

MAY – ACTIVE AGING & SENIORS HEALTH AWARENESS

Mai – Vieillessement actif et sensibilisation à la santé des personnes âgées

Key Themes	Tagline & Hashtags	CSS Programs to highlight	Notes
<ul style="list-style-type: none"> Seniors health awareness Active aging Celebrating aging and independence 	<p><i>Age with Strength, Live with Purpose.</i></p>	<p>*all CSS programs are relevant*</p>	<p>Refer to the importance of social, fitness and wellness programs for seniors.</p>
	<p><i>Vieillir en force, vivre avec un but.</i></p> <hr/> <p>#ActiveAging #Vieillessementactif</p>	<p>Fitness and wellness programs</p>	<p>Refer to available resources such as online/in-person classes and programs.</p>

***DON'T FORGET: Follow the monthly theme and hashtags.**

- The rest of the monthly campaign can be tailored to your organization’s specific identity and services provided.**
- Find additional resources and materials in the supporting repository.**