

Date	Awareness Day / Event	Relevant manifesto pillar(s)	Proposed media angle (1–2 sentence framing)	Suggested headline direction	Target audience	Priority
3 March 2026	World Hearing Day	Prevention; Reaching everyone, everywhere	Hearing loss is one of NZ's most under-addressed preventable conditions. Early allied health intervention reduces social isolation, cognitive decline, and long-term care costs.	Hearing care is health care	Health media, older persons' advocacy groups, policymakers	Medium
20 March 2026	World Oral Health Day	Prevention; Joined-up care	Oral health is linked to diabetes, heart disease, and child wellbeing. Integrating oral health professionals into Tier 1 teams reduces hospital admissions and inequities.	Oral health belongs in primary care	Policymakers, Māori & Pacific media, regional outlets	High
Late March (Proactive)	AHANZ Workforce Data Briefing	Better information & visibility	Release a short policy briefing highlighting gaps in allied health workforce data and planning. Position invisibility as a system risk ahead of Budget discussions.	You can't plan what you can't see: The missing workforce in health reform	Political editors, health journalists, Treasury audience	High
7 April 2026	World Health Day	All four pillars	Frame Allied Health as foundational to sustainable health systems globally and locally. Align with WHO themes and call for cross-party commitment pre-election.	A strong health system needs Allied Health at its core	National media, party health spokespeople	High
April (Pre-Budget window)	Proactive: Allied Health & Budget Priorities	Prevention; Joined-up care; Better information	Ahead of Budget 2026, outline three cost-neutral shifts: fund prevention, integrate Tier 1 teams, invest in data visibility.	"Budget 2026: Three smart investments to ease hospital pressure	Political media, policymakers	High
12 May 2026	International Nurses Day (Positioning Moment)	Joined-up care	Support nursing colleagues while reinforcing that multidisciplinary teams (including Allied Health) are required to relieve system pressure.	Beyond one profession: Why teams, not silos, will fix health care	Health workforce media, professional outlets	Medium
May (Budget Week 2026)	Government Budget Release	All pillars (rapid response)	Same-day response analysing whether Budget invests in prevention, Tier 1 teams, data visibility, and equity outreach.	Budget misses / makes the mark on community health reform	National political media	High
31 May 2026	World No Tobacco Day	Prevention; Reaching everyone	Highlight Allied Health role in smoking cessation, respiratory rehab, and targeted community programmes.	Prevention saves millions ... if we fund it properly	Public health media, policymakers	Medium
June (Early)	Proactive: Rural & Mobile Outreach Spotlight	Reaching everyone, everywhere	Case study-driven release on rural and mobile allied health teams reducing inequities and avoidable hospital travel.	Care shouldn't depend on your postcode	Regional media, rural MPs, Māori media	High
21 June 2026	World Day of Yoga / Wellbeing angle	Prevention	Position physiotherapy, occupational therapy, and community rehab as evidence-based wellbeing supports beyond acute care.	Keeping people well is a health system responsibility	Lifestyle-health crossover media	Low
July (Pre-Election Policy Season Begins)	Proactive: Election Policy Scorecard Launch	Better information; Joined-up care	Launch an AHANZ scorecard assessing party commitments against the four pillars. Establish AHANZ as authoritative evaluator.	How do the parties stack up on Allied Health?	Political journalists, parties, policy influencers	High
28 July 2026	World Hepatitis Day	Prevention; Equity	Highlight community-based screening and Allied Health roles in long-term condition management.	Community care is key to managing chronic disease	Health & equity media	Medium
12 August 2026	International Youth Day	Prevention; Reaching everyone	Focus on early intervention in mental health, disability support, and developmental services. Prevention in youth reduces lifelong cost burden.	Invest early: The case for Allied Health in youth services	Education media, youth sector, policymakers	High
August (Mid)	Proactive: Allied Health & Ageing Population Report	Joined-up care; Prevention	With NZ's ageing demographics, outline how allied health keeps older adults independent and reduces aged residential care admissions.	Ageing well at home requires Allied Health	Senior advocacy groups, mainstream media	High
31 August 2026	International Overdose Awareness Day	Prevention; Reaching everyone	Highlight addiction services, harm reduction, and rehabilitation roles within multidisciplinary teams.	Integrated community teams save lives	Public health, social policy reporters	Medium