

Magellan Healthcare

2025 Editorial calendar

The yearly editorial calendar consists of a monthly Momentum engagement campaign, mental health awareness materials, articles on the member website and a live webinar.

Momentum engagement campaign

- **Newsletter**—The newsletter focuses on the monthly theme with emotional health and wellbeing articles, featured services and a registration link for the live webinar.
- **Digital sign**—This versatile electronic image promotes actionable wellbeing tips and can be used on monitors, TV screens, intranets and other staff portals.
- **Poster**—The letter-sized poster promotes the monthly live webinar with a QR code to register for the event. It can be posted in high-traffic areas near printers, in break rooms and cafeterias.

Live webinar

The monthly live webinar features themed topics presented by subject matter experts. Members can view the recordings on the member website after the webinar takes place.

Member website

The homepage is updated with themed articles and webinars.

Mental health awareness observances

Magellan recognizes several mental health observances throughout the year. The materials aim to raise awareness of mental health by providing education, tools and resources.

All Momentum engagement campaign and mental health awareness materials are available in English and Spanish, and can be co-branded with your logo and program information.



2025 Editorial Calendar

Engagement campaigns

Monthly for members,
Quarterly for managers

Webinars

Full descriptions & links appear on the following page

JANUARY	Reset your energy	1/8	Recharge your mental wellbeing
FEBRUARY	Adapt to change	2/12	Manage stress in uncertain times
MARCH	Invest in rest	3/12	Prioritize sleep to boost your wellbeing
<i>Managers:</i>	<i>Thrive as a leader</i>	<i>3/26</i>	<i>Thrive at work: A guide to wellbeing for leaders</i>
APRIL	Be a mental health ally	4/9	Support loved ones with mental health concerns
MAY	Practice healthy social media use	5/14	Recognize the influence of artificial intelligence and social media on mental health
JUNE	Prioritize your needs	6/11	Foster healthy relationships by setting appropriate boundaries
<i>Managers:</i>	<i>Choose work-life satisfaction</i>	<i>6/25</i>	<i>Lead with balance to achieve work-life harmony</i>
JULY	Improve self-esteem	7/9	Embrace self-compassion
AUGUST	Overcome imposter syndrome	8/13	Set goals to overcome self-doubt
SEPTEMBER	Stop bullying in its tracks	9/10	Understand and address bullying
<i>Managers:</i>	<i>Build a harmonious team</i>	<i>9/24</i>	<i>Build a positive workplace culture</i>
OCTOBER	Cope with financial hardships	10/8	Navigate complex economic times
NOVEMBER	Combat caregiver stress	11/12	Overcome challenges of dual caregiving
DECEMBER	Simplify your life	12/10	Simplify your life to calm your mind
<i>Managers:</i>	<i>Lead with empathy and self-awareness</i>	<i>12/3</i>	<i>Master emotional regulation to be a more effective leader</i>

2025 Webinars

Webinars begin at 1:00 pm CT and are 45 minutes long. They are recorded and posted to the member website within 5 – 7 business days.

JANUARY

January 8

Recharge your mental wellbeing

- Describe mental wellbeing and why it matters
- Learn strategies to improve your outlook
- Practice simple techniques to boost overall positivity

FEBRUARY

February 12

Manage stress in uncertain times

- Define key stressors and reactions to challenging situations
- Learn strategies to maintain emotional balance and resilience
- Discuss techniques to navigate difficult conversations

MARCH

Members—March 12

Prioritize sleep to boost your wellbeing

- Describe the critical role sleep plays in mental and physical health
- Identify signs and symptoms of poor sleep
- Explain simple ways to improve bedtime routines

Managers—March 26

Thrive at work: A guide to wellbeing for leader

- Describe key aspects of wellbeing and their impact on leadership effectiveness
- Discover ways to integrate wellness practices into your daily routine
- Learn how to support and promote wellbeing within your team

APRIL

April 9

Support loved ones with mental health concerns

- Recognize common signs of mental health challenges
- Learn tips to provide meaningful support to loved ones
- Discover valuable resources

MAY

May 14

Recognize the influence of artificial intelligence and social media on mental health

- Define artificial intelligence and how it affects social media
- Learn the signs of technology overuse and its effect on mental health
- Discover strategies to create a healthier relationship with technology

JUNE

Members—June 11

Foster healthy relationships by setting appropriate boundaries

- Understand the hows, whys and whens to set boundaries
- Explain communication styles and when they are appropriate
- Develop practical skills to confidently express your needs and limits

Managers—June 25

Lead with balance to achieve work-life harmony

- Define work-life satisfaction and its impact on leaders and teams
- Develop strategies to balance work and personal responsibilities
- Learn how to foster a team culture of work-life harmony

JULY

July 9

Embrace self-compassion

- Define components of self-compassion
- Learn practical ways to incorporate these components into your daily life
- Practice a self-compassion exercise

AUGUST

August 13

Set goals to overcome self-doubt

- Describe the importance of goal setting and its impact on self-confidence
- Learn how to set clear, achievable goals
- Identify how to overcome obstacles

SEPTEMBER

Members—September 10

Understand and address bullying

- Recognize signs of bullying at work, school and online
- Discover effective strategies to address and stop bullying
- Identify ways to support individuals experiencing bullying

Managers—September 24

Build a positive workplace culture

- Define civility and how it impacts the workplace
- Discuss how to practice and promote civility on your team
- List additional resources to support a respectful environment

OCTOBER

October 8

Navigate complex economic times

- Define economic and market dynamics
- Discuss risk tolerance and budget impacts
- Learn how to find an investment professional and prioritize spending and saving.

NOVEMBER

November 12

Overcome challenges of dual caregiving

- Identify common caregiving stressors
- Explore effective ways to balance the demands of caring for both children and elderly loved ones
- Describe self-care techniques to prevent burnout

DECEMBER

Members—December 10

Simplify your life to calm your mind

- Define how taking on too much causes mental and physical clutter
- Develop decluttering strategies for peace of mind
- Apply mindfulness techniques to reduce mental overload

Managers—December 3

Master emotional regulation to be a more effective leader

- Describe emotional regulation and why it's important for leaders
- Develop self-regulation strategies to maintain composure
- Explore techniques to stay calm and positive in challenging situations

2025 Mental health observances

Each year we develop materials to increase awareness, reduce stigma and provide members with actionable tips and resources for mental health observances.

	Observance(s)
JANUARY	Mental Wellbeing Month
FEBRUARY	Boost Self-Esteem Month
MARCH	National Drug and Alcohol Facts Week International Women's Day
APRIL	Autism Acceptance Month* National Stress Awareness Month
MAY	Mental Health Month*
JUNE	LGBTQIA+ Pride Month Juneteenth
JULY	Black, Indigenous and People of Color Mental Health Awareness Month*
AUGUST	National Back to School Month
SEPTEMBER	Suicide Prevention Awareness Month* World Suicide Prevention Day
OCTOBER	National Depression and Mental Health Screening Month* World Mental Health Day
NOVEMBER	National Family Caregivers Month Stress Awareness Day International Men's Day
DECEMBER	National Stress-Free Family Holidays Month*



*Campaigns typically include a flyer, poster, digital sign, virtual background and an activity. We also have a library of materials supporting other special observances.