



October Wellness Newsletter

Breast Cancer Awareness Month
National Physical Therapy Month

Need to create an account?
Request a login at [AYOW.com](https://www.ayow.com)
An account gives you access to tons of great resources!

Click on the  to download resources!

Therapy Corner

National Apple Day

Celebrate October 21st with setting up a fun **Apple Dipping Bar**.

Support Prevention Programs

Host an information session with marketing to talk about how to do self-exams and the importance of regular mammograms to catch breast cancer early enough for effective treatment.



Pink Pumpkins

Organize a simple activity to have residents, patients, paint or decorate mini pumpkins in pink to spread awareness, and cheer.

Wellness Activities

Pink Ribbon Crafting

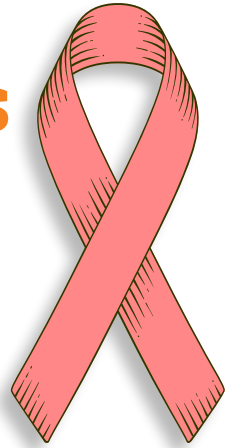
Residents make pink ribbon pins, bracelets, or decorations to display and wear during the month.

Host a Support Group

Invite a nurse or healthcare partner to give a short talk on breast cancer awareness.

Survivor & Remembrance Afternoon Tea

Host a themed afternoon gathering where residents, staff, families, and community members come together to honor survivors, remember loved ones, and raise awareness.



Social Media Promotions

Bring your program's spirit to life online:

- Share educational facts about breast cancer signs and symptoms, tagging local health partners.
- Highlight your "Pink Ribbon Crafting" or "Survivor & Remembrance Afternoon Tea." Contact the local media to raise awareness to your events.
- Feature a resident story or testimonial connected to awareness, resilience, or community support.

Marketing Events & Outreach

Partner with a local Senior Center

Share early detection information and invite a guest speaker to reinforce the importance of screenings.

Team Spirit Fundraiser

Encourage staff and families to donate to breast cancer foundations; showcase total contributions at the end of the month.

October 1st is International Coffee Day

Host a **"Coffee Stop"** for your referral partners. Offer the opportunity to stop by and get a coffee, breakfast and tour your facility.



Share the fun! Send your photos to SocialMedia@reliant-rehab.com