NAMI Partner | StigmaFree Company Opportunities

2021 Calendar of Events

V2: February 4, 2021

PLANNING SUGGESTIONS

• **Create a Mental Health Task Force:** With representatives from each department or a key group of interested staff who are passionate and interested in this topic, create a cross-functional task force to begin planning for Mental Health Month (May) and other key moments

• **Align on Key Moments:** Align on key moments that resonate for the team and the larger marketing calendar

KEY MOMENTS SUGGESTED FOR NAMI PARTNER | ACTIVATION IDEAS

**February 7-13** – Eating Disorders Awareness Week – [About Eating Disorders. What to do when a teen is at risk](#)

• Create a social awareness campaign about the [prevalence of eating disorders in the beauty and fashion industry](#). Cite the steps Rare is taking to combat unfair standards around body shape and beauty. #InMyOwnSkin, #JustMe, #FilterFreeMe

**May** – Mental Health Month + [Women’s Health Month](#)

• Use this month to launch a large-scale campaign across social channels focused on women and mental health. Consider a video featuring Selena and other mental health advocates. NAMI will also provide a partner toolkit in Spring 2021.

**May 22** – [NAMIWalks](#) National Day of Hope; NAMIWalks Greater Los Angeles

• Engage employees and spread awareness by creating a team of Rare employees and/or other leading brands and join a NAMIWALK

**September** – National Hispanic Heritage Month – [Resources. More](#)

• Share facts about the prevalence of mental health in the Hispanic community across social channels. Consider sharing Selena’s personal experience with mental health in her family

**October 3-9** – Mental Illness Awareness Week (Partner Tool Kit available in Summer 2021)
- Host a panel (virtual or in-person) to talk about mental health

**November 30 – #GivingTuesday**

- Launch a product for #Giving Tuesday in which a [percentage of proceeds](#) is donated to NAMI

**COMPLETE MENTAL HEALTH CALENDAR**

**January**

9 – National Law Enforcement Day – NAMI Frontline Wellness, [People in Public Safety](#)

18 – MLK Day – [Social Graphic](#) and [Social Graphic](#)


**February**

Black History Month – [Mental Health in the Black Community](#). [Opening Up the Convo on Black Men’s Mental Health](#).

TBC – NAMI X Harvard School of Public Health National Conversation—COVID-19, Mental Health, Our Current and Future

3 – National Women’s Physician Day

7-13 – Eating Disorders Awareness Week – [About Eating Disorders. What to do when a teen is at risk](#) – [Reshaping my Relationship w/Myself](#)

11 – NAMI Ask the Expert: TBC

25 – NAMI Ask the Expert. Part I Jail Diversion Series: Documentary and panel discussion. Guest, Judge Steven Leifman, Florida

**March**

Self-Harm Awareness Month | National Nutrition Month | National TBI Awareness Month
1 – Self-Harm Awareness Day – About Self Harm. Understanding Self Harm. Why Some People Harm Themselves – How To Respond
8 – International Women’s Day – About IWD 2021
11 – NAMI Ask the Expert: TBC
15-21 – Brain Awareness Week – Defeating Stigma with Science
22-28 – National Drug and Alcohol Facts Week
25 – NAMI Ask the Expert. Part II Jail Diversion Series
30 – World Bipolar Day – About Bipolar – Tell me About Bipolar (short video), What is Bipolar and What’s Misunderstood? – Understanding the Spectrum of Bipolar – For Families

April
National Counseling Awareness Month | Sexual Assault Awareness and Prevention Month | National Minority Health Month
1 – National Stress Awareness Day – Ways to Manage & Cope with Stress
5 – 11 – National Public Health Week
7 – World Health Day (general health)
7 – National Alcohol Screening Day
7 - World Health Day (physical-mental link)
8 – NAMI Ask the Expert: TBC
12-18 – National Public Safety Telecommunicators Week
22 – NAMI Ask the Expert. Part III Jail Diversion Series

May
May is Mental Health Month! (Partner Tool Kit available in Spring 2021) | Women’s Health Month | National Maternity Depression Awareness Month
6th – NAMI Ask the Expert: TBC
6th–12th – National Nurses Week (Day is May 6) – NAMI Frontline Wellness, Healthcare Professionals

7th – Children’s Mental Health Awareness Day – About Teens & Young Adults and Mental Health


17th–23rd – National EMS Week – NAMI Frontline Wellness, People in Public Safety

20th – NAMI Ask the Expert: TBC

22nd – NAMIWalks National Day of Hope; NAMIWalks Greater Los Angeles

June

National PTSD Awareness Month | National Men’s Health Month | LGBTQ+ Pride Month

3rd – NAMI Ask the Expert: TBC

14th-20th – National Men’s Health Week

17th – NAMI Ask the Expert: TBC


July

National Minority/BIOPIC Mental Health Awareness Month – Assets will be updated in 2021

TBC – NAMI National Depression and Mood Disorders Survey Report Release

1st – 3rd – NAMI National Convention, Virtual! (A program will be posted late Spring 2021)

15th – NAMI Ask the Expert: TBC

July 24th – National Self-Care Day

29th – NAMI Ask the Expert: TBC
August
12th – NAMI Ask the Expert: TBC
26th – NAMI Ask the Expert: TBC

September
National Hispanic Heritage Month | Suicide Prevention Awareness Month | National Recovery Month | National Alcohol and Drug Addiction Recovery Month (Recovery Month)

5-11 - World Suicide Prevention Week
9th – NAMI Ask the Expert: TBC
10th – National Suicide Prevention Day (Partner Tool Kit available in early Summer 2021)
17th – Physician Suicide Awareness Day
26th – Law Enforcement Suicide Awareness Day

October
National Depression and Mental Health Screening Month | National ADHD Awareness Month | National Bullying Prevention Month

TBC – NAMI Research Award Event (A program will be posted late Spring 2021)
TBC – NAMI Corporate Partners Meeting Series (by invite to NAMI partners)
3rd-9th – Mental Illness Awareness Week (Partner Tool Kit available in Summer 2021)
3rd – 9th – OCD Awareness Week
7th – NAMI Ask the Expert: TBC
7th – 10th – National Depression Screening Day -- assets
9th – NAMIWalks National Day of Hope; NAMIWalks Greater Los Angeles
10th – World Mental Health Day!
14th – National Emergency Nurse’s Day
21st – NAMI Ask the Expert: TBC
28th – National First Responder Day

**November**

National Family Caregivers Month | Military Family Month
3rd – International Stress Awareness Day
4th – NAMI Ask the Expert: TBC
11th – Veteran’s Day
20th – International Survivors of Suicide Loss Day
25th – Thanksgiving
30th – #GivingTuesday

**December**

2nd – NAMI Ask the Expert: TBC
3rd - International Day of Persons with Disabilities
16th – NAMI Ask the Expert: TBC