

2026 Benefits Communications

Editorial Calendar: Q1



JANUARY

**Focus:**

Start the year strong with preventive care and benefit education.

Content Ideas:

- Tips to achieve health and wellness resolutions.
- Promote fitness and wellness benefits.
- Importance of annual exams and screenings (book early!).
- Reinforce collection of benefits and programs offered at no charge.
- Decode key benefit terms (deductible, coinsurance).
- Spotlight new benefits or offerings.

Holidays/National Observances:

New Year's Day, Martin Luther King Jr. Day, Cervical Cancer Awareness Month

FEBRUARY

**Focus:**

Help employees maximize their benefits and their heart health.

Content Ideas:

- Choosing the right care at the right time (PCP vs Telehealth vs UC vs ER).
- Know before you go – cost estimator tools.
- In-network vs. out-of-network care.
- Ways to lower prescription drug costs.
- FSA deadline reminder (for previous year).
- Resources to help prevent or manage cardiovascular disease.

Holidays/National Observances:

Presidents' Day, Black History Month, Heart Health Month

MARCH

**Focus:**

Spring into health & tax season preparation.

Content Ideas:

- Promote healthy eating on a budget.
- Highlight wellness programs, fitness perks, and exercise opportunities.
- EAP: Going beyond counseling; showcase lesser known services offered through EAP.
- Leveraging wellness benefits through your medical carrier.
- How to get tax documents for HSAs, FSAs, and retirement plans.

Holidays/National Observances:

National Nutrition Month, Women's History Month, Employee Appreciation Day

Editorial Calendar: Q2

APRIL

**Focus:**

Promote financial resources and healthcare money-saving tips.

Content Ideas:

- Promote funneling part of pay increase, bonus, and tax refund into 401(k) and/or HSA.
- Tips and resources for budgeting and paying down debt.
- Maximizing HSAs/FSAs; highlight lesser-known eligible expenses and promote the FSAstore.com | HSAsstore.com.
- Spring cleaning your benefits – revisit beneficiaries, 401(k) contribution amounts; FSA/HSA balances.

Holidays/National Observances:

Easter, Tax Deadline, Earth Day, Financial Literacy Month

MAY

**Focus:**

Break the mental health stigma by raising awareness and pointing to resources. Promote women's health.

Content Ideas:

- Tips to manage stress and improve work-life balance; promote counseling resources through EAP.
- Importance of self-care to avoid caregiver burnout.
- Women's preventive care screenings.
- Pregnancy and postpartum resources to support new moms.
- Support for families like childcare assistance.

Holidays/National Observances:

Mother's Day, Memorial Day, Mental Health Awareness Month

JUNE

**Focus:**

Conduct a mid-year benefits and financial wellness check-in. Promote men's health.

Content Ideas:

- The basics of investing and available resources.
- Reminder about qualified life events that may be eligible for benefit changes.
- Review HSA/FSA/401(k) contribution levels.
- Men's health tune-up; importance of screenings/list types of screenings.
- Resources to help manage chronic conditions.

Holidays/National Observances:

Father's Day, Juneteenth, Pride, Men's Health Month

Editorial Calendar: Q3

JULY

**Focus:**

Ensure your employees enjoy a safe summer vacation and understand the policies for time off.

Content Ideas:

- Tips for vacation medical emergencies; showcase any travel insurance.
- Promote the benefits of time off and review PTO policy.
- Review dental benefits (why checkups matter and how preventive care can reduce long-term costs).
- How to prevent gum disease and its link to other health issues.
- Importance of sun protection and hydration.

Holidays/National Observances:

Independence Day, Oral Health Month

AUGUST

**Focus:**

Get ready for back-to-school season by setting the foundation for a healthy start to the school year.

Content Ideas:

- Promote funneling part of pay increase, bonus, and tax refund into 401(k) and/or HSA.
- Tips and resources for budgeting and paying down debt.
- Maximizing HSAs/FSAs; (highlight lesser-known eligible expenses and promote the FSAstore.com | HSAstore.com).
- Spring cleaning your benefits – revisit beneficiaries, 401(k) contribution amounts; FSA/HSA balances.

Holidays/National Observances:

Back-to-school; Immunization Awareness Month

SEPTEMBER

**Focus:**

Communicate essential plan changes in advance of annual enrollment.

Content Ideas:

- Announce annual enrollment; share plan updates/changes.
- Provide clear timelines, checklist, and resources for annual enrollment.
- Promote upcoming enrollment education sessions.
- Share decision-support tools like guides and comparison charts.
- How to support someone struggling emotionally- EAP promotion and 988 national hotline.

Holidays/National Observances:

Labor Day, Suicide Prevention Month

OCTOBER

**Focus:**

Equip your employees with essential knowledge and resources needed to make informed decisions.

Content Ideas:

- Send open enrollment explainer videos.
- Provide enrollment login information.
- Reinforce all enrollment resources.
- Encourage breast cancer screenings.
- Highlight flu shot availability through workplace clinics or health plans.

Holidays/National Observances:

Diwali, Halloween, Indigenous People Day, Breast Cancer Awareness Month

NOVEMBER

**Focus:**

Remind employees about key deadlines.

Content Ideas:

- Reminder about final benefits enrollment deadlines.
- Reinforce dependent verification follow-up steps.
- Remind employees to use remaining FSA funds.
- Importance of knowing family health history – discuss during the holidays.
- Managing stress during the holidays.

Holidays/National Observances:

Veterans Day, Thanksgiving, Alzheimer's Disease Awareness

DECEMBER

**Focus:**

Wrap up the year by sending benefits surveys and showing gratitude to your employees.

Content Ideas:

- Survey your employees on their enrollment process/experience.
- Remind employees to use remaining FSA funds.
- Promote EAP and other wellness programs related to stress and weight management.
- The benefits of volunteering – promote charitable events and volunteer opportunities.
- Promote employee recognition programs.

Holidays/National Observances:

Christmas, Hannukah, Kwanzaa, AIDS Awareness