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 8** – [NAMIWalks](#) National Day of Hope

**November 29** – [#GivingTuesday](#)

• 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](#)

17th – 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](#).

3rd – National Women’s Physician Day

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

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
1\textsuperscript{st} – Self-Harm Awareness Day – About Self Harm, Understanding Self Harm, Why Some People Harm Themselves – How to Respond

2\textsuperscript{nd} – World Teen Mental Wellness Day

8\textsuperscript{th} – International Women’s Day – About IWD 2022

14\textsuperscript{th} – 20\textsuperscript{th} – Brain Awareness Week – Defeating Stigma with Science

21\textsuperscript{st} – 27\textsuperscript{th} – National Drug and Alcohol Facts Week

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

25\textsuperscript{th} – National Physicians Week

30\textsuperscript{th} – 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\textsuperscript{st} – 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\textsuperscript{st} – National Stress Awareness Day – Ways to Manage & Cope with Stress

4\textsuperscript{th} – 10\textsuperscript{th} – National Public Health Week

7\textsuperscript{th} – World Health Day (generic health)

7\textsuperscript{th} – National Alcohol Screening Day

7\textsuperscript{th} – World Health Day (physical-mental link)

10\textsuperscript{th} – 16\textsuperscript{th} National Public Safety Telecommunicators Week

28\textsuperscript{th} – 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) | Borderline Personality Disorder Awareness Month | National Maternal Depression Awareness Month | AAPI 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

1st – 7th – Tardive Dyskinesia Awareness Week

2nd – 6th – Teacher Appreciation Week

4th – International Firefighters’ Day

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

7th – Children’s Mental Health Awareness 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

20th – Mental Health Action Day

20th – #BeautyCares

21st – NAMIWalks National Day of Hope

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

31st – 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

9th – NAMI Ask the Expert: The AAP and AFSP Blueprint for Youth Suicide Prevention: Opportunities to Support Youth and Families

13th – 17th – Global Loneliness Awareness Week
13th – 19th – National Men’s Health Week

14th – 16th NAMI National Convention (virtual)

19th - Juneteenth


**July**

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

July 16th – [988](#) goes live! ([988 Toolkit for Partners](#))

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

8th – NAMI Ask the Expert: The AFSP & JED Foundation

10th – National Suicide Prevention Day ([Partner Tool Kit available here](#))

15th – NAMI Ask the Expert: Making Meaning of Loss
17th – Physician Suicide Awareness Day
22nd – NAMI Ask the Expert: Creative Approaches to Prevention
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
12th – NAMI Inspiring Hope Through Research Event and NAMI Partner Day (by invite to NAMI partners)
28th – National First Responder Day
TBC – NAMI Ask the Expert: TBC

November
National Family Caregivers Month | Military Family Month
2nd – 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