When developing your communications plan, be sure to take advantage of calendar opportunities happening throughout the year that are a natural fit for both delivering messages about your school-linked oral health program and reaching your target audiences. These may include:

**August**
- Registration
- Teacher/staff trainings
- District staff meetings

**September**
- Back-to-school events
- Parent group meetings
- Principal meetings
- District accountability meetings

**October**
- Child Health Month
- Halloween

**November**
- Thanksgiving

**December**
- Parent advisory team meeting
- Student advisory team meeting

**January**
- New Year’s resolutions

**February**
- American Heart Month
- National Children’s Dental Health Month

**March**
- National Nutrition Month
- Standardized testing
- Spring break

**May**
- Summer community oral health programs

Don’t forget to include other opportunities to share your messages, such as presentations at PTA/PTO, staff and administration meetings.