



**NAMI Partner | StigmaFree Company
Opportunities 2023 Calendar of Events
V12: November 17, 2023**

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 26th – March 5th – 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. *Mental Health Awareness Month Partner Toolkit found [here](#).*

May 20th – [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](#) and [Celebrating Latino Culture and Creating Change](#)

- 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 [here](#))

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

October 7th – [NAMI Walks](#) National Day of Hope

November 28th – [#GivingTuesday](#)

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

COMPLETE MENTAL HEALTH CALENDAR

January

3rd – International Mind-Body Wellness Day

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

12th – Hope Starts With Us Podcast: [Setting 2023 Intentions with Daniel H. Gillison Jr. featuring Les Brown](#)

16th – MLK Day – [Social Graphic](#) and [Social Graphic](#)

25th – Hope Starts With Us Podcast: [Workplace Mental Health with Daniel H. Gillison Jr. featuring Darcy Gruttadaro, J.D.](#)

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

9th – Ask the Expert: [You Are Not Alone Book Series - Building a Life with a Diagnosis](#) with Guests Andrea Landry, Nikki Rashes and Elisa Norma

9th – Hope Starts With Us Podcast: [Super Bowl of Mental Health – Athlete Well-Being with Daniel H. Gillison Jr. featuring Marcus Smith II, Zach Moore, and Soul Cole](#)

22nd – Hope Starts With Us Podcast: [Vicarious Racism & Trauma with Daniel H. Gillison Jr. featuring Kevin Dedner](#)

26th – March 5th – National Eating Disorders Awareness Week – [About Eating Disorders](#). [What to do when a teen is at risk](#) – [Reshaping my Relationship with Myself](#)

March

Self-Harm Awareness Month | National Nutrition Month | National Traumatic Brain Injury Awareness Month

February 26th – March 5th – National Eating Disorders Awareness Week – [About Eating Disorders](#). [What to do when a teen is at risk](#) – [Reshaping my Relationship with Myself](#)

1st – Self-Injury Awareness Day – [About Self Harm and Understanding Self Harm](#), [Why Some People Harm Themselves](#) – [How to Respond](#)

2nd – World Teen Mental Wellness Day

5th – Dissociative Identity Disorder Awareness Day

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

9th – NAMI Ask the Expert: [You Are Not Alone Book Series. Session Two: Family Communication](#) with Dr. Ken Duckworth and interviewees George Kaufmann and Dante and Chastity Murry

9th – Hope Starts With Us Podcast: [International Women’s Day: Gender & Mental Health with Daniel H. Gillison Jr. featuring Elise Banks and Jamie Gray Hyder](#)

13th – 19th – Brain Awareness Week – [Defeating Stigma with Science](#)

17th – World Sleep Day

20th – 26th – National Drug and Alcohol Facts Week

22nd – Hope Starts With Us Podcast: [Leading the Way to More Help, Less Handcuffs with Daniel H. Gillison Jr. featuring former Justice Evelyn Stratton](#)

23rd – Voices of Recovery Podcast, [Episode 1: Healing Family Trauma & Changing with Dr. Ken Duckworth & Diana Chao](#)

25th – 31st – National Physicians Week

30th – World Bipolar Day – [About Bipolar](#) – [Tell me About Bipolar \(short video\)](#), [What is Bipolar and What’s Misunderstood?](#) – [Understanding the](#)

[Spectrum of Bipolar, For Family Members and Caregivers](#)

31st – 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 | Arab American Heritage Month

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

3rd – 9th – National Public Health Week

5th – Hope Starts With Us Podcast: [PTSD and Sexual Assault with Daniel H. Gillison Jr. featuring Imani McGee-Strafford and April Cisneros](#)

6th – National Alcohol Screening Day

6th – Voices of Recovery Podcast, [Episode 2: Recovery, Music & Dogs with Dr. Ken Duckworth and Josh Santana](#)

7th – World Health Day

9th – 15th National Public Safety Telecommunicators Week

10th – Ask the Expert: [How to Talk About Child Abuse and Neglect with guests Michelle Fingerman, Larel Jacobs, and Dr. Laura Schwab-Reese](#)

13th – Voices of Recovery Podcast, [Episode 3: Obsessive Compulsive Disorder & Finding Hop with Dr. Ken Duckworth and Stephen Smith](#)

19th – Hope Starts With Us Podcast: [Stress, Anxiety and Coping with Daniel H. Gillison Jr. featuring Dr. Tracy Dennis-Tiwari](#)

20th – Voices of Recovery Podcast, [Episode 4: Resilient People & Depressed Cakes with Dr. Ken Duckworth and Sascha Biesi](#)

27th – Voices of Recovery Podcast, [Episode 5: Learning, Teaching & Supporting Family with Dr. Ken Duckworth and James Ramirez](#)

May

May is Mental Health Month (MHM) (Partner toolkit available [here](#)) | National Anxiety Month | NAMI National Convention | Borderline Personality Disorder Awareness Month | National Maternal Mental Health Month | AAPI Awareness Month | Women’s Health Month

1st – 7th – Children’s Mental Health Awareness Week (Day is May 7th) - [About Kids, Teens and Young Adults and Mental Health](#)

2nd – Childhood Depression Awareness Day

3rd – National Anxiety Disorders Screening Day

3rd – Hope Starts With Us: [More Than Enough with Daniel H. Gillison Jr. featuring Mayan Lopez](#)

1st – 7th – Tardive Dyskinesia Awareness Week – [Tardive Dyskinesia](#)

4th – International Firefighters’ Day

4th – Voices of Recovery Podcast, [Episode 6: Panic Attacks, Family & Organizing with Dr. Ken Duckworth and Pooja Mehta](#)

6th – 7th – National Fallen Firefighters Memorial Weekend

6th -12th – National Nurses Week (Day is May 6th) – [NAMI Frontline Wellness and Healthcare Professionals](#)

8th – 12th – Teacher Appreciation Week

11th – Children’s Mental Health Awareness Day

11th – Voices of Recovery Podcast, [Episode 7: Bipolar Disorder, Substance Use & Recovery with Dr. Ken Duckworth and Eric Smith](#)

14th – 20th – National Women’s Health Week – [Virtual Resources for Black Women](#), [PTSD More Likely in Women](#)

17th – Hope Starts With Us: [Asian American and Pacific Islander Mental Health with Daniel H. Gillison Jr. featuring Connie Mom-Chhing, D.M., MPA](#)

18th – Voices of Recovery Podcast, [Episode 8: Late-in-Life Diagnosis & Mobile Crisis Teams with Dr. Ken Duckworth and Tera Carter](#)

20th – [NAMIWalks](#) National Day of Hope

21st – 27th – National EMSWeek – NAMI Frontline Wellness, [People in Public Safety](#)

24th – Early Psychosis and Schizophrenia Awareness Day

24th – 27th – [NAMI National Convention \(in-person in Minneapolis, MN\)](#)

25th – Voices of Recovery Podcast, [Episode 9: Wellness, Recovery & Action Plans with Dr. Ken Duckworth and Dr. Mary Allen Copeland](#)

29th – Memorial Day

June

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

1st – Voices of Recovery Podcast, [Episode 10: Dissociative Identity Disorder, Church & Family with Dr. Ken Duckworth and Tracy Green](#)

6th – 8th – [NAMI National Convention](#) (virtual)

8th – Voices of Recovery Podcast, [Episode 11: Superheroes, Pride & Survival with Dr. Ken Duckworth and Nick Emeigh](#)

12th – 18th – National Men's Health Week

13th – 17th – Global Loneliness Awareness Week

14th – Hope Starts With Us: [Maternal Mental Health & Bipolar Disorder with Daniel H. Gillison Jr. featuring Alessandra Torresani](#)

15th – Ask the Expert: [Precision Medicine Research: Hope for the Future with guest Jordan W. Smoller, MD, ScD](#)

15th – Voices of Recovery, [Episode 12: Healing in the Service of Others with Dr. Ken Duckworth and Marc DeGregorio](#)

19th – Juneteenth

22nd – Voices of Recovery, [Episode 13: The Power of Family & the Power of Recovery with Dr. Ken Duckworth and George Kaufmann and Patrick Kaufmann](#)

27th – July 3rd – Deaf-Blind Awareness Week

27th – National PTSD Awareness Day – [7 Tools for Managing Traumatic Stress](#) and [Posttraumatic Stress Disorder](#)

28th – Hope Starts With Us: [Pride & LGBTQ+ Mental Health with Daniel H. Gillison Jr., featuring Frank Grimsley and Rosemary Ketchum](#)

29th – Voices of Recovery, [Episode 14: Love, Marriage & Mental Health Journeys with Dr. Ken Duckworth and Dante and Chastity Murry](#)

July

Bebe Moore Campbell Minority Mental Health Month (MMHM) (Partner toolkit available [here](#))

1st – National Bereaved Parents Day

4th – Independence Day

6th – Voices of Recovery: [Episode 15: Finding Help & Helping Others with Dr. Ken Duckworth and Carlos Lurrari](#)

12th – Hope Starts With Us: [Bebe Moore Campbell’s Legacy – Mental Health for All with Daniel H. Gillison Jr., featuring Dr. Linda Wharton-Boyd and Nancy Carter](#)

13th – Voices of Recovery: [Episode 16: Receiving Help & Passing It Along with Dr. Ken Duckworth and Nikki Rashes](#)

20th – Voices of Recovery: [Episode 17: Discovering That Recovery Is Possible with Dr. Ken Duckworth and Chrissy Barnard](#)

20th – Ask the Expert: [More Than a Number: The Impact of 988 on Reimagining Mental Health Crisis Care with Hannah Wesolowski and David W. Covington, LPC, MBA](#)

24th – International Self-Care Day

26th – Hope Starts With Us: [NAMIcon Fireside Chat with Kenneth Cole with Daniel H. Gillison Jr., featuring Kenneth Cole](#)

27th – Voices of Recovery: [Episode 18, Sharing a Wealth of Experience with Dr. Ken Duckworth and Ray Lay](#)

August

Back to School Resources (Resources available [here](#))

3rd – Voices of Recovery: [Episode 19: Health, Recovery and De-Escalation with Dr. Ken Duckworth and Drea Landry](#)

6th – National Health Center Week

9th – International Day of the World’s Indigenous Peoples

9th – Hope Starts With Us: [Stigma & Mental Health Equity with Daniel H. Gillison Jr., featuring Dr. Devika Bhushan, Dr. Napoleon Higgins and Angelina Hudson](#)

10th – Voices of Recovery, [Episode 20: Support from a Sibling Who’s Been There with Dr. Ken Duckworth, Liam Winters and Emma Winters](#)

12th – International Youth Day

17th – National Nonprofit Day

23rd – Hope Starts with Us: [Back-to-School Anxiety \(Encore\) with Daniel H. Gillison Jr., featuring Willa Amai and Angel Zhong](#)

30th – National Grief Awareness Day

September

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

10th – 16th – World Suicide Prevention Week

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

15th – October 15th - Hispanic Heritage Month

17th – Physician Suicide Awareness Day

26th – Law Enforcement Suicide Awareness Day

28th – NAMI Ask the Expert: [Ask Us About Money - Building Financial Wellness to Enhance Recovery with Nerissa Jones, Adam Chrone, George H. Brice Jr., and Peggy Swarbrick, Ph.D., FAOTA](#)

October

National Depression and Mental Health Screening Month | National ADHD Awareness Month | National Bullying Prevention Month | Filipino American History Month | LGBT History Month

1st – 7th – Mental Illness Awareness Week (Partner Toolkit available [here](#))

5th – National Depression Screening Day

7th – [NAMIWalks](#) National Day of Hope

9th – Indigenous Peoples Day

9th – 15th – OCD Awareness Week

10th – World Mental Health Day

10th – 11th – Annual Partner Day

11th – 19th annual *Inspiring Hope through Research* event (More details available [here](#))

11th – National Emergency Nurse’s Day

11th – National Coming Out Day

19th – NAMI Ask the Expert: [The Criminal Legal System – Transformation to Health and Justice with Deborah A. Reid and Gabrielle de la Guéronnière](#)

28th – National First Responder Day

November

[National Native American Heritage Month](#) | National Family Caregivers Month | Military Family Month | Men’s Health Awareness Month

1st – National Stress Awareness Day

11th – Veteran’s Day

16th – NAMI Ask the Expert: [Bipolar Disorder: Advancements in Research & Treatment with Andrew A. Nierenberg, MD](#)

18th – International Survivors of Suicide Loss Day

20th – Transgender Day of Remembrance

23rd – Thanksgiving

28th – #GivingTuesday

30th – NAMI Ask the Expert: [The Future of WRAP with Founder Mary Ellen Copeland](#)

December

National Volunteers Month

3rd - International Day of Persons with Disabilities

14th – NAMI Ask the Expert: [Suicide in Pretrial Detention and Expanding the Crisis Care Continuum with Yolanda L. Lewis](#)