



**NAMI Partner | *Stigmafree* Company Opportunities**  
**2023 Calendar of Events**  
**V8: August 4, 2023**

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

**May 20<sup>th</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](#) and [Celebrating Latino Culture and Creating Change](#)

- 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 2023*)

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

**October 7<sup>th</sup>** – [NAMI Walks](#) National Day of Hope

**November 28<sup>th</sup>** – [#GivingTuesday](#)

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

## **COMPLETE MENTAL HEALTH CALENDAR**

### **January**

3<sup>rd</sup> – International Mind-Body Wellness Day

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

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

16<sup>th</sup> – MLK Day – [Social Graphic](#) and [Social Graphic](#)

25<sup>th</sup> – 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](#).

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

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

9<sup>th</sup> – 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](#)

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

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

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

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

5<sup>th</sup> – Dissociative Identity Disorder Awareness Day

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

9<sup>th</sup> – 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

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

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

17<sup>th</sup> – World Sleep Day

20<sup>th</sup> – 26<sup>th</sup> – National Drug and Alcohol Facts Week

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

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

25<sup>th</sup> – 31<sup>st</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 Family Members and Caregivers](#)

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 | Arab American Heritage Month

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

3<sup>rd</sup> – 9<sup>th</sup> – National Public Health Week

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

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

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

7<sup>th</sup> – World Health Day

9<sup>th</sup> – 15<sup>th</sup> National Public Safety Telecommunicators Week

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

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

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

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

27<sup>th</sup> – 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

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

2<sup>nd</sup> – Childhood Depression Awareness Day

3<sup>rd</sup> – National Anxiety Disorders Screening Day

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

1<sup>st</sup> – 7<sup>th</sup> – Tardive Dyskinesia Awareness Week – [Tardive Dyskinesia](#)

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

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

6<sup>th</sup> – 7<sup>th</sup> – National Fallen Firefighters Memorial Weekend

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

8<sup>th</sup> – 12<sup>th</sup> – Teacher Appreciation Week

11<sup>th</sup> – Children’s Mental Health Awareness Day

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

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

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

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

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

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

24<sup>th</sup> – Early Psychosis and Schizophrenia Awareness Day

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

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

29<sup>th</sup> – Memorial Day

## June

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

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

6<sup>th</sup> – 8<sup>th</sup> – [NAMI National Convention](#) (virtual)

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

12<sup>th</sup> – 18<sup>th</sup> – National Men's Health Week

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

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

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

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

19<sup>th</sup> – Juneteenth

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

27<sup>th</sup> – July 3<sup>rd</sup> – Deaf-Blind Awareness Week

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

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

29<sup>th</sup> – 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](#))

1<sup>st</sup> – National Bereaved Parents Day

4<sup>th</sup> – Independence Day

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

12<sup>th</sup> – 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](#)

12<sup>th</sup> – 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](#)

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

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

24<sup>th</sup> – International Self-Care Day

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

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

## August

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

6<sup>th</sup> – National Health Center Week

9<sup>th</sup> – International Day of the World’s Indigenous Peoples

12<sup>th</sup> – International Youth Day

17<sup>th</sup> – National Nonprofit Day

30<sup>th</sup> – National Grief Awareness Day

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](#)

10<sup>th</sup> – 16<sup>th</sup> – World Suicide Prevention Week

10<sup>th</sup> – National Suicide Prevention Day ([Partner Toolkit will be updated in Summer 2023](#))

15<sup>th</sup> – October 15<sup>th</sup> - Hispanic Heritage Month

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 | Filipino American History Month | LGBT History Month

1<sup>st</sup> – 7<sup>th</sup> – Mental Illness Awareness Week (*Partner Toolkit will be updated in Summer 2023*)

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

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

9<sup>th</sup> – Indigenous Peoples Day

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



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

11<sup>th</sup> – National Emergency Nurse’s Day

11<sup>th</sup> – National Coming Out Day

28<sup>th</sup> – National First Responder Day

TBC – NAMI Partner Day and Research Event

TBC – NAMI Ask the Expert: TBC

### **November**

National Family Caregivers Month | Military Family Month | Men’s Health Awareness Month

1<sup>st</sup> – National Stress Awareness Day

11<sup>th</sup> – Veteran’s Day

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

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

20<sup>th</sup> – Transgender Day of Remembrance

23<sup>rd</sup> – Thanksgiving

28<sup>th</sup> – #GivingTuesday

TBC – NAMI Ask the Expert: TBC

### **December**

National Volunteers Month

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

TBC – NAMI Ask the Expert: TBC