

AWARENESS CAMPAIGN 2012

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	Healthy Lifestyle	To encourage people to participate in sporting event to keep their musculoskeletal system in shape	Active lifestyle is a healthy lifestyle
March	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
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	Vaccinations/travel medicine	To educate the travelers importance of vaccination to prevent acquiring communicable disease while on travel	Traveling with no worries
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	Work Hygiene	To educate people importance of basic hygiene habits like hand washing	Working hand in hand for a healthier life
November	Top diseases women should watch out for	To increase awareness of major life threatening diseases for women	Women Wellbeing
December	Oral Care	To promote proper brushing or oral care during the Holiday Season where we celebrate with sweetmeats	Celebrating the season with smile

For more information or to schedule an awareness session, please contact the marketing department: marketing@cedars-jaih.com / 04 881 4000 (Ext. 222/344)