

CenterWell Social

Shared Holiday Content

June 2, 2023



CenterWell social to share the following holiday content

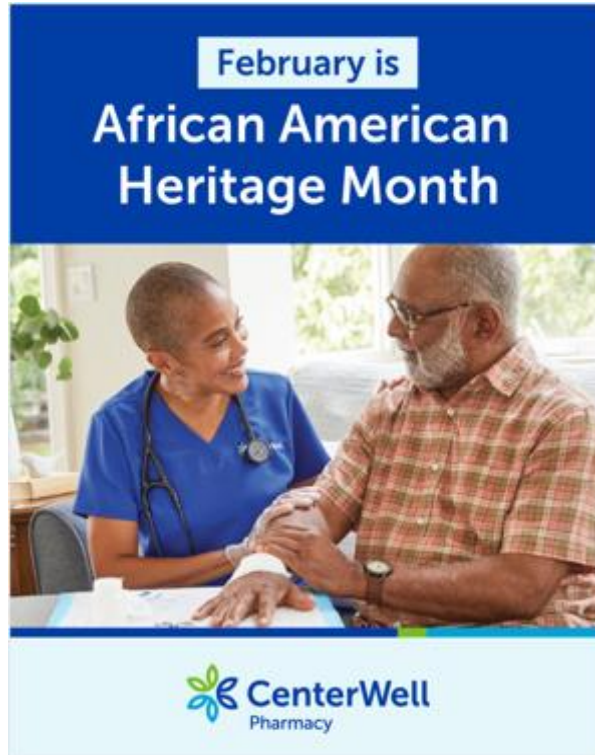
In partnership with marketing, the Hive will develop shared creative content to be used across Senior Primary Care, Home Health, and Pharmacy lines of business

January	MLK Day	01/16/23	
	Lunar New Year/Chinese New Year	01/22/23	
February	Black History Month		
March	Women's History Month		
	International Women's Day	03/08/23	
April	Passover	04/05/23	Stef
	World Health Day	04/07/23	Brad
	Easter	04/09/23	Madeline
	Eid al-Fitr (end of Ramadan)	04/21/23	Brad
May	Asian American & Pacific Heritage Month		Madeline
	Memorial Day	05/29/23	Stef
June	Pride		Brad
	Juneteenth	06/19/23	Brad
July	Independence Day	07/04/23	Brad
August	National Senior Citizens Day <u>ANIMATED</u>	08/21/23	Stefanay
September	Labor Day	09/04/23	Mark
October	Hispanic Heritage Month		Mark
	Active Aging Week	10/02/23	Mark
November	Indigenous American Heritage Month <u>ANIMATED</u>		Madeline
	Veteran's Day	11/11/23	Stefanay
	Diwali	11/12/23	Brad
	Thanksgiving	11/23/23	Stefanay
December	Holiday/ New Year		Delivering separately

February 2023 – African American Heritage Month

Approved: Hive
Approved: Marketing

CW Rx



CW SPC + CWHH



Today we celebrate the Black and African American pioneers who broke barriers, fought discrimination and followed their passions to build trailblazing careers in medicine. Their research and discoveries have made a profound impact on healthcare and all of our lives. Visit www.aamc.org/news-insights/celebrating-10-african-american-medical-pioneers to learn a few of their stories.
#AfricanAmericanHeritageMonth #BlackHistoryMonth #BHM

April 2023 – World Health Day

Approved: Hive
Approved: Marketing

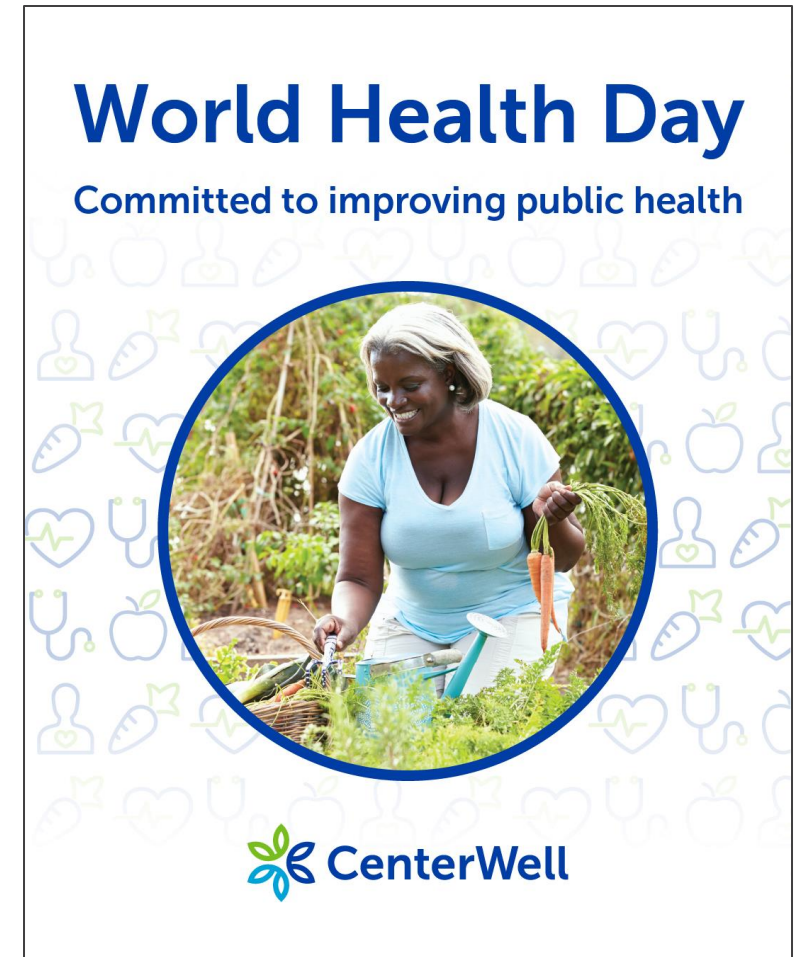
75 years ago, the #WorldHealthOrganization was founded to advocate for the well-being of people across nations. Today we celebrate the organization's public health successes—and look ahead to solving the challenges of today and tomorrow.

#WorldHealthDay

LinkedIn



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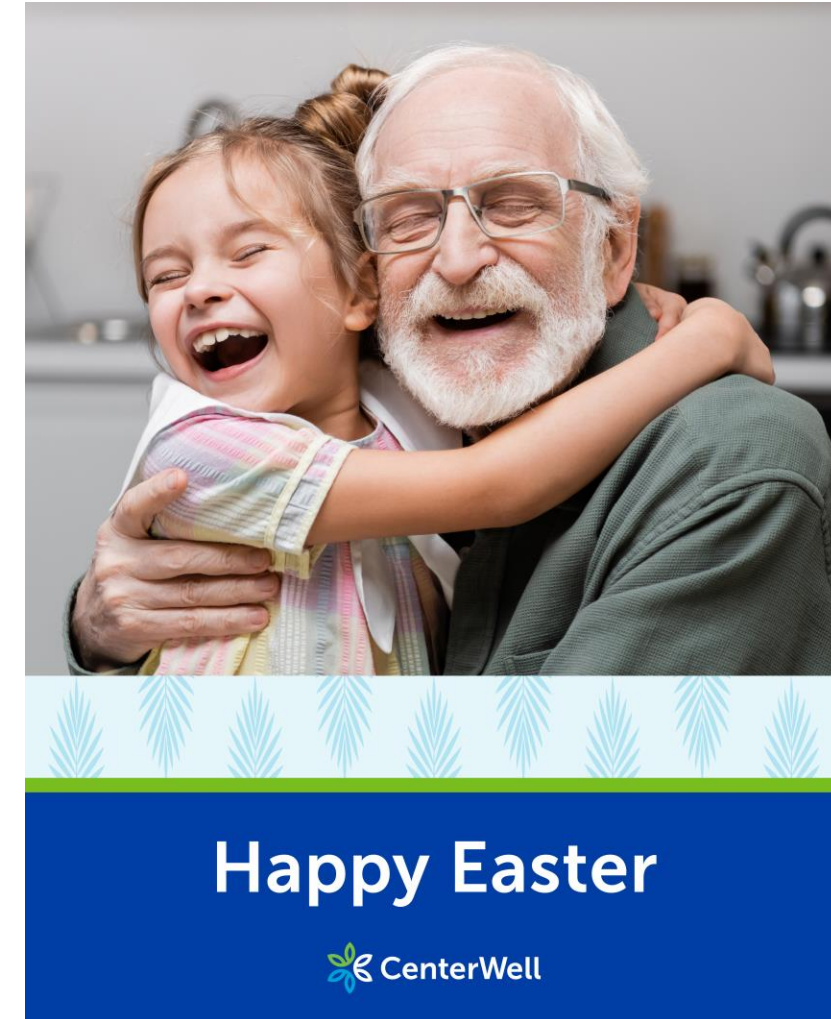
April 2023 – Easter

Wishing you and your loved ones peace, joy and all the chocolate bunnies as you celebrate #Easter.

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April 2023 – Passover

Approved: Hive
Approved: Marketing

Facebook



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Chag sameach to you and yours as you sit down to a Seder table steeped in tradition and fond memories.
#Passover #Pesach

April 2023 – Eid al-Fitr (end of Ramadan)

Approved: Hive
Approved: Marketing

Eid Mubarak. As you celebrate the breaking of the fast, may your days be filled with gratitude, acts of generosity and the joy of being together with those you hold dear. **#EidAlFitr**

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May 2023 – Asian Pacific American Heritage Month (AAPI)

Approved: Hive
Approved: Marketing

Dr. Margaret Chung helped establish the first western hospital in San Francisco's Chinatown. Thanks to Dr. David Ho's research, AIDS became a manageable condition. Today we celebrate them and all the other Asian American medical heroes whose contributions improve patient care and save lives. Visit <https://nam.edu/asian-pacific-american-heritage-month/> to read more of their stories. #AsianAmericanPacificIslanderMonth

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Asian Pacific American Heritage Month

Celebrating pioneers in medicine



Asian Pacific American Heritage Month

Celebrating pioneers in medicine



May 2023 – Memorial Day

Approved: Hive
Approved: Marketing

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Today we honor those who sacrificed and served with courage to protect freedom for everyone. #MemorialDay

June 2023 – Pride

At CenterWell™, we are committed to building a culture where everyone can let their true selves shine. This month—and every month—we celebrate all our LGBTQ+ staff members and patients with pride. **#PrideMonth #LovelsLove**

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Respect.
Equality.
Pride.



Facebook



Respect. Equality.
Pride.



June 2023 – Juneteenth

Juneteenth is both a celebration of liberty and a reminder that liberty is not always a fast or easy process. On June 19, 1865, enslaved African Americans in Galveston, Texas, learned that they were free—over 2 years after Abraham Lincoln signed the Emancipation Proclamation. While that day marks the official end of slavery in the United States, it's important to remember that there's still work to be done to achieve a truly equitable society. **#Juneteenth**

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Celebrating Juneteenth



Approved: Hive
Approved: Marketing

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Celebrating Juneteenth



July 2023 – Independence Day

Whether you plan to celebrate by firing up the grill, cheering on a parade, taking in a fireworks display—or all of the above—we're wishing you a safe and memorable **#IndependenceDay** weekend.

Approved: Hive
Approved: Marketing

LinkedIn

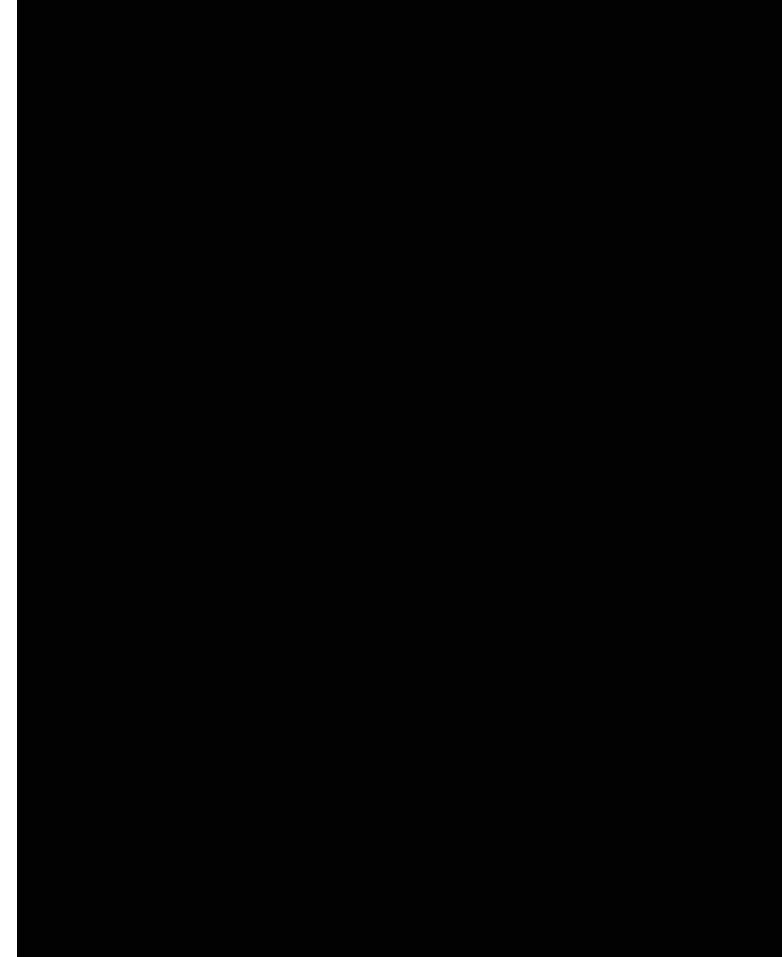


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August 2023 – National Senior Citizens Day

Seniors are tradition keepers and wellsprings of wisdom—and this #NationalSeniorCitizensDay, we're proud to honor them.



September 2023 – Labor Day

Thank you to the compassionate professionals who are the heart of everything we do at CenterWell™. We're wishing you good times with loved ones as you say goodbye to summer (until next year). #LaborDay

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October 2023 – Hispanic Heritage Month

Jose Celso Barbosa graduated from the University of Michigan in 1880—the first Puerto Rican to earn a medical degree in the U.S. Early in his career, he made his mark on medicine and public health by developing an early form of health insurance. Decades later, Dr. Helen Rodríguez-Trías helped end the practice of coerced sterilization for marginalized people and worked to establish standards of care for women and children with AIDS.

[FB CTA]

Visit www.aamc.org/news/celebrating-10-hispanic-pioneers-medicine to read the stories of other Hispanic medical pioneers who've paved the way to better care for all.
#HispanicHeritageMonth

[Instagram CTA]

Go to the link in our bio to read the stories of other Hispanic medical pioneers who've paved the way to better care for all.
#HispanicHeritageMonth

Hispanic Heritage Month
Honoring trailblazers in medicine

October 2023 – Active Aging Week

Find an activity you love—and make it a habit. This week, we celebrate the joys of getting older and ways to continue to live your best life, every day. Because being active, being curious and being social are good for you at any age.

#ActiveAgingWeek

Active Aging Week

Oct. 2 – 8

November 2023 – Indigenous American Heritage Month

From Susan La Flesche Picotte—the first Indigenous American woman doctor in the U.S.—to the 4 “Lakota grandmas” who took charge of a TB outbreak among the Cheyenne River Sioux in 1953, Indigenous American medical pioneers have a proud history of fighting discrimination with action.

[FB CTA]

Visit www.cdc.gov/tribal/tribes-organizations-health/contributions/index.html to learn more about their contributions to their communities and the public good.

[Instagram CTA]

Visit the link in our bio to learn more about their contributions to their communities and the public good.

[animated frame copy]

- Native and Indigenous Heritage Month
- Honoring Indigenous Americans in medicine
- The barriers they've crossed
- The lives they've saved
- Their contributions
- Yesterday, today and tomorrow

November 2023 – Veteran's Day

Wishing a happy #VeteransDay to our patients and associates who are veterans and active-duty service members. It's an honor to care for you and work alongside you, every day.

LinkedIn



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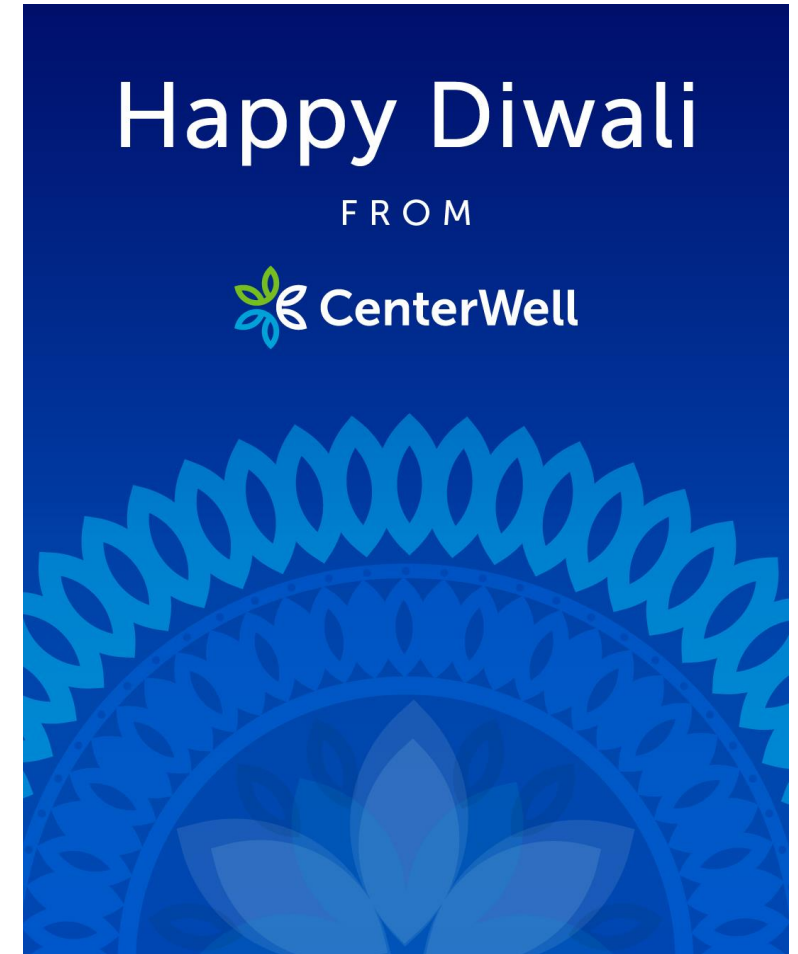
November 2023 – Diwali

May the festival of lights be the start of a dazzling and prosperous year. All of us at CenterWell™ send you and your loved ones joyful #Diwali wishes.

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November 2023 – Thanksgiving

We may disagree about green bean casserole or brussels sprouts, or homemade or canned cranberry—but we can all agree that #Thanksgiving is a time to celebrate all we have to be thankful for. Hoping you and your loved ones have a holiday filled with great food, good times and memories in the making.

Happy Thanksgiving

December 2023 – Holiday / New Year

Happy #NewYear from CenterWell™! Whether you've made a resolution to achieve a new goal or your goal is to just keep on being your best self, we wish you a happy and healthy 2024 and beyond.

Goodbye, 2023
Hello, 2024

