

Managing Marketing

ADA's Guidelines for Practice Success™ (GPS™)

SAMPLE CONTENT CALENDAR – NON-DENTAL TOPICS

HEALTH	EXERCISE	DIET/NUTRITION
Calculating Your Body Mass Index/Why BMI Matters	Marathon Runner's Checklist/What to Look for When Buying Running Shoes	Going for Grocery Gold/Healthy Foods That Should Be a Staple in Everyone's Diet
Get Regular Physical Checkups	Watch Out, Weekend Warriors!	Avoid Processed Junk Food
Sleep and Stress Tips	Ideas on Ways to Exercise	Weight Loss Tips
Seniors, Get a Pneumonia Shot	Warming Up and Cooling Down	Curb Your Sweet Tooth
Smoking in America	Avoid Exercise Related Injury	Stock Up on Nutritious, Easy-to-Eat Foods
Cancer in America	Exercise Without Overheating	Pay Attention to Calories
HIV/AIDS	Exercise and Mental Health	Weigh Yourself Regularly
Obesity in America	Joining a Health Club	Police your Portions
	Exercise for Seniors	Fill Up On Antioxidants/ Eat Dark Chocolate
Lifetime Preventive Care	Exercise Tips to Lose Weight	Combat Cocktail Hour
Cardiovascular Health	Sticking to Exercise	Know What To Eat When You Race
Vaccines	Weightlifting	Boost Exercise After Cheat Day
Prenatal Care	Find a Fitness Friend	Drink Plenty of H2O
Alcohol/Drug Safety	Relieve Achy Muscles	Make Your Healthy Food Fun
Keep Your Cholesterol Down	Pick Your Perfect Tunes	
Get a Flu Shot		

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