



## NAMI Partner | StigmaFree Company Opportunities

### 2022 Calendar of Events

V7: May 5, 2022

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#### 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 21<sup>st</sup> – 27<sup>th</sup>** – 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 21<sup>st</sup>** – [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 2<sup>nd</sup> – 8<sup>th</sup>** – Mental Illness Awareness Week (Partner Toolkit available in Summer 2022)

- Host a panel (virtual or in-person) to talk about mental health

**October 8<sup>th</sup>** – [NAMIWalks](#) National Day of Hope

**November 29<sup>th</sup>** – [#GivingTuesday](#)

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

## **COMPLETE MENTAL HEALTH CALENDAR**

### **January**

9<sup>th</sup> – National Law Enforcement Day – NAMI Frontline Wellness, [People in Public Safety](#)

17<sup>th</sup> – 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](#).

3<sup>rd</sup> – National Women’s Physician Day

21<sup>st</sup> – 27<sup>th</sup> – National Eating Disorders Awareness Week – [About Eating Disorders](#). [What to do when a teen is at risk](#) – [Reshaping my Relationship w/Myself](#)

24<sup>th</sup> – 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

1<sup>st</sup> – Self-Harm Awareness Day – [About Self Harm. Understanding Self Harm. Why Some People Harm Themselves – How to Respond](#)

2<sup>nd</sup> – World Teen Mental Wellness Day

8<sup>th</sup> – International Women’s Day – [About IWD 2022](#)

14<sup>th</sup> – 20<sup>th</sup> – Brain Awareness Week – [Defeating Stigma with Science](#)

21<sup>st</sup> – 27<sup>th</sup> – National Drug and Alcohol Facts Week

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

25<sup>th</sup> – National Physicians Week

30<sup>th</sup> – 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](#)

31<sup>st</sup> – Transgender Day of Visibility

## **April**

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

1<sup>st</sup> – National Stress Awareness Day – [Ways to Manage & Cope with Stress](#)

4<sup>th</sup> – 10<sup>th</sup> – National Public Health Week

7<sup>th</sup> – World Health Day (generic health)

7<sup>th</sup> – National Alcohol Screening Day

7<sup>th</sup> – World Health Day (physical-mental link)

10<sup>th</sup> – 16<sup>th</sup> National Public Safety Telecommunicators Week

28<sup>th</sup> – 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) | Borderline Personality Disorder Awareness Month | National Maternal Depression Awareness Month | AAPI Awareness Month | Women's Health Month

1<sup>st</sup> – 7<sup>th</sup> – Children's Mental Health Awareness Week (Day is May 7<sup>th</sup>) - [About Teens & Young Adults and Mental Health](#)

1<sup>st</sup> – 7<sup>th</sup> – Tardive Dyskinesia Awareness Week

2<sup>nd</sup> – 6<sup>th</sup> – Teacher Appreciation Week

4<sup>th</sup> – International Firefighters' Day

6<sup>th</sup> -12<sup>th</sup> – National Nurses Week (Day is May 6<sup>th</sup>) – [NAMI Frontline Wellness, Healthcare Professionals](#)

7<sup>th</sup> – Children's Mental Health Awareness Day

8<sup>th</sup> – 14<sup>th</sup> – National Women's Health Week – [Virtual Resources for Black Women](#), [PTSD More Likely in Women](#)

15<sup>th</sup>–21<sup>st</sup> – National EMS Week – NAMI Frontline Wellness, [People in Public Safety](#)

20<sup>th</sup> – Mental Health Action Day

20<sup>th</sup> – #BeautyCares

21<sup>st</sup> – [NAMIWalks](#) National Day of Hope

26<sup>th</sup> – NAMI Ask the Expert: with Dr. S. Rebecca Neusteter, on the History of 911 and Lessons Learned for 988

31<sup>st</sup> – NAMI Ask the Expert: with Dr. Christine Crawford, on Lessons on the Impact of Trauma

## June

NAMI National Convention | National PTSD Awareness Month | National Men's Health Month | [LGBTQ+ Pride Month](#)

13<sup>th</sup> – 17<sup>th</sup> – Global Loneliness Awareness Week

13<sup>th</sup> – 19<sup>th</sup> – National Men's Health Week

14<sup>th</sup> – 16<sup>th</sup> [NAMI National Convention](#) (virtual)

19<sup>th</sup> - Juneteenth

27<sup>th</sup> – National PTSD Awareness Day – [7 Tools for Managing Traumatic Stress. More](#)

TBC – NAMI Ask the Expert: TBC

## July

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

July 24<sup>th</sup> – 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](#)

4<sup>th</sup> – 10<sup>th</sup> – World Suicide Prevention Week

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

17<sup>th</sup> – Physician Suicide Awareness Day

26<sup>th</sup> – 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

2<sup>nd</sup> – National Fallen Firefighters Memorial Day

2<sup>nd</sup> – 8<sup>th</sup> – Mental Illness Awareness Week (Partner Tool Kit available in Summer 2022)

6<sup>th</sup> – National Depression Screening Day

8<sup>th</sup> – [NAMIWalks](#) National Day of Hope

9<sup>th</sup> – 15<sup>th</sup> – OCD Awareness Week

10<sup>th</sup> – World Mental Health Day!

12<sup>th</sup> – National Emergency Nurse's Day

12<sup>th</sup> – NAMI *Inspiring Hope Through Research* Event

28<sup>th</sup> – 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

2<sup>nd</sup> – International Stress Awareness Day

11<sup>th</sup> – Veteran's Day

19<sup>th</sup> – International Survivors of Suicide Loss Day

24<sup>th</sup> – Thanksgiving

29<sup>th</sup> – #GivingTuesday

TBC – NAMI Ask the Expert

## **December**

3<sup>rd</sup> - International Day of Persons with Disabilities

TBC – NAMI Ask the Expert