

2026 Content Calendar for Tobacco & Nicotine Prevention and Treatment Programs

Below is a 2026 Content Calendar specifically tailored for commercial tobacco and nicotine prevention, youth protection, public health education, and industry-countering messaging.

It includes major U.S. health observances, global health days, prevention weeks, and issue-specific months that are relevant to tobacco/nicotine control and prevention efforts — including youth prevention, cancer, heart and lung health, behavioral health, environmental tobacco smoke, and industry accountability.

This is built to support statewide media campaigns, local tobacco control partners, and public health communications teams.

JANUARY 2026

Month-long themes:

- National Health Awareness Month
- National Poverty Awareness Month
- National Mentoring Month

Key opportunities:

- Jan 1 – New Year’s Resolutions (Quit Support)
- Jan 9 – You Got This Day (Truth Initiative)
- Jan 20 – MLK Day of Service

Messaging angles: quitting in the new year, nicotine harms, flavored products targeting youth, health equity, preventing relapses after the holidays.

FEBRUARY 2026

Month-long themes:

- American Heart Month
- Black History Month
- National Cancer Prevention Month

Key opportunities:

- Feb 4 – World Cancer Day
- Feb 5 – National Girls & Women in Sports Day

- Feb 6 – National Wear Red Day (for women’s heart health) AHA
- Feb 14 – Valentine’s Day, National Impotence Day (Erectile Dysfunction Awareness)
- Feb 17 – Lunar New Year

Messaging angles: nicotine’s cardiovascular harms, heart attack risk, industry targeting of Black communities, youth sports performance and nicotine.

MARCH 2026

Month-long themes:

- National Nutrition Month
- National Developmental Disabilities Month
- National Sleep Awareness Month
- Women’s History Month
- Take Down Tobacco Day mobilization (April 1)

Key observances:

- March 8 – International Women’s Day
- March 8–14 – National Sleep Awareness Week
- March 15-21 – National Poison Prevention Week
- March 20 – World Oral Health Day, first day of spring
- March 22 – World Water Day
- March 22-28 – National Drug and Alcohol Facts Week

Messaging angles: nicotine poisoning risks, adolescent sleep impacts, disposable vape waste, Take Down Tobacco Day mobilization (April 1), nicotine addiction as a pediatric disease.

APRIL 2026

Month-long themes:

- National Minority Health Month
- Stress Awareness Month
- National Oral Health Month
- Cancer Prevention and Early Detection Month
- Oral Cancer Awareness Month

Key observances:

- April 1 – Takedown Tobacco Day
- April 6–12 – National Public Health Week

- April 7 – World Health Day
- April 11-17 – Black Maternal Health Week
- April 15-21 – National Volunteer Week
- April 20-24 – Every Kid Healthy Week
- April 22 – Earth Day

Messaging angles: inequitable marketing, mental health myths vs. addiction, oral health harms, environmental impact of vapes.

MAY 2026

Month-long themes:

- National Mental Health Awareness Month
- National Physical Fitness & Sports Month
- National Asthma & Allergy Awareness Month
- National Stroke Awareness Month
- Asian American and Pacific Islander Heritage Month

Key observances:

- May 5 – World Asthma Day
- May 4-10 – Maternal Mental Health Awareness Week
- May 6-12 – National Nurses Week
- May 10-16 – National Women’s Health Week
- May 10 – Mother’s Day
- May 31 – World No Tobacco Day

Messaging angles: nicotine & anxiety and depression, sports performance harms, asthma triggers, prenatal nicotine risks, major push around World No Tobacco Day.

JUNE 2026

Month-long themes:

- National Safety Month
- LGBTQ+ Pride Month
- End of the school year/start of summer
- Men’s Health Month

Key observances:

- June 1 – Global Day of Parents
- June 8-14 – Men’s Health Week
- June 21 – Father’s Day

Messaging angles: tobacco and nicotine use and LGBTQ+ disparities, supporting parents during summer break when youth use may spike.

JULY 2026

Month-long themes:

- National Minority Mental Health Awareness Month
- Back to School Prep

Key observances:

- July 4 – Independence Day
- July 22 – World Brain Day

Messaging angles: “addiction is not freedom,” industry manipulation, teen use during unsupervised summer months, prepping parents for back-to-school messaging.

AUGUST 2026

Month-long themes:

- Back-to-School Month
- National Wellness Month

Key observances:

- Aug 1 – World Lung Cancer Day
- Aug 12 – International Youth Day

Messaging angles: tobacco use and cancer, teen brain development, nicotine salt harms, sports conditioning, preventing use during school transition periods.

SEPTEMBER 2026

Month-long themes:

- Healthy Aging Month
- Hispanic Heritage Month
- National Suicide Prevention Month

Key observances:

- Sept 15 –21 – National Child Passenger Safety Week
- Sept 17 – National School Backpack Awareness Day
- Sept 21 – World Alzheimer’s Day
- Sept 23 – First Day of Fall
- Sept 25 – World Lung Day
- Sept 26 – National Family Health & Fitness Day
- Sept 29 – World Heart Day
- Sept 30 – National Women’s Health and Fitness Day

Messaging angles: addiction as a treatable condition, connecting with youth around school stress, nicotine’s mental health harms, identifying nicotine products that look like school supplies, Hispanic and tobacco use disparities, Tobacco’s link to Alzheimer’s, tobacco and nicotine’s impact on lung health, youth secondhand smoke exposure in cars.

OCTOBER 2026

Month-long themes:

- ADHD Awareness Month
- Health Literacy Month
- National Dental Hygiene Month
- National Bullying Prevention Month
- Breast Cancer Awareness Month
- LGBTQ+ History Month
- National Depression/Mental Health Screening
- Liver Cancer Awareness Month

Key observances:

- Oct 5 – Child Health Day
- Oct 8 – World Sight Day, National Depression Screening Day
- Oct 10 – World Mental Health Day
- Oct 15 – Pregnancy & Infant Loss Awareness Day

- Oct 18-24 – Infection Prevention Week
- Oct 20-26 – Respiratory Care Week
- Oct 23-31 – Red Ribbon Week
- Oct 29 – World Stroke Day
- Oct 31 – Halloween

Messaging angles: flavored tobacco as candy-like products, mental health myths, oral health harms, nicotine absorption through skin, associations between bullying and tobacco and nicotine use.

NOVEMBER 2026

Month-long themes:

- Lung Cancer Awareness Month
- COPD Awareness Month
- American Diabetes Month
- Bladder Health Month
- Native American Heritage Month
- National Diabetes Month
- National Family Caregivers Month

Key observances:

- Nov 18 – World COPD Awareness Day
- Nov 19 – Great American Smokeout
- Nov 19 – National Rural Health Day
- Nov 20 – National Children’s Day
- Nov 26 – Thanksgiving

Messaging angles: lung health, long-term chronic disease, quitting support, protecting youth from tobacco and nicotine exposure at family gatherings, holiday stress.

DECEMBER 2026

Month-long themes:

- Holiday Season

Key observances:

- Dec 1 – World AIDS Day
- Dec 3 – International Day of People with Disabilities
- Dec 10 – Human Rights Day

Messaging angles: keeping nicotine products away from kids during holidays, deceptive packaging that looks like candy or tech devices, year-end quitting messaging, tobacco significantly worsens health outcomes for people with HIV/AIDS, tobacco, tobacco industry practices violate fundamental human rights, people with disabilities and tobacco use disparities.