diet & Health	To promote general health and to advocate healthy diet as a means to prevent chronic diseases such as diabetes, etc	You are what you eat
March	Women Talk	To increase awareness of major life threatening diseases for women	Ensuring wonderful life for a wonderful person
April	Occupational Health	To stress importance in identifying risks and prevention of work-related diseases	Vigilance for healthy work force
May	Effects of Smoking	To educate people harmful effects of smoking on the body	No to Smoke
June	Child's play	children - how can I better take care of myself?	Prepare the kids for their future
		adult - what are the important factors to ensure our children are healthy in all aspects?	
July	Obesity Prevention/Ramadan Fasting	To educate people how obesity starts and what are the ways to prevent it	Trimming down Obesity's chance
August	First Aid	To stress importance of doing 1st aid training for <u>all</u> people	First hand knowledge CAN save lives
September	Heart Care	To educate people regarding heart diseases and risk factors in correlation with other diseases	Keeping your heart in shape
October	Breast Cancer Awareness	To stress importance of early detection.	Beat cancer early
November	Diabetes Awareness	To increase awareness of people regarding Diabetes; how it can be acquired and how to keep it in check for a quality way of life	It CAN still be a sweet life
December	Work Hygiene	To educate people importance of basic hygiene habits like hand washing	Working hand in hand for a healthier life

*For more information or to schedule an awareness session, please contact the marketing department:  
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