

ICAS Content & Campaign Calendar 2023

We are pleased to introduce the 2023 ICAS Content & Campaign Calendar! This calendar outlines the content that will be distributed during the year. Please note that the content may change during the course of year due to unforeseen events and/or trends.

Quarter 1 (January– March) Themes and Topics

Campaign - Life

This quarter focuses on reinvention and taking back control for a more fulfilled life. Create financial comfort by making good financial decisions, managing your finances better and living within your means even with an increased cost of living and higher inflation.

Learning Global Webinars

9 February

Cost of living crisis: Impact of financial struggle on mental health, and behavioural tips for re-thinking personal financial management and spending

20 March

Psychological safety: Helping systems thrive by making people feel safe

Quarter 2 (April – June) Themes and Topics

Campaign - Body

This quarter focuses on physical, mental, nutritional and men's health. It provides all you need to know such as signs to look out for in certain illnesses and when to take action such as visiting your doctor.

Learning Global Webinars

4 April

Neurodiversity: Value and belonging for difference in ways of thinking

18 May

Menopause: Respectful response to a normal change-of-life experience

Quarter 3 (July – September) Themes and Topics

Campaign - Growth

This quarter focuses on development of self (from both personal and professional aspects) and the youth (through parenting, teaching soft skills and curating an environment for self-exploration).

Learning Global Webinars

4 July

Healthy boundaries: Because relationships grow better with boundaries

17 August

Mindfulness (still) matters! Building your brain's capability for resilience through mindfulness exercises: A more practical experience

Quarter 4 (October – December) Themes and Topics

Campaign - Mind

Most people experience burnout at the end of the year. The body is fatigued, and the mind is exhausted. This quarter is all about revitalizing the mind, self-awareness and personal development.

Learning Global Webinars

10 October

Stress and mental health: Understanding *Thrive*, brown-out and burn-out on the mental health continuum

13 November

Be kind for your mind! Words matter, in self-talk and with others. We'll show you how your words impact your mental health.