



OCCUPATIONAL HEALTH
Experts in work and health

**Occupational Health Awareness Week (OHAW)
Monday 21st - Sunday 27th September 2026**

Overall aims of OHAW:

- Increase awareness of what occupational health (OH) is and the value it provides to workplace health.
- Encourage health professionals to consider OH as a career, to future-proof the profession of OH.

Initiated by SOM in 2021 it is for all stakeholders to use as they wish.

2026 Theme: **Use occupational health early** with Tag lines: *Occupational health - Supporting health at work* and *Occupational health - Experts in health at work*
Do use the logo as above.

Target audience: a) the OH community (via Communications/Marketing leads); b) employers; c) student health professionals and training institutions.

Website: Landing page at <https://www.som.org.uk/ohaw>, which will have communications materials and assets, such as online posters, for all to use and share. The SOM website will also host OHAW blogs and news.

Social media hashtags: #OHAW2026 #OccupationalHealthAwareness. Social media posts for *LinkedIn*, *Instagram* and *Facebook* will be created to use/share.

Stats: OHAW will use research about the value of OH and how it protects and supports workplace health – providing a tailored, preventive approach that supports people's health at work, advises on adjustments and support for all workers, e.g.

- 40.1m estimated working days lost due to work-related ill health and non-fatal workplace injuries in 2024/25 (LFS).
- 2.8m people are economically inactive due to long-term sickness (Parliament).
- Mental health at work, ~£51bn/year cost to employers (Deloitte).

Activity for the week:

- Monday 21st September – Launch. SOM News item focusing on the importance of using OH early, with quotes from Prof Neil Greenberg, SOM President.
- Wednesday 23rd September – SOM Careers Day (hybrid event).
- Friday 25th September – Webinar tbc.

SOM's PR company, Atalanta, will support OHAW with media engagement.

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2025 OHAW

In 2025 the week focused on HR professionals and how OH helps HR by increasing retention, offering expert advice on improving health and wellbeing in the workplace. See <https://www.som.org.uk/hr-professionals-underestimate-role-oh-employee-w...> Videos at [Occupational health – experts in work and health on Vimeo](#) were produced.

2025 OHAW outputs

49 organisations actively engaged with the campaign, including the MS Society, CIPD, NHS Tayside Health & Work Team, Back in Action UK, Nottingham University Hospitals, Medigold Health and Compass. On LinkedIn, posts from SOM's channels were reshared 63 times, demonstrating strong engagement. The hashtag #OHAW2025 was used by third-party organisations 104 times, up from around 70 uses in 2024 – representing a 48.6% increase year on year. LinkedIn proved the most effective platform for engagement, reflecting the campaign's professional audience.

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