

Awareness toolkit

Overview

Bradford District and Craven Health and Care Partnership have produced a suite of graphics which aim to help mark key awareness days. Please use the items in the toolkit that are most appropriate for you.

Social media copy and images

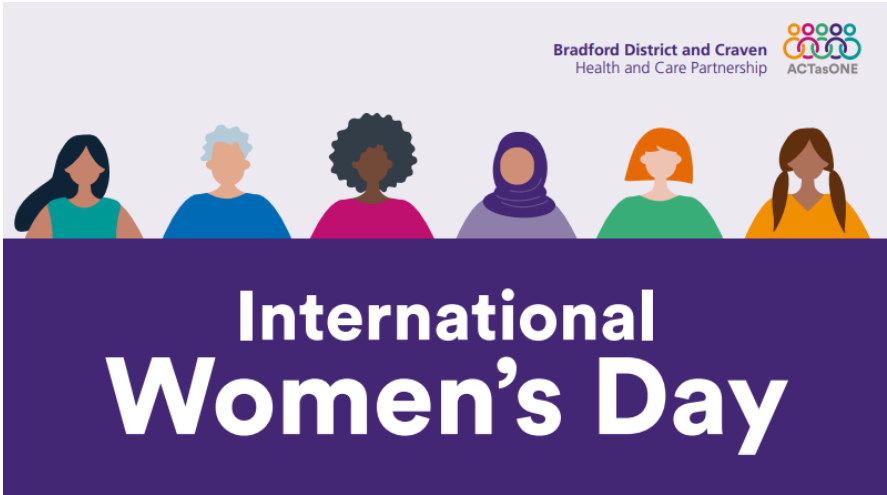
All materials are available on the Bradford District and Craven [Partnership Campaign Centre, awareness and cultural calendar](#).
Password: pcc

Please email communications@bradford.nhs.uk if you have trouble accessing the webpage/downloading the files.

Awareness days

Date (2023)	Purpose/theme	Graphic
LGBTQ+ History Month - is a time to promote the history and celebrate the lives of lesbian, gay, bisexual and transgender people. The theme this year is Medicine – #UnderTheScope which celebrates LGBTQ+ peoples' contribution to the field of Medicine and Healthcare both historically and today. 1 February – 28 February 2025	LGBTQ+ History month Promoting equality and diversity for the benefit of the public by increasing the visibility of lesbian, gay, bisexual and transgender ("LGBT+") people, their history, lives	 The graphic is a promotional image for LGBTQ+ History Month. It features a stylized rainbow flag with a black and brown stripe, symbolizing the Black, Lesbian, Gay, Bisexual, and Transgender community. The text 'LGBT+ History Month' is prominently displayed in a bold, purple font. In the top right corner, the logo for Bradford District and Craven Health and Care Partnership is visible, along with the ACTasONE logo.

	and their experiences Theme: Behind the Lens – encouraging people to look and listen to LGBT+ peoples' lived experiences.	Download the LGBT+ History Month graphic.
Race Equality Week - is an annual UK-wide movement uniting hundreds of thousands of organisations and individuals to address the barriers to race equality in the workplace. The theme for 2024 is #ListenActChange recognising there is more we can do to end and eliminate race inequality in the workplace. 3 February - 9 February 2025	Race Equality Week. Unites employees, focuses senior leaders and encourages them to continue their activity and drive race equality all year long. National theme: It's Everyone's Business West Yorkshire theme: Root Out Racism	 Download the Race Equality Week graphic.

Celebrate women's achievement. Raise awareness about discrimination. Take action to drive gender parity. 8 March 2025	International Women's Day. Celebrating the social, economic, cultural, and political achievements of women. Theme: Embrace Equity	 The graphic features six diverse women's silhouettes at the top. Below them, the text 'International Women's Day' is written in large white letters on a dark purple background. Logos for 'Bradford District and Craven Health and Care Partnership' and 'ACTasONE' are in the top right corner. Download the International Women's Day graphic
Pride Month – the kickoff for a month-long celebration of the LGBTQ+ community, focusing on history, rights, and advocacy. 1 June – 30 June	Pride. Acceptance, equality, celebrating the work of LGBTQ+ people, education in LGBTQ+ history and raising awareness of issues affecting the LGBTQ+ community. Theme: TBC	 The graphic features the word 'PRIDE' in large, bold letters with a rainbow gradient, set against a dark purple background. Logos for 'Bradford District and Craven Health and Care Partnership' and 'ACTasONE' are in the top right corner.

		Download the Pride graphic.
Carers Week -is an annual campaign to raise awareness of caring, highlighting the challenges unpaid carers face and recognise the contribution they make to families and communities throughout the UK. The theme for 2024 is 'Recognising and supporting carers in the community'. https://www.carersuk.org/news-and-campaigns/our-campaigns/carers-week/ 9 June - 15 June 2025	Carers Week. Raise awareness of caring, highlight the challenges unpaid carers face and recognise the contribution they make to families and communities. Theme: Recognising and supporting carers in the community	 Download the Carers Week graphic.

Men's Health Awareness Week - is a dedicated week that shines a spotlight on the unique health concerns impacting men. Men's Health Week encourages men to take charge of their well-being, make informed decisions about their lifestyle choices, and seek appropriate medical support when needed.

9 June - 15 June 2025

International Men's Health Week.

Heighten the awareness of preventable health problems and encourage early detection and treatment of disease among men and boys.

Theme: TBC



[Download the International Men's Health Week graphic.](#)

South Asian Heritage Month - to commemorate, mark and celebrate South Asian cultures, histories, and communities, and to explore the connections between South Asian communities and the UK. In 2024, the theme of the event is 'Journeys of Empire'.
<https://southasianheritage.org.uk/> We also have a local Bradford South Asian Festival.

18 July – 17 Aug

South Asian Heritage Month.

Commemorate, mark and celebrate South Asian cultures, histories and communities. It seeks to understand the diverse heritage and cultures that continue to link the



	UK with South Asia. Theme: Journeys of Empire	Download the South Asian Heritage Month graphic.
Black History Month - is to celebrate the contributions of Black heritage and culture to UK society as well to expand our understanding of Black history in the UK. https://www.blackhistorymonth.org.uk/ 1 October – 31 October	Black History Month. Promote and celebrate the contributions of those with African and Caribbean heritage to British society and to foster an understanding of Black history in general. Theme: Time for Change: Action Not Words	 Download the Black History Month graphic.

Hate Crime Awareness Week - to bring people together to stand in solidarity with those affected by hate crime, to remember those we have lost, and support those who need ongoing support.
<https://bradfordhatecrimealliance.com/>
You can also download the Hate Crime app from the website.

14 October - 21 October

Hate Crime Awareness Week.

Solidarity with those affected by hate crime.

Theme: TBC



[Download the Hate Crime Awareness Week graphic.](#)

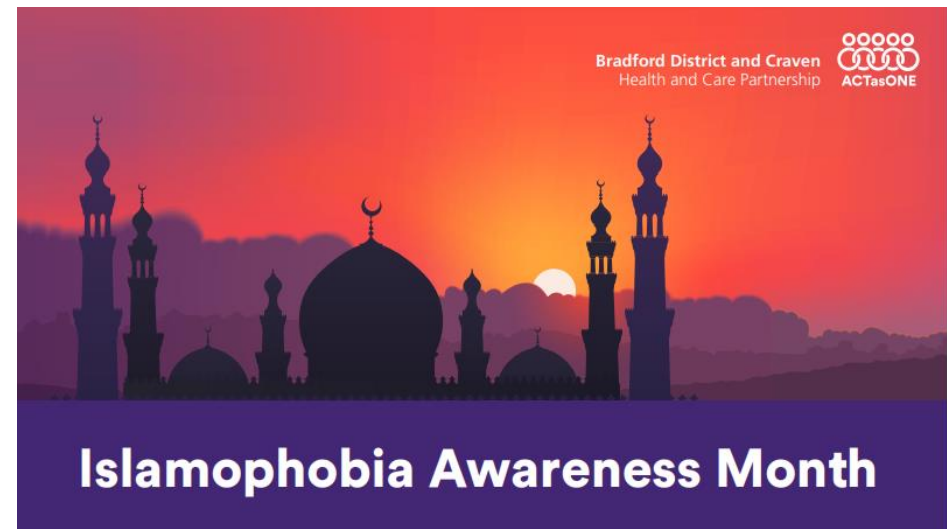
Islamophobia Awareness Month - to showcase the positive contributions of Muslims as well as raise awareness of Islamophobia in society.
<https://www.islamophobia-awareness.org/>

1 November – 30 November

Islamophamia
Awarenes Month.

Showcase the positive contributions of Muslims as well as raise awareness of Islamophobia in society.

Theme: TBC



[Download the Islamophobia Awareness Month graphic.](#)

International Men's Day celebrates worldwide the positive value men bring to the world, their families and communities. We highlight positive role models and raise awareness of men's well-being.

19 November

International Men's Day

Address some of the issues that affect men and boys such as the high male suicide rate and men's health.

Theme: Positive Male Role Models



[Download the International Men's Day graphic.](#)

Disability History Month - Is an annual event to raise awareness about disabled people's fight for equality and human rights. It is an opportunity to reflect on the progress made for disability rights and to act on what we can do to support disability equality in the present https://ukdhm.org/. 16 November – 16 December	UK Disability History Month. Celebrate the achievements of people living with a disability and also raise awareness. Theme: Disability, Children and Youth	 The graphic features a light purple background with five circular icons: a green circle with a white wheelchair symbol, an orange circle with a white silhouette of a head, a purple circle with a white eye and hands, a pink circle with a white heart, and a teal circle with a white silhouette of a person. In the top right corner, the text 'Bradford District and Craven Health and Care Partnership' and 'ACTasONE' are displayed next to a logo. A dark purple banner on the right contains the text 'UK Disability History Month' in white. At the bottom, a link is provided: Download UK Disability History Month graphic.
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Further information for communications teams

If you need any further information, or would like to request additional assets that may be helpful for your communications, please email communications@bradford.nhs.uk. This is a live document that will be updated regularly.