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 –

January – Mental Wellness Month

February 21st – 27th – Eating Disorders Awareness Week – About Eating Disorders. What to do when a teen is at risk

April – Alcohol Recovery Month; Stress Awareness Month

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. NAMI will also provide a Partner Toolkit in Spring 2022.

May 21st – NAMIWalks National Day of Hope

- Engage employees and spread awareness by creating a team of employees to join a NAMIWALK.

September – Recovery Month; National Hispanic Heritage Month – Resources. More

- Share facts about the prevalence of mental health in the Hispanic community across social channels.

October 2nd–8th – Mental Illness Awareness Week (Partner Toolkit available in Summer 2022)
• Host a panel (virtual or in-person) to talk about mental health

**October 8th** – [NAMIWalks](https://www.namiwalks.org/) National Day of Hope

**November 29th** – [#GivingTuesday](https://www.givingtuesday.org/)

• Launch a product for #GivingTuesday in which a percentage of proceeds is donated to NAMI

**COMPLETE MENTAL HEALTH CALENDAR**

**January**

9th – National Law Enforcement Day – NAMI Frontline Wellness, [People in Public Safety](https://www.nami.org/campaigns/)

17th – MLK Day – [Social Graphic](https://www.socialgraphic.com/) and [Social Graphic](https://www.socialgraphic.com/)

**February**

Black History Month – [Mental Health in the Black Community](https://www.nami.org/campaigns/) | [Opening Up the Convo on Black Men’s Mental Health](https://www.nami.org/campaigns/)

3rd – National Women’s Physician Day

21st – 27th – National Eating Disorders Awareness Week – [About Eating Disorders](https://www.nami.org/campaigns/) | [What to do when a teen is at risk](https://www.nami.org/campaigns/) | [Reshaping my Relationship w/Myself](https://www.nami.org/campaigns/)

24th – NAMI Ask the Expert: Dear Stranger: A Journey of Youth Mental Health

**March**

Self-Harm Awareness Month | National Nutrition Month | National Traumatic Brain Injury Awareness Month
1st – Self-Harm Awareness Day – About Self Harm. Understanding Self Harm. Why Some People Harm Themselves – How to Respond

2nd – World Teen Mental Wellness Day

8th – International Women’s Day – About IWD 2022

14th – 20th – Brain Awareness Week – Defeating Stigma with Science

21st – 27th – National Drug and Alcohol Facts Week

24th – NAMI Ask the Expert: Dr. Rob Cotes (SMI Adviser/Emory University) on Clozapine/REMS

25th – National Physicians Week


31st – Transgender Day of Visibility

April

National Counseling Awareness Month | Alcohol Awareness Month | National Minority Health Month | Sexual Assault Awareness and Prevention Month

1st – National Stress Awareness Day – Ways to Manage & Cope with Stress

4th – 10th – National Public Health Week

7th – World Health Day (generic health)

7th – National Alcohol Screening Day

7th – World Health Day (physical-mental link)

10th – 16th National Public Safety Telecommunicators Week

28th – NAMI Ask the Expert: Dr. Tom Insel (former NIMH) on his new book, Healing: Our Path to Wellness
May

May is Mental Health Month (MHM) (Partner Tool Kit available in Spring 2022) | National Maternal Depression Awareness Month | Women’s Health Month

1st – 7th – Children’s Mental Health Awareness Week (Day is May 7th) - About Teens & Young Adults and Mental Health

4th – International Firefighters’ Day

6th -12th – National Nurses Week (Day is May 6th) – NAMI Frontline Wellness, Healthcare Professionals

12th – Mental Health Action Day

8th – 14th – National Women’s Health Week – Virtual Resources for Black Women, PTSD More Likely in Women

15th–21st – National EMS Week – NAMI Frontline Wellness, People in Public Safety

21st – NAMIWalks National Day of Hope

TBC – BeautyCares

TBC – NAMI Ask the Expert: TBC

June

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

13th – 19th – National Men’s Health Week

14th – 16th NAMI National Convention (virtual)


TBC – NAMI Ask the Expert: TBC
July

Bebe Moore Campbell Minority Mental Health Month (MMHM) – Assets will be updated in 2022

July 24th – National Self-Care Day
TBC – NAMI Ask the Expert: TBC

August

TBC – NAMI Ask the Expert: TBC

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

4th – 10th – World Suicide Prevention Week

10th – National Suicide Prevention Day (Partner Tool Kit available in early Summer 2022)

17th – Physician Suicide Awareness Day

26th – Law Enforcement Suicide Awareness Day

TBC – NAMI Ask the Expert: TBC

October

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

2nd – National Fallen Firefighters Memorial Day

2nd – 8th – Mental Illness Awareness Week (Partner Tool Kit available in Summer 2022)
6th – National Depression Screening Day
8th – NAMIWalks National Day of Hope
9th – 15th – OCD Awareness Week
10th – World Mental Health Day!
12th – National Emergency Nurse’s Day
28th – National First Responder Day
TBC – NAMI Ask the Expert: TBC
TBC – NAMI Research Award Event (A program will be posted late Spring 2022)
TBC – NAMI Corporate Partners Meeting Series (by invite to NAMI partners)

November
National Family Caregivers Month | Military Family Month
2nd – International Stress Awareness Day
11th – Veteran’s Day
19th – International Survivors of Suicide Loss Day
24th – Thanksgiving
29th – #GivingTuesday
TBC – NAMI Ask the Expert

December
3rd - International Day of Persons with Disabilities
TBC – NAMI Ask the Expert