



Proposed Content Calendar Items 2023

Each year the City of Independence Communication's Division produces thousands of graphics, posts, and educational pieces. The Division uses national day, week, and month celebrations to assist in the creation of this content.

To ensure the Division is meeting the areas of focus the City Council wishes to emphasize, it is proposed an annual calendar would be reviewed and approved by the Council. In the future, this calendar will be provided in December for the following year.

In order to begin this process, the Communications Division has gathered a list of many of the day of, week of, or month-long celebrations that could be incorporated for 2023 below. We have included January and February dates to show some that would be used in 2024.

This list is not exhaustive of all content that will be created for the City of Independence. Each month the division creates an average of 60 new graphics with more than 250 posts across various social media, print, and website platforms.

At this time, staff seeks approval from the Council of this list or any guidance on dates to remove or add as deemed appropriate by the Council. Once approved, these dates will be added to the Content Calendar and items will be created for them as part of the communication and education efforts of the City.

JANUARY	
<u>Day:</u>	
Missouri Day	Wednesday, January 4, 2023
Bird Day	Thursday, January 5, 2023
Technology Day	Friday, January 6, 2023
Law Enforcement Appreciation Day	Monday, January 9, 2023
Cut Your Energy Costs Day	Tuesday, January 10, 2023
Pharmacist Day	Thursday, January 12, 2023
Dress Up Your Pet Day	Saturday, January 14, 2023
Compliment Day	Tuesday, January 24, 2023
National Pothole Day	Sunday, January 15, 2023
Chinese New Year (Year of the Rabbit)	Sunday, January 22, 2023
National Plan a Vacation Day	Tuesday, January 31, 2023
<u>Week:</u>	
Hunt for Happiness Week	January 15-21, 2023
National Health Weight Week	January 15-21, 2023
<u>Month:</u>	
Mental Wellness Month	
National Blood Donor Month	
National Train Your Dog Month	
National Glaucoma Awareness Month	
National Get Organized Month	
National Stalking Awareness Month	
National Birth Defects Prevention Month	

FEBRUARY	
<u>Day:</u>	
World Spay Day	Tuesday, February 28, 2023
Serpent Day	Wednesday, February 1, 2023
National Wear Red Day	Friday, February 3, 2023
World Cancer Day	Saturday, February 4, 2023
Take Your Child to the Library Day	Saturday, February 4, 2023
Send a Card to a Friend Day	Tuesday, February 7, 2023
Giving Hearts Day	Thursday, February 9, 2023
Make a Friend Day	Saturday, February 11, 2023
Galentine's Day	Monday, February 13, 2023
Valentine's Day	Tuesday, February 14, 2023
Random Acts of Kindness Day	Friday, February 17, 2023
Caregivers Day	Friday, February 17, 2023
President's Day	Monday, February 20, 2023
Love Your Pet Day	Monday, February 20, 2023
Set A Good Example Day	Sunday, February 26, 2023
<u>Week:</u>	
African Heritage and Health Week	February 1-7, 2023
National Engineers Week	February 19-25
National Eating Disorders Awareness Week	February 20-26, 2023
Employee Appreciation Week	February 27-March 3, 2023
<u>Month:</u>	
African American Cultural Heritage Month	
American Heart Month	
National Black History Month	
National Pet Dental Health Month	
Spay/Neuter Awareness Month	
National Bird-Feeding Month	
National Cancer Prevention Month	

MARCH	
<u>Day:</u>	
Self-Injury Awareness Day	Wednesday, March 1, 2023
World Teen Mental Wellness Day	Thursday, March 2, 2023
Dr. Seuss's Birthday, National Read Across America Day	Thursday, March 2, 2023
World Wildlife Day	Friday, March 3, 2023
Employee Appreciate Day	Friday, March 3, 2023
Holi (Hindu Festival of Colors)	Wednesday, March 8, 2023
International Women's Day	Wednesday, March 8, 2023
Registered Dietitian Nutritionist Day	Wednesday, March 8, 2023
Women & Girls HIV/AIDS Awareness Day	Friday, March 10, 2023
Plant a Flower Day	Sunday, March 12, 2023
K9 Veterans Day	Monday, March 13, 2023
Saint Patrick's Day	Friday, March 17, 2023
Spring Equinox	Monday, March 20, 2023
Native HIV/AIDS Awareness Day	Monday, March 20, 2023
World Puppetry Day	Tuesday, March 21, 2023
Puppy Day	Thursday, March 23, 2023
Epilepsy Awareness Day - Purple Day	Sunday, March 26, 2023
American Diabetes Association Alert	Tuesday, March 28, 2023
Independence Founder's Day	Wednesday, March 29, 2023
Vietnam War Veterans Day	Wednesday, March 29, 2023
Doctors Day	Thursday, March 30, 2023
Take a Walk in the Park Day	Thursday, March 30, 2023
<u>Week:</u>	
International Women's Week	March 4-7, 2023
National Professional Pet Sitters Week	March 5-11, 2023
Sleep Awareness Week	March 12-18, 2023
Nutrition & Hydration Week	March 13-19, 2023
National Poison Prevention Week	March 19-25, 2023
National Agriculture Week	March 21-27, 2023
<u>Month:</u>	
Women's History Month	
National Kidney Month	
National Nutrition Month	
Multiple Sclerosis Awareness Month	
National Colorectal Cancer Awareness Month	

APRIL	
Day:	
World Veterinary Day	Saturday, April 29, 2023
Love Our Children Day	Saturday, April 1, 2023
World Autism Awareness Day	Sunday, April 2, 2023
Vitamin C Day	Tuesday, April 4, 2023
Walking Day	Wednesday, April 5, 2023
Easter	Sunday, April 9, 2023
Pet Day	Tuesday, April 11, 2023
Lineman Appreciate Day	Tuesday, April 18, 2023
Clean Out Your Medicine Cabinet Day	Friday, April 21, 2023
Earth Day	Saturday, April 22, 2023
Administrative Professionals' Day	Wednesday, April 26, 2023
National Arbor Day	Friday, April 28, 2023
Adopt a Shelter Pet Day	Sunday, April 30, 2023
Week:	
National Public Health Week	April 3-9, 2023
National Dog Bite Prevention Week	April 9-15, 2023
Public Safety Telecommunications Week	April 9-15, 2023
National Volunteer Week	April 16-22, 2023
Medical Lab Professional Week	April 23-29, 2023
Every Kid Healthy Week	April 24-28, 2023
Month:	
Child Abuse Awareness Month	
Celebrate Diversity Month	
National Food Month	
Prevention of Cruelty to Animals Month	
Stress Awareness Month	
National Pet Month	
World Autism Awareness Month	
National Garden Month	

MAY	
<u>Day:</u>	
Law Day	Monday, May 1, 2023
Skilled Trades Day	Wednesday, May 3, 2023
Firefighters Day	Thursday, May 4, 2023
Cinco de Mayo	Friday, May 5, 2023
Nurses Day	Saturday, May 6, 2023
Truman Day	Monday, May 8, 2023
Mother's Day	Sunday, May 14, 2023
National Accounts Receivable Appreciation Day	Friday, May 19, 2023
Armed Forces Day	Saturday, May 20, 2023
Memorial Day	Monday, May 29, 2023
World Multiple Sclerosis Day	Tuesday, May 30, 2023
Senior Health & Fitness Day	Wednesday, May 31, 2023
Smile Day	Wednesday, May 31, 2023
<u>Week:</u>	
Maternal Mental Health Awareness Week	May 1-7, 2023
Nurses Week	May 3-9, 2023
Pet Week	May 7-13, 2023
Small Business Week	May 7-13, 2023
Hospital Week	May 7-13, 2023
Public Service Recognition Week	May 7-13, 2023
Police Week	May 14-20, 2023
EMS Week	May 21-27, 2023
<u>Month:</u>	
National Mental Health Awareness Month	
Military Appreciation Month	
Asian Pacific American Heritage Month	
Wildfire Awareness Month	

JUNE	
<u>Day:</u>	
World Food Safety Day	Wednesday, June 7, 2023
National PTSD Awareness Day	Tuesday, June 27, 2023
Say Something Nice Day	Thursday, June 1, 2023
Trails Day	Saturday, June 3, 2023
Cancer Survivor's Day	Sunday, June 4, 2023
Hug Your Cat Day	Sunday, June 4, 2023
World Environment Day	Monday, June 5, 2023
Running Day	Wednesday, June 7, 2023
Best Friends Day	Thursday, June 8, 2023
Eat Your Vegetables Day	Saturday, June 17, 2023
Father's Day	Sunday, June 18, 2023
Juneteenth	Monday, June 19, 2023
Summer Solstice	Wednesday, June 21, 2023
HVAC Tech Day	Thursday, June 22, 2023
Hydration Day	Friday, June 23, 2023
PTSD Awareness Day	Tuesday, June 27, 2023
<u>Week:</u>	
CPR & AED Awareness Week	June 1-7, 2023
Gardening Week	June 4-10, 2023
Community Health Improvement Week	June 12-18, 2023
Right of Way Professionals Week	June 12-18, 2023
Lightning Safety Awareness Week	June 18-24, 2023
<u>Month:</u>	
Adopt a Cat Month	
Alzheimer's & Brain Awareness Month	
Pride Month	
Fresh Fruit & Vegetables Month	
PTSD Awareness Month	
African American Music Appreciation Month	

JULY	
<u>Day:</u>	
Independence Day	Tuesday, July 4, 2023
Pet Fire Safety Day	Saturday, July 15, 2023
Get the Dog Out of the House Day	Monday, July 17, 2023
International Self-Care Day	Monday, July 24, 2023
System Administrator Appreciation Day	Friday, July 28, 2023
Waterpark Day	Friday, July 28, 2023
<u>Month:</u>	
Family Fun Month	
National Black Family Month	
National Fireworks Safety Month	
National Ice Cream Month	

AUGUST

AUGUST	
<u>Day:</u>	
Minority Donor Day	Tuesday, August 1, 2023
Friendship Day	Sunday, August 6, 2023
Purple Heart Day	Monday, August 7, 2023
Happiness Happens Day	Tuesday, August 8, 2023
Senior Citizens Day	Monday, August 21, 2023
Dog Day	Saturday, August 26, 2023
Women's Equality Day	Saturday, August 26, 2023
Thoughtful Day	Monday, August 28, 2023
Grief Awareness Day	Wednesday, August 30, 2023
<u>Week:</u>	
International Assistance Dog Week	August 6-12, 2023
Farmers Market Week	August 7-13, 2023
Be Kind to Humankind Week	August 25-31, 2023
<u>Month:</u>	
Happiness Happens Month	
Black Business Month	
Kids Eat Right Month	
American Adventures Month	
Water Quality Month	

SEPTEMBER	
Day:	
SantaCaliGon	Friday-Monday, September 1-4, 2023
Labor Day	Monday, September 4, 2023
Wildlife Day	Monday, September 4, 2023
Read a Book Day	Wednesday, September 6, 2023
Grandparent's Day	Sunday, September 10, 2023
Patriot Day & National Day of Service & Remembrance	Monday, September 11, 2023
Day of Encouragement	Tuesday, September 12, 2023
Programmers Day	Wednesday, September 13, 2023
Thank a Police Officer Day	Saturday, September 16, 2023
Puppy Mill Awareness Day	Saturday, September 16, 2023
IT Professionals Day	Tuesday, September 19, 2023
American Businesswomen's Day	Friday, September 22, 2023
Autumn Equinox	Saturday, September 23, 2023
Compliance Officer Day	Tuesday, September 26, 2023
HR Professional Appreciation Day	Tuesday, September 26, 2023
Women's Health & Fitness Day	Wednesday, September 27, 2023
Good Neighbor Day	Thursday, September 28, 2023
Family Health & Fitness Day USA	Saturday, September 30, 2023
Week:	
National Suicide Prevention Week	September 10-16, 2023
Truck Driver Appreciation Week	September 10-16, 2023
Farm Animals Awareness Week	September 17-23, 2023
Month:	
Hunger Action Month	
World Alzheimer's Month	
Happy Cat Month	
Whole Grains Month	
Hispanic Heritage Month (Sept 15-Oct 15)	
Firefighter Appreciation Month	

OCTOBER	
<u>Day:</u>	
National Custodian Day	Monday, October 2, 2023
Coffee with a Cop Day	Wednesday, October 4, 2023
National Depression Screening Day	Thursday, October 5, 2023
Do Something Nice Day	Thursday, October 5, 2023
Manufacturing Day	Friday, October 6, 2023
National Indigenous Peoples' Day	Monday, October 9, 2023
World Mental Health Day	Tuesday, October 10, 2023
Stop Bullying Day	Wednesday, October 11, 2023
Farmer's Day	Thursday, October 12, 2023
Pregnancy & Infant Loss Awareness Day	Sunday, October 15, 2023
Medical Assistants Recognition Day	Wednesday, October 18, 2023
Support Your Local Chamber of Commerce Day	Wednesday, October 18, 2023
National First Responders Day	Saturday, October 28, 2023
Cat Day	Sunday, October 29, 2023
Halloween	Tuesday, October 31, 2023
<u>Week:</u>	
Mental Illness Awareness Week	October 1-7, 2023
National Vet Tech Appreciation Week	October 15-21, 2023
National Customer Service Week	October 2-6
<u>Month:</u>	
National Dental Hygiene Month	
National Women's Small Business Month	
National Fire Prevention Month	

NOVEMBER	
<u>Day:</u>	
Stress Awareness Day	Wednesday, November 1, 2023
Color the World Orange Day	Monday, November 6, 2023
Accounting Day	Friday, November 10, 2023
Diwali	Sunday, November 12, 2023
World Pneumonia Day	Sunday, November 12, 2023
World Kindness Day	Monday, November 13, 2023
National Seat Belt Day	Tuesday, November 14, 2023
World Diabetes Day	Tuesday, November 14, 2023
America Recycles Day	Wednesday, November 15, 2023
International Check Your Wipers Day	Thursday, November 16, 2023
National Take a Hike Day	Friday, November 17, 2023
National Child's Day	Monday, November 20, 2023
Thanksgiving	Thursday, November 23, 2023
Small Business Saturday	Saturday, November 25, 2023
National Day of Giving	Tuesday, November 28, 2023
Computer Security Day	Thursday, November 30, 2023
<u>Week:</u>	
Animal Shelter Appreciation Week	November 5-11, 2023
National Hunger and Homelessness Awareness Week	November 13-21, 2023
World Kindness Week	November 13-19, 2023
<u>Month:</u>	
American Indian and Alaska Native Heritage Month	
Military Family Month	
National Pet Cancer Awareness Month	
National Family Caregivers Month	
National Diabetes Month	
Adopt a Senior Pet Month	

DECEMBER	
<u>Day:</u>	
World AIDS Day	Friday, December 1, 2023
Rosa Parks Day	Friday, December 1, 2023
Wildlife Conservation Day	Monday, December 4, 2023
Pearl Harbor Remembrance Day	Thursday, December 7, 2023
Hanukkah	Friday, December 8-15, 2023
Winter Solstice	Thursday, December 21, 2023
Christmas Eve	Sunday, December 24, 2023
Christmas	Monday, December 25, 2023
Kwanzaa	Tuesday, December 26, 2023
New Year's Eve	Sunday, December 31, 2023
<u>Week:</u>	
National Influenza Vaccination Week	December 4-8, 2023
Handwashing Awareness Week	Nov 28-Dec 4
<u>Month:</u>	
International Sharps Injury Prevention Awareness Month	